

تأثير التسويق عبر وسائل التواصل الاجتماعي على ولاء العلامة التجارية في
منتجات فئة نمط الحياة: الدور الوسيط لتجربة العملاء

**SOCIAL MEDIA MARKETING AND
CONSUMER PURCHASE INTENTION OF
LIFESTYLE CATEGORY PRODUCTS IN
INDIA**

الدكتور سفيان حبيب
استاذ مشارك،
قسم ادارة الاعمال،
كلية الإدارة والمالية،
الجامعة السعودية الالكترونية
المملكة العربية السعودية

Dr. Sufyan Habib
Associate Professor,
Department of Business Administration,
College of Administration & Finance,
Saudi Electronic University
Saudi Arabia
E-mail: s.habib@seu.edu.sa
s.habib@seu.edu.sa

جميع حقوق الطبع والنشر محفوظة لجامعة أم القرى

التسويق عبر وسائل التواصل الاجتماعي ونية المستهلك الشرائية مع أهمية الدور الوسيط لثقة المستهلك وبناء الراي في شراء فئة منتجات نمط الحياة

ملخص البحث: في زمن التكنولوجيا الحالي تستخدم معظم منظمات الأعمال على نطاق واسع التسويق عبر وسائل التواصل الاجتماعي كمنصة تسويق مهمة للتواصل وجذب العملاء. البحوث الحالية يتم اجرائها بهدف فحص تأثير التسويق عبر وسائل التواصل الاجتماعي على بناء رأي المستهلكين وبناء ثقة المستهلك ومدى تأثير التسويق عبر وسائل التواصل الاجتماعي وراي وثقة المستهلك على تحسين نية المستهلك الشرائية لمنتجات نمط الحياة. بالإضافة إلى ذلك ، تحلل هذه الدراسة أيضًا التأثير الوسيط للرأي والثقة على التسويق عبر وسائل التواصل الاجتماعي ونية الشراء تجاه منتجات نمط الحياة في المجتمع الهندي. في استطلاع شمل ٣٥٣ عميلًا تم اختيارهم بشكل عشوائي ، تؤكد النتائج أن التسويق عبر وسائل التواصل الاجتماعي يؤثر على رأي المستهلك ويعزز ثقة العملاء ويزيد من نية المستهلك لشراء منتجات نمط الحياة. تؤكد الدراسة أيضا الدور الوسيط لرأي المستهلك وثقتهم في العلاقة بين التسويق عبر وسائل التواصل الاجتماعي ونية الشراء حول منتجات نمط الحياة. نتيجة لذلك ، أصبح الاستخدام الفعال لوسائل التواصل الاجتماعي جزءًا أساسيًا في إنشاء ميزة تنافسية والحفاظ عليها. بعد ذلك، تركز الشركات بشكل أكبر على طريقة لبناء رأي المستهلك وثقته من أجل تعزيز العلاقة بين التسويق عبر وسائل التواصل الاجتماعي ونية الشراء لمنتجات نمط الحياة. في تقييم تأثير التسويق عبر وسائل التواصل الاجتماعي على نية شراء المستهلك ، واستكشاف السعي الفعال للحصول على تفاصيل العلامة التجارية، مقارنة السوق مجتمع السوق الإلكتروني أو محتوى التواصل للعلامة التجارية الشخصية المتعلقة بكل منصة من منصات التواصل الاجتماعي يمكن لعامل رأي المستهلك وبناء الثقة أن يساعد في تحسين نية الشراء من خلال التسويق عبر وسائل التواصل الاجتماعي. بعض القيود ونطاق البحث المستقبلي سيتم عرضها ومناقشتها في هذه الدراسة.

الكلمات المفتاحية:

التسويق عبر وسائل التواصل الاجتماعي ، رأي المستهلك ، ثقة المستهلك ، نية الشراء ، إلخ.

SOCIAL MEDIA MARKETING AND CONSUMER PURCHASE INTENTION OF LIFESTYLE CATEGORY PRODUCTS IN INDIA

Abstract:

In the present technological environment, most of the business organization are extensively using social media marketing as an important marketing platform for communicating and appealing customers. The present study has been conducted with the objective of examining the effect of social media marketing on consumer opinion building and consumer confidence building and the degree to which social media marketing, opinion and customer confidence improve the customers 'purchase intention towards lifestyle products. In addition, this research analyzes the mediating effect of opinion and trust on social media marketing and purchase intention towards lifestyle products in the Indian context. In a survey of 353 participants, finding confirms that social media marketing influence consumer opinion and strengthen customers' trust and buildup consumers' intention to purchase lifestyle products. The research also confirms the mediating role of consumer opinion and their trust in the relationship between social media marketing and purchase intention about lifestyle products. Consequentially, the successful use of social media has become an important part of developing and preserving a competitive edge. Subsequently, companies focus more on the way of building consumer opinion and trust to strengthen the relationship between social media marketing and purchase intention of lifestyle products. In assessing the impacts of social media marketing on consumer purchase intention, an exploration of

efficient quest for brand details, market comparison, online mark communities, and personalized brand communication contents specific to each social media platform, the factor of consumer opinion and trust building measure can help for improving purchase intention through social media marketing. Some of the shortcomings and scope for further research are also presented in the study.

Keywords:

Social media marketing, consumer Opinion, Consumer Trust, Purchase Intention, etc.

Introduction:

Continuous growth and extensive application of technology in the marketing, advertisement and promotion of the product across the globe has led to changes in how firms focus on influencing its customers. Business practitioners have acknowledged that technology has become an important part of business growth and have set up global technology access marketing strategies. Simultaneously, advertising and promotion must reflect on the psychological, emotional, and social determinants that impact customer behaviour, aspects that need to be assimilated into technology-oriented marketing activities. Internet and Internet-based communication technologies have strong impact on firms in interacting with their customers. The Internet has created a strong forum for the local and global brands to grow their reach and attract more customers than ever before. Many customers spend more time searching for details, discussing brand on social network and building their brand allegiance and forming their buying intentions. Social media marketing has thus emerged as the most common and successful brand marketing tool as well as brand communication.

Social media as a mean of interpersonal communication has grown exponentially and become very important tool for brand communication. Over the last few years, the way people interact, check and exchange information with each other has changed significantly (Hennig-Thurau et al., 2010). Social network marketing has increased because of its high popularity and continuous increasing active uses on various social media platforms. Facebook, Instagram, Twitter and LinkedIn users in India are 270, 80, 11.45 and 62 million respectively as of January 2020 (<http://www.statista.com>). Social media communicates with users in order to raise awareness about their brand or service, making their preferences and manipulating their decision-making towards product purchase. It provides two-way communication channel where buyers and sellers can interact; and provides prompt feedback. Social media can be used for

product advertisement. Putting advertising on social media platforms that will allow consumers to view it, then like it, share it, and comment on the advertisement, and then pass the advertisement message on and on to their mates. Any and every user on the social media serves as an influencer and attracts other people's attention. The essence of the business and type of customer a company goes with will decide the social media platform that they are using.

Marketers have also engaged celebrities from social media to promote products online arena. Social network users are open to peers' buying habits through posts from a peers' account, which may be written by a peer. Both communications are part of an immersive communication plan that involves modeling, enhancement and social engagement processes. Social networking has become an important means of communication that people use to link with other people or companies. People use social network to express their views, reviews, details, suggestions, warnings, tips and/or any questions that are of interest. Social networks are inter-connected computer-mediated technologies, which help in the development or sharing of information, ideas, careers, interests, and other forms of expression through virtual communities and networks (Kala & Chaubey, 2018). The range of social networking platforms currently available from which user-generated content and these contents have emerged as a significant tool for marketing products and services. In these platforms, users create highly interactive communities where individuals, groups, and organizations can share, co-develop debate, contribute, and modify user-generated contents. Marketers take advantage of these platforms and build marketing campaign to attract more customers and develop favourable promotional information for products.

Indian lifestyle industry is growing by leaps & bounds. The drivers of this growth include Demographical advantage, rising customer class, rising disposable income, rapid urbanization, increasing fashion trends, increasing demand for lifestyle products, and high spending on lifestyle and high-end products. Existing literature shows that

healthcare products, cosmetics and beauty enhancing products, electronic gadgets, artificial jewelry, entertainment, pharmaceutical products, apparels and accessories are major lifestyle brands among Indian. AT Kearney (2016) report mentions that market of Indian fashion and lifestyle products is anticipated to grow at 12% CAGR over the next five years to reach INR 3,940 billion from the current approximation of INR 2,210 billion. Lifestyle product market in India is expected to grow at a robust rate during 2019-2023 due to household spending increases, urban growth, health, education, shopping habits, personal grooming, clothes, recreational habits, eating habits, drinking habits, savings and investment, media, communication, among others. Each category of goods has a distinct collection of lifestyle values that appeal to a particular segment of consumers. This research work has been conducted with the objective of examining the effect of social media marketing on consumer opinion building and consumer confidence building and the degree to which social media marketing, opinion and consumer confidence improve the customers' purchase intention towards lifestyle products. In addition, this study also analyzes the mediating effect of opinion and trust on social media marketing and purchase intention towards lifestyle products in the Indian context.

Literature Review & Hypotheses Development

Social Media Marketing and Consumer Purchase Intention

Information-processing theory concerning the customer choice has shown how information is preformed, assessed, and post-assessed during the decision process. The model comprises six dominant parts – processing capacity, motivation, attention and perceptual encoding, information acquisition and evaluation, decision processes, and effects of consumption and learning (Bettman, 1979). Several researchers including Islam & Rehman (2016), Akhtar et al. (2016), Alkaya & Taskin (2017), Prasad, Gupta, and Totala (2017), Kala & Chaubey (2018), Trivedi & Sama (2020) suggested the

constructive relationship between social network marketing and customer buying intention. These studies advocated that business should invest more on exploring dimension of influencer marketing and social media marketing to ensure success through long-term strategy rather than focusing on known application of social media. The study by Zabadiet et al. (2017) investigated the role and effect of social media platforms on consumers' buying intentions and on user confidence in a global trade climate. The findings revealed that confidence is the most dominant concept, and has a statistically noteworthy impact on behavioral intention to buy on the internet, followed by perceived website usefulness. While examining the result of social network marketing, brand loyalty, and online word of mouth on purchase intention in Malaysian context, the study of Zhung (2017) concluded that social network has noteworthy impact on customer behavior. The study also indicated the consumer intention to purchase increased with increase in social media interaction. Scarth (2017) explored how social media interactions affected South African customers' intention to buy motor vehicle brands and concluded that a strong positive relationship of brand attitude and brand value affecting Millennial purchasing intention.

Islam & Rehman (2016) investigated the importance of social network marketing operations such as customer engagement in increasing consumer confidence, experience, and word-of-mouth. The findings show that all these social media marketing operations lead to consumer confidence, favourable interaction and word-of-mouth activities. Prasad, Gupta, and Totala (2017) found that social media usage and internet-mediated word of mouth communication have a favourable impact on customer purchasing behavior. Kala & Chaubey (2018) also found that electronic word of mouth communication influences the purchase intention towards lifestyle products in India. Erkan & Elwalda (2018) examined the influence of online social media reviews on consumers' purchase intentions, and confirmed quality, perceived usefulness and credibility of reviews influence customer purchase intention. Shah,

Zahoor & Qureshi (2019) also empathized that social media has become a preferred means of direct communication with young customers and the rapid proliferation of such form of information significantly influence their purchasing behavior. Using an online survey on 502 social media users, Chen & Lin (2019) found that social media marketing activities affect customer satisfaction and purchase intention. Thus, it is hypothesized that:

H1: Social media marketing has positive relationship with consumer purchase intention of lifestyle products.

Social Media Marketing and Consumer Opinion-Building

Internet communication has become a significant source of input for news and reviews in the era of digital media. Digital opinion leaders are those who consciously and collaboratively use internet spaces, such as wikis blogs, chat forums, discussion boards, and other social media platforms. (San Jose-Cabezudo, Camarero-Izquierdo & Rodriguez-Pinto, 2012). Media effects include theories which explain how the mass media influences audience members' attitudes and perceptions. First, the entry touches on media impact history. Second, it provides an overview of the principal theories in this field. Finally, using three of the new media effect hypotheses, namely framing effects, setting the agenda and priming, the study outlines the media effect (Borah, 2016). Digital opinion leaders are keenly observed by internet users and play a crucial role in electronic word-of-mouth, gathering input and making use of knowledge to others that affect attitudes of potential buyers (Meng, Wei & Zhu, 2011). According to the survey, AC Nielson and Absolute Social Media Data Study in India (2011), 77% of respondents said they were searching their friends' views on social networking sites before purchasing product. It was also found that after reading online reviews about specific products, 88 percent of the people buy the products, and 67 percent of the

Indians who use the internet make purchases with the aid of online review. Several authors found that customer's attitude could differ in direction and in strength with the help of opinion leadership buildup through social media marketing (Cheung & Thadani, 2012). By swapping messages, digital social network users can join and share information through various channels such as wikis, blogs, discussion forums, virtual communities, sharing platforms, and virtual worlds, among many others (Teng et al., 2014). Based on these arguments, it was hypothesized that:

H2: Opinion leadership positively mediates the relationship between social media marketing and consumer purchase intention of lifestyle products

Social Media and Consumer Trust

Social media is unique to its own functionality, helps consumers to connect with businesses and with each other, provides an efficient way to reach and interact current and future consumers (Fortezza & Pencarelli, 2015). The concept of trust for this research is taken from interactive communication literature since social media allows one-to-one contact between marketer and customer, and customer to customer. Trust reduces unreliability and helps customers to feel more confident with the brand and depend on its messages (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). Brands can achieve confidence through knowledge sharing, which decreases uncertainty (Laroche et al., 2012). Social media and particular user-generated contents helps organizations and users to share accurate information. Habibi, Laroche & Richard (2014) opined that consumers found brand content shared on social media more dependable than other sources. By sharing product information online, products are subject to more public scrutiny, which is readily accessible on social media by anyone; thus, customers turn to brand pages to find accurate product information (Mangold & Faulds, 2009). Studies of

Obal, Burch & Kunz (2011) and Gensler, Völckner, Liu-Thompkins, & Wiertz (2013) have been shown that online reviews significantly affect the firm efficiency (sales and returns). Of this purpose, brands must track customer posts on social media and respond accordingly in order to keep customers satisfied. Lin and Lee (2012) pointed out that trust is the client's optimistic feelings about the brand psychologically and feels safe. Consumers regard social media as more trustworthy than traditional forms of promotion. This may be due to the fact that social media offers direct communication, immediate feedback and more unbiased content created by consumers. So, we hypothesized:

H3: Consumer trust mediates the relationship between social media marketing and consumer purchase intention of lifestyle products

Research Methodology

Data for this study has been collected from primary and secondary sources. Descriptive research design was used in this study. A non-probability sampling method was employed. The review of relevant research papers including Cheung et al. (2008), Cheung et al. (2009), Hsu et al. (2013), Teng et al. (2014), Islam & Rehman (2016), Kala & Chaubey (2018) and Shah, Zahoor & Qureshi (2019) was carried out to identify the variables for the study. Secondary data was collected through an online questionnaire. A well-structured questionnaire was designed covering different dimension of social network marketing, consumer opinion building, consumer trust and purchase intention and posted to consumers through an online survey developed on Google form over a period of three months from December 2019 to February 2020. Customers were invited to participate in the research through email and by posting invitations to well-known sites asking potential respondents to visit the different social media website to complete the questionnaire. Variables for the social media marketing, opinion building, and

consumer trust and purchase intention were identified through the review of relevant literature. The survey questionnaire consisted of three sections. The first part comprised demographic profile of participants. Second part of the questionnaire consisted of exploring the time and effort in searching the product information for purchase decision making of lifestyle products. Third part of the questionnaire was concerned with social media marketing attributes, opinion building, consumer trust and purchase intention for lifestyle products.

In this research, lifestyle products include healthcare products, cosmetics and beauty enhancing products, electronic gadgets, artificial jewelry, entertainment, pharmaceutical products, apparels and accessories. Respondents were instructed to indicate their views according to their level of agreement with given 34 attributes in a five-point Likert-scale (where 5 designated strongly agree/very high and 1 designated strongly disagree/very less). Out of 34 variables, nine variables related to social media marketing, four variables for consumer trust, 11 variables for opinion building and 10 variables for purchase intention. Dimension of social media marketing were identified as informative, interesting, creativity, uniqueness and innovative, feedback, transparency and authenticity, interactivity, reliable and trustworthy, brand communities (Kim & Ko, 2012). Opinion building scale were taken from Kuppelwieser & Klaus (2020), Klaus (2014) and Fan & Li (2006). Consumer trust was measured with four items adopted from Ailawadi et al. (2001), Chaudhuri & Holbrook (2001), and Bennur & Jin (2017). Purchase intention was measured with ten variable taken from (Shukla, 2010, Kala & Chaubey, 2018). The last part of the questionnaire examined surveyed consumers demographic profile.

The validity of the survey instrument was assured by giving the initial questionnaire to a board of specialists and university professors. This was intended to assure the validity of its content, the accuracy of its interpretation of the objects, and to make sure study variables association with the study objectives. For reliability, questionnaire

was tested on a pilot basis using 40 respondents, representing 11.5 percent of the total sample size. Cronbach's alpha value was found to be 0.926 which specified the questionnaire's appropriate level of reliability. Questionnaire was sent to 1,500 respondents. Researchers received 390 responses. After rejecting 37 incorrect and defective responses, 353 responses were considered appropriate and used in this research. Finally, the data collected was compiled, tabulated, and analyzed using SPSS 22 software.

Results

The sample profile as shown in table 1 depicts the demographic characteristics of participants. It is obvious that the sample is the combination of younger generation participants as 23.2% respondents are from age group upto 18 years and 41.6% participants found to be in the age group of 19-25 years. 22.7% participants were in the age group of 26-35 years, 11.3% participants were in the age group of 36-45 years and remaining 1.1% participants were in the age group of 46-55 years of their age. The survey reveals that 68.3% participants are male participants and remaining 31.7% participants are from female categories. 54.7% participants are married categories and remaining 45.3% are unmarried categories. Information regarding education level indicates that sample is the combination of good educated level as 29.2% participants were educated below graduation, 10.5% participants are educated upto graduation, 16.7% are educated upto post graduation, 28.0% are possessing technical qualification and 15.6% participants are having professional qualification to their credit. Regarding the monthly income, survey reveals that 17% participants indicated that they are having no income (mostly students), 40.8% respondents indicated that they are earning upto INR 15000, 12.2% participants indicated that they are earning from INR 15001-25000, 13.9% participants are having monthly income from INR 25001-40000, 9.3% participants indicated their earning from INR 40001-60000, and 4% respondents

indicated that they are having monthly income from INR 60001-100000. Remaining 2.8 % participants respondents indicated that they are having monthly income from INR 100000 and above.

Table1: Demographic Profile of Respondents (N=353)

Demographic Characteristics		Frequency	%
Age	Up to 18 years	82	23.2
	19 to 25 years	147	41.6
	26 to 35 years	80	22.7
Gender	Male	241	68.3
	Female	112	31.7
Marital Status	Married	193	54.7
	Unmarried	160	45.3
Educational Level	Under graduation	103	29.2
	Graduation level	37	10.5
	Post Graduation	59	16.7
	technical (Diploma/ degree etc)	99	28.0
	Professional qualification	55	15.6
Monthly Income	No income	60	17.0
	Below INR 15000	144	40.8
	INR 15001 – INR 25000	43	12.2
	INR 25001 – INR 40000	49	13.9
	INR 40001- INR 60000	33	9.3
	INR 60001 – INR 100000	14	4.0
	INR 100000 and above	10	2.8

The information presented in the table2 indicates the time and effort in searching the product information of lifestyle products on various social media sites. Descriptive statistics as presented in the table 2 indicates that consumer spend maximum time and effort in searching lifestyle product information of electronic gadgets as it has scored highest mean of 3.90 and SD of 1.21. This was followed by Apparels and Accessories (3.73), cosmetics and beauty enhancing products (3.62), healthcare products (3.52), artificial jewelry (2.60), Entertainment (2.51) and pharmaceutical products (2.45). This indicates that consumer are highly involved in electronic gadgets as compare to pharmaceutical products in terms of time and efforts.

Table2: Time &effort in searching information about lifestyle Products (N = 353)

Lifestyle Product Categories	Mean	SD
Health Care products	3.52	1.20
Cosmetics and beauty enhancing products	3.62	.99
Electronic gadgets	3.90	1.21
Artificial jewelry	2.60	1.07
Entertainment	2.51	1.01
Pharmaceutical products	2.45	1.04
Apparels and accessories	3.73	.62

Information presented in the Table 3 shows descriptive statistics for various variables of social media marketing. Nine important feature of social media marketing like likeinformative, interesting, creativity, uniqueness and innovative, feedback, transparency and authenticity, interactivity, reliable and trust worthy, brand communities were considered for the study. It is observed that attribute “Product endorsed in Social media is presented honestly, with transparency and authenticity” has scored highest

mean of 4.12 and SD = 0.87. This was followed by attribute “social media advertising of lifestyle product are very informative” with mean 4.11 and SD = 0.83. Attribute “Product endorsed in social media is reliable and trust worthy” has scored lowest mean of 3.41 and SD = 1.04. The combined mean of this factor was found to be 3.75 and SD = 0.49. Reliability (α) was found to be 0.635.

Table 3: Social Media Marketing (N = 353)

item	Social Media Marketing ($\alpha = 0.635$)	Mean (3.75)	SD (0.49)
SMM 1	Social media advertising of lifestyle product are very informative.	4.11	0.83
SMM 2	The advertising material on social media of brand I am considering to buy is very interesting.	3.64	0.95
SMM 3	Advertising of lifestyle products on social media is very creative.	3.42	1.08
SMM 4	Advertising of lifestyle product on social media is unique and innovative.	3.91	0.80
SMM 5	Advertising of lifestyle product on Social media encourages greater contributions and product feedback from everyone.	3.43	1.08
SMM 6	Product endorsed in Social media is presented honestly, with transparency and authenticity.	4.12	0.87
SMM 7	Two-way communication feature of Social media plate form make the lifestyle product advertising more successful.	3.84	0.97
SMM 8	Product endorsed in social media is reliable and trust worthy.	3.42	1.04
SMM 9	Advertising of lifestyle product on social media is helpful in building brand communities.	3.90	0.98

Information presented in the Table 4 shows descriptive statistics for various items of consumer trust. It is observed that attribute “It’s possible the claims made by my favorite social networking site would be reliable” has scored highest mean of 3.85 and SD= 0.55. Attribute “I have no questions about the authenticity of my favorite social network site” has scored lowest mean of 3.32 and highest SD of 0.83. The combined mean of this factor was found to be 3.63 and SD= 0.55. Reliability (α) was 0.730.

Table 4: Consumer Trust (N = 353)

Item	Consumer Trust ($\alpha = 0.730$)	Mean	SD
		(3.63)	(0.54)
CT 1	It is possible the claims made by my favorite social networking site would be reliable.	3.85	0.55
CT 2	I have no questions about the authenticity of my favorite social network site.	3.32	0.83
CT 3	I believe this is realistic based on my experience with my favorite social networking site.	3.57	0.72
CT 4	Based on my experience with my favorite social networking website, I know that a service provider cares the users.	3.78	0.76

Information presented in the Table 5 shows descriptive statistics for various items of Consumer opinion Building. It is observed that attribute “Lifestyle product presented in social media positively convinces me and form a strong opinion about it” has scored highest mean of 4.09 and SD = 0.63. This was followed by attribute “Based on my experience with my favorite social networking website, I know that service providers care the users” with mean =3.86 and SD= 0.69. The attribute “I have no questions about the authenticity of my favorite social network site” has scored lowest mean value 3.53 and SD = 0.71. The combined mean of this factor was 3.77 and SD = 0.48. Reliability (α) was found to be .894.

Table 5: Consumer Opinion Building (N = 353)

Item	Consumer Opinion Building ($\alpha = 0.894$)	Mean	SD
		(3.77)	(0.49)
COB 1	It is easy to express my opinion through social media about the lifestyle product that is in my consideration list.	3.76	0.65
COB 2	The social networking sites offer various ways to publicize product information.	3.69	0.79
COB 3	Product information placed on social media build up a favorable opinion about product.	3.73	0.77
COB 4	Lifestyle product presented in social media positively convinces me and forms a strong opinion about it.	4.09	0.63
COB 5	Advertisement and product review and network opinion skewed my opinion in favour of product.	3.81	0.65
COB 6	Two-way communication feature of social media helps a lot in building positive opinion towards lifestyle products.	3.66	0.70
COB 7	Social networking sites offer various opportunities to express opinions on lifestyle product.	3.83	0.62
COB 8	It is possible the claims made by my favorite social networking site would be reliable.	3.67	0.66
COB 9	I have no questions about the authenticity of my favorite social network site.	3.53	0.71
COB 10	I believe this is realistic based on my experience with my favorite social networking site.	3.82	0.75
CON 11	Based on my experience with my favorite social networking website, I know that service providers care the users.	3.86	0.69

Information presented in the Table 6 shows descriptive statistics for various items of consumers purchase intention. It is observed that attribute “I am optimistic about the quality of lifestyle products that can be found on social media sites” has scored highest mean of 4.29 and SD = 0.63. It was followed by the attribute “The availability of social media has made me more informed about lifestyle product and brands when making purchase decisions” with mean 4.27 and SD = 0.72. Attribute “I will most likely buy the brands that my friends have suggested on social media sites” has scored lowest mean of 3.51 and SD = 1.11. Combined mean of all items of consumers purchase intention was found to be 3.90 and SD 0.47. Reliability (α) of this factor was 0.683.

Table 6: Purchase Intention (N = 353)

Item	Purchase Intention ($\alpha = 0.683$)	Mean (3.90)	SD (0.47)
PI 1	I am optimistic about the quality of lifestyle products that can be found on social media sites.	4.29	0.63
PI 2	I would like to purchase lifestyle product in near future that are endorsed by on line communities in social media	4.07	0.94
PI 3	I think the items of lifestyle endorsed in social media hold their promises and commitments.	3.65	1.07
PI 4	I will most likely buy the brands that my friends have suggested on social media sites.	3.51	1.11
PI 5	The next time I need a product I can purchase the products as advertised on social media sites.	3.60	0.95
PI 6	I will certainly pursue the lifestyle products on social media platforms as it was advertised.	3.88	0.99
PI 7	I would like to promote my intended lifestyle product on social networking sites to my peers.	4.23	0.82
PI 8	Advertising of lifestyle brand on social networking sites helps me to make better pre purchase decision about innate lifestyle brand	3.59	0.95
PI 9	I am more likely to purchase a Product such as mobile phone or video game that has been promoted extensively in social media prior to launch.	3.92	0.92
PI 10	The availability of social media has made me more informed about lifestyle product and brands when making purchase decisions.	4.27	0.72

Regression Analysis

Regression analysis was carried out for modeling the relationship between social media marketing and customer opinion building, consumer trust and consumer purchase intention. Combined factor mean (Informative, interesting, creativities, innovativeness, feedback system, transparency and authenticity, interactivity, reliability and trustworthiness and brand communities) were used in analyzing the construct 'social media marketing'. Similar, combined mean of measurement variables were calculated for assessing 'customer trust' factor. Combined mean of eleven measurement variables related to customer opinion were calculated for assessing customer opinion building and ten measurement variable related to consumer purchase intention were calculated using SPSS software and then further regression analysis was carried out in four steps.

In the first step, regression analysis was carried out to assess the direct impact of social media marketing on consumer purchase intention. In the next step impact of social media marketing on consumer trust and consumer opinion building was carried out. Further impact of consumer trust and opinion building on consumer purchase intention was calculated using SPSS software. Results are presented in the table 7 and Figure1.

Table 7: Maximum Likelihood Estimates for Model (N = 353)

Independent Variable	Dependent Variable	Standardized Estimate (β)	Standard Error	t- statistic	R	R ²	F-value	p-value
SMM	PI	.516	.043	11.865	0.535	0.286	140.779	0.000
SMM	CT	.652	.048	13.705	.590	0.349	187.815	0.000
SMM	COB	.616	.042	14.750	.619 ^a	.383	217.567	0.000
CT	PI	.725	.026	27.871	.830 ^a	.689	776.811	0.000
COB	PI	.827	.027	30.866	0.855	0.731	952.695	0.000

SMM = Social Media Marketing, PI = Purchase Intention, CT = Consumer Trust, COB = Consumer Opinion Building.

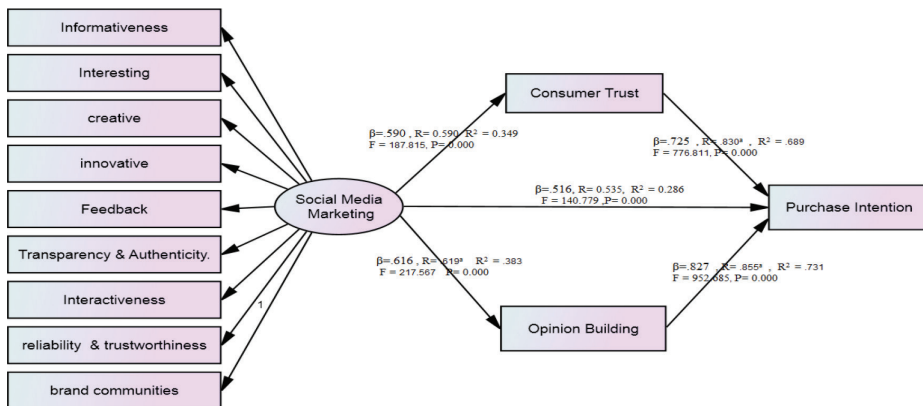


Figure 1: Regression Analysis

The information presented in the table 7 shows the result of regression analysis between social media marketing and purchase intention and indirect effect of social media marketing on consumer trust and opinion building and further the impact of opinion building and consumer trust on purchase intention of lifestyle products. The impact of social media marketing on consumer purchase intention was found significant ($F = 140.776$, $P = 0.000$; $t = 11.865$, $p = .000$) and contributed 28.6% ($R^2 = 0.286$) to purchase intention. The outcome indicates that beta values (β) for social media marketing is 0.516 and it has considerable result on purchase intention. Hence, the research hypothesis is accepted indicating the social media marketing has significant effect on consumers' purchase intention.

Further indicates the impact of social media marketing on consumer trust. The impact of social media marketing on consumer trust was found significant ($F = 187.815$, $p = 0.000$; $t = 13.705$, $p = .000$) and contributed 34.9% ($R^2 = 0.349$) to consumer trust. The outcomes revealed that the beta value for social media marketing is 0.652 and it has considerable result on consumer trust. Hence, the research hypothesis is accepted indicating the social media marketing has significant effect on consumers' trust. Table also indicates the impact of social media marketing on consumer opinion building. The impact of social media marketing on consumer opinion building was found significant ($F = 217.567$, $p = 0.000$; $t = 14.755$, $p = .000$) and contributed 38.3% ($R^2 = 0.383$) to consumer opinion building. The results revealed that the beta value for social media marketing is 0.616 and it has significant effect on consumer opinion building. Hence, the research hypothesis is accepted indicating the social media marketing has significant effect on consumers' opinion building.

Table further indicates the impact of consumer trust on consumers purchase intention of lifestyle products. The impact of consumer trust on purchase intention was found significant ($F = 776.811$, $p = 0.000$; $t = 27.871$, $p = .000$) and contributed 68.9%

($R^2 = 0.689$) to consumer purchase intention. The results revealed that the beta values consumer trust is 0.725 and it has significant effect on consumer purchase intention. Hence, the research hypothesis is accepted indicating the consumer trust has significant effect on consumers' purchase intention.

Table 7 indicates the impact of consumer opinion building on purchase intention. The impact of consumer opinion building on purchase intention was found significant ($F = 952.695$, $p = 0.000$; $t = 30.866$, $p = .000$) and contributed 73.1% ($R^2 = 0.731$) to consumer purchase intention. The results revealed that the beta value of consumer opinion is 0.827 and it has significant effect on consumer purchase intention. Hence, the research hypothesis is accepted indicating the consumer opinion building has significant effect on consumers' purchase intention.

Mediation effect of Consumer trust between Social media marketing and Purchase intention

The information presented in the table 8(a) and 8(b) shows the test result of Sobel test, Aroian test, and Goodman test that were conducted to assess the result of mediating variable (consumer trust) of a given independent variable (social media marketing) on a given dependent variable (purchase intention). In general, mediation can take place if: (1) the independent variable significantly affects the mediator; (2) the independent variable significantly affects the dependent variable in the absence of the mediator; (3) the mediator has a major unique effect on the dependent variable; and (4) the independent variable's influence on the dependent variable shrinks when the mediator is applied to the model. Such principles can be used to informally determine whether mediation is taking place or not. Sobel test indicated that p-values is less than 0.05 assuming a two-tailed z-test is greater than 1.96 and hence research hypothesis is accepted and concluded that customer trust mediates the relationship between social media marketing and consumer purchase intention.

Table 8(A): Influence of Mediating Variable (Consumer Trust) using Sobel Test (A)

.	Input		Test Statistics	Standard Error	P-Value
A	.652	Sobel test	12.21153411	0.03870931	.000
B	.752	Aroian test	12.20519249	0.03872942	.000
Sa	0.048	Goodman test	12.21788563	0.03868918	.000
Sb	0.026				

Table 8 (B): Influence of Mediating Variable (Consumer Trust) using Sobel Test (B)

	Input			
t _a	13.705	Sobel test	12.32742042	0.000
t _b	27.871	Aroian test	12.32104285	0.000
		Goodman test	12.33380789	0.000

Mediation effect of Consumer Opinion Building between Social media marketing and Purchase intention

The information presented in the table 9(a) and 9(b) shows the test result of Sobel test, Aroian test, and Goodman test that were conducted to assess the result of mediating variable (Consumer opinion building) of a given independent variable (social media marketing) on a given dependent variable (Purchase Intention). Sobel test indicated that p-values is less than 0.05 assuming a two-tailed z-test is greater than 1.96 and hence research hypothesis is accepted and concluded that customer trust mediates the relationship between social media marketing and consumer purchase intention.

Table 9 (A): Influence of Mediating Variable (Consumer Opinion Building) using Sobel Test (A)

.	Input		Test Statistics	Standard Error	P-Value
a	.616	Sobel test	13.22832282	0.0385107	.000
b	0.827	Aroian test	13.22259148	0.03852739	.000
Sa	0.042	Goodman test	13.23406161	0.038494	.000
Sb	.027				

Table 9(B): Influence of Mediating Variable (Consumer Opinion Building) using Sobel Test (B)

	Input			
ta	14.750	Sobel test	13.308493	0.000
tb	30.855	Aroian test	13.30281057	0.000
		Goodman test	13.31418271	0.000

Discussion & Implications

This research has been conducted with the aim of examining the impact of social media marketing on consumer trust, opinion building and purchase intention of lifestyle product and analyse the mediating effect of consumer trust and consumer opinion building on social media marketing and purchase intention in the context of lifestyle products. The results showed that social media marketing has a positive impact on purchase intention towards lifestyle products. The study also reveals that social media marketing has considerable influence on consumer trust and influences them in building opinion and also has significant effect on purchase intention. The study also indicates that consumer trust and consumer opinion affect purchase intention. These results provide new perspectives for both the consequences of the study and the managerial

implications.

Attesting the findings of previous studies of Kim and Ko (2010) and Hutter et al. (2013), Ashley & Tuten (2015), this study suggests companies should ensure that their social media marketing campaigns use the best marketing strategies, align present theories on social intention buying mechanisms with the best choices for consumer engagement and influence their purchase intention. The findings of the present study reinforce the fact that many Indians are highly involved with social media platforms. In this context, this research shows that social media can be used as a marketing tool to effectively induce consumer purchase intention. Given that the social media has special features which allow for viral effects, consumers can build their opinion and trust in the products and further influence their purchase intention. The social media facilitates two-way communication between customers and marketers. As a result, its presence has a positive effect on product evaluations and their intention to purchase lifestyle items. Further, the result of second and third hypothesis testing confirmed that social media marketing significantly affect consumer opinion building toward lifestyle products and developing building consumer trust. Further, it was also found that consumer opinion building and consumer trust has favourable effects on consumer purchase intention. Therefore, the companies using social media must focus on building favourable customer opinion and should design social media marketing strategies to get consumer trust to shape their intention towards lifestyle products positively. Hence, finding support the hypothesis that social media positively influencing the customer opinion building towards lifestyle product and enhancing customer trust. Further, opinion building and customer trust positively affect purchase intention towards lifestyle products.

Moreover, the findings of the study confirm the mediation of customers' opinion and customer trust between social media marketing and purchase intention in lifestyle categories of products. Mirroring the findings of Lu, Fan and Zhou (2016), Panteli & Sockalingam (2005), Sung, Kim & Shin (2016), McKnight, Choudhury and Kacmar

(2002), the results indicates that social media has a direct effect on consumer trust while reading the product reviews and making intention to purchase a product. The present study also advocates that social media marketing greatly influences the building of customer opinion and consumer trust and these two-mediating variables (customer opinion building and customer trust) further significantly influence purchase intention of lifestyle products. Hence, the study concluded that observed social media marketing activities is an efficient tool in developing relationship with consumers and building customer opinion towards product and influencing their purchase intention of lifestyle products. We conclude that effective social media marketing activities can enhance consumer trust by augmenting the relations of customers with the lifestyle brands, other consumers, the products of the organization and the overall organization.

With the increased use of social networking sites to search for information, modern consumers, particularly the younger ones, view social media marketing as a more reliable source of brand information than conventional marketing communications tools. In view of this, the specific consumer behavior is influenced by social media marketing practices such as successful brand advertising, knowledge discovery, brand comparison, online user groups and personalized user contact strategies. Therefore, social media marketing practices can be assumed to provide a strategic advantage for contemporary business entities on the market to compete with their competitors in order to distinguish their offerings. Marketers also recognize that being placeless, cost-effective, highly successful and highly reliable, social media marketing has enormous scope. They need to use continuous brand communication and interaction techniques, share valuable brand information and industry trends, build a sense of community and social connection within social media networks to promote brand positioning, which in effect increases brand loyalty and customer experience.

The uniqueness of this study is that it was conducted to improve the relationship between the marketer and the consumer of lifestyle products and to guide lifestyle

brand marketers on how to become the first option for internet transactions with the help of social media marketing. Mediators such as consumer confidence and consumer opinion about the brand help to strengthen the relationship between SMM and consumer purchases of lifestyle products. The study also integrated several features of social media marketing efforts and applied them in a single model to understand the drivers of belief and devotion in lifestyle products. The results are believed to provide a rich insight into the brand managers on how to run their business online using social media marketing.

Contribution to theory

This research presents the theory from two perspectives. Firstly, it contributes to the understanding of social media marketing towards influencing consumer in building purchase intention of lifestyle products in India. There are very few studies that have explored the effect of social media marketing in building consumer purchase intention of lifestyle products (Pentina, Guilloux & Micu, 2018; Majlesi Rad & Haji pour Shoushtari, 2020). For marketing of the lifestyle products, this study scientifically establishes the importance of social media marketing in influencing customer for information search and building purchase intention. As the usage of social media marketing is gaining steam across the world, this research validates the role of social media in influencing the customer for extensive information search and building opinion in favour of lifestyle product in Indian context. Further, this study unravels the mediating role of consumer trust and consumer opinion a relatively new (Kuppelwieser & Klaus 2020, Bennur & Jin, 2017) in building purchase intention thus investigating this relatively new variable from many dimensions and the result is a gradual addition to the theory of involvement.

Contribution to Practice

From the practice point of view, this research shows the significance of working

with social media marketing in creating consumer trust and opinion building and in turn influencing customer toward purchase intention for lifestyle products. Further, as consumer trust and opinion mediates the relationship between social media marketing and purchase intention, it is important for management to emphasis more on exploring means to enhance consumer trust and have strong opinion in favour of product, which increases social media effectiveness in building intention to purchase of lifestyle products. This is a noteworthy understanding as it may help marketers accomplish a higher return on social media marketing. It is also important to note that that consumer trust indicates a strong relationship between social media marketing and purchase intention toward lifestyle product as compared to opinion. This research shows that for the marketing of lifestyle products, consumer trust is the prime factor, which may give competitive edge to brand in highly competitive emerging markets.

Conclusion

Technological advancements have empowered companies to the use of social media marketing the most effective in achieving, interacting and appealing customers. An evolving strategic trend is the use of user-generated content, produced by customers in response to specific products or brand requests and that affects other customers' perceptions. This kind of planned proposal requires a high level of nurturing and companies using this method should be prepared to allocate a marketing service to the management of internet consumer relationships. With these in mind, the presence of the research work would help practitioners (brand managers and social media marketers) and industry-players to leverage the efficacy of social media marketing, create positive awareness, and instill trust in the sites as well as the message to shift the attitude in favor of lifestyle products. Brand marketers in lifestyle need to provide successful customer service, give social status, build elite brand positioning and concentrate on evolving fashion-conscious citizens tastes to create a unique consumer experience.

They also need to understand the efficient quest for brand details, market comparison, online mark communities, updates, on industry trends, and personalized brand communication contents specific to each social media platform.

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