
SOCIAL MEDIA USAGE ON ONLINE BUYING HABITS AMONG MILLENNIALS

Vijayalakshmi.M
Research Scholar,
Siddaganga Institute of Technology,
TUMKUR-KARNATAKA

Dr.C.Somashekar
Associate professor,
Siddaganga Institute of Technology,
TUMKUR-KARNATAKA

Dr.S.Panneerselvam,
Professor,
Siddaganga Institute of Technology
TUMKUR-KARNATAKA

ABSTRACT

Purpose: Digital media platforms or networking sites has made fast progress in digital media. Research shows that millennial spend a lot of time accessing different apps and various social media channels. A research study was conducted to inspect the digital technology in the growth of social media and its impact on online buying habits.

Design/Methodology/approach: In the present study, structural equation modeling is used as statistical approach to analyze the conceptual model which is designed based on literature review. A field survey was conducted to analyze the present study. The designed structured questionnaire comprised questions on demographic data, digital platforms, social media channels used and online buying habits. Following a pilot study, questionnaire was re-framed. Main survey was conducted and data was collected from 400 millennial. Data analysis was done using IBM-SPSS 21.0 and AMOS20.0.

Findings: The result shows that the millennial spend more than two hours accessing social media invariably of the gadget used. It also identified different significance levels of the gadgets used and also activities associated with social media. The study identified factors such as rapidity, networking, easiness and dependability as the contributing determinants for online buying.

KEYWORDS: Digital Technology, Social Media, Millennial, Online Buying Habits.

INTRODUCTION

Digital technology has made and has changed the way business carried out in India As per the source from Indian Brand Equity Foundations (IBEF) September 2019 the digital technology is expected to raise to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Considerable development in the technology has made increase in the business which has elicited more change in ecommerce.

In the recent year, people's kind of shopping has considerably transformed and enhanced in a different way. People generally was purchasing by visiting shopping mall and also traditional method of shopping (Hsiao, 2009). Moreover, with the support of information and recent communication technologies, consumers are able to do shopping by means of Internet and also other way of social media and online shopping modes (Toomey and Wysocki). This type of shopping method can come in numerous terms such as online shopping, online buying and Internet shopping; all denote to the process of purchasing and buying products or services via the Internet using several Social Media and various online related websites (Li and Zhang, 2002).

In this background, this study aims to determine the influence of digital technology which has led to the growth of social media. Habits of the social media is also been analyzed based on the demographic characteristics among the millennial segment. And also the present study tries to make out the various factors of social media that is responsible for the influence of online buying behaviour based on the community and how people are connected.

THEORETICAL BACKGROUND AND LITERATURE REVIEW:

Digital Technology:

The rapid increase use of e-commerce platform has made people to be more digitally connected by means of internet. These technology driven platforms have made excessive use of electronic gadgets which has also been associated with the internet. The increase use of various gadgets and launch of 4G networks have made people to use these social platforms. Due to this people are now more connected with these network platforms through social media. Accommodating and

receiving expertise in the field of social media is critical for people as well as acute for corporates who want to participate in the commercial distribution. These digital platforms through social media will help individuals to get know clearly about the product performance, review on post purchase and also will help marketers understand any improvement towards the product is required or not.

However, other social media platforms the information shared among these networks are personal where the individuals actual facts about their real lives. In the same way, these social media networks are uniting people virtually in a single platform. Moreover, it has become part of people everyday life where they are more connected digitally. The creative translation of these social network platform or app created by various business have made people to get connect virtually more. It was early in the year 2000, the advancement of digital technology have entered the next stage where other social media platforms broadened rapidly with increased use of these platforms (Taprial & Kanwar, 2012, s. 18).

Social Media:

Professional people, researchers and mass people from various fields have projected various meaning regarding social media. "Social media is a group of web oriented solicitations that has erected on the philosophical and scientific basics of Web 2.0 that has permitted the conception and interchange of User Generated Content" (Kaplan & Haenlein, 2010, s. 61). Social network sites will help to create personalized pages by creating individual web based links for sharing or interacting with the peers or dear ones (Mayfield, 2008). The people involved in social media platforms will have contacts or people associated in their real life by sharing their personal information. These are the kind of generation people who will predominantly will have more interaction virtually and always stimulate themselves to provide actual information about their happenings. However, social media can be used as open platform where individuals can issue digital based content and also receive the review on the content provided based on suggestions, discussions and assessment. Further, social media can be suitably incorporating the changes or corrections can be made to the original content based on those suggestions.

Social media is a technique adopted to communicate socially through these networks. They use digital based technology to quickly spread information and information to broad group of consumers. Social Media have played significant role in business towards distribution due to which has made this whole process quicker. The marketing people are able to get the actual

preference of the consumers towards the product (Hennig-Thurau et al., 2010). Communicating with people digitally through these social network have increased latent consumers and also successfully converted latent consumers into actual buyers. Further, by converting latent consumers as actual buyers have also helped by communicating the information, preferences, experiences, feedback towards the products to others. (Parson, 2013). Social media have superior consumers and business towards their digital orders through these social networks by getting orders in a better way.

MILLIENIALS:

The Millennial generation or Generation Y are the people born between the years 1979 to 1994 (Sweeney, 2006). These are the generation people called as Baby Boomers and are considered as the second largest consumer group and are anticipated to alter the business by changing the marketplace of the products (Paul, 2001). The Millennial main qualities of assurance, team-coordination, density and attainment have a noteworthy effect by reaching the targeted set of consumers. These generation people with their hectic schedule are dedicated whole of their in innovative way in the digitally communicating, Millennial consider themselves as admirable multi-takers. Millennial engage their time reserved for extramural activities that is supposed to progress their likelihood for a prosperous future (Sweeney, 2006; Howe & Strauss, 2003). Millennial brought up with the rise in the digital technology and are at any place continuously associated because they are able to use the technology at any place (Howe & Strauss, 2003; Paul, 2001; Sweeney, 2006). Due to rapid penetration of mobile network they are able to achieve the work in less duration of time.

Online Buying:

The online information database explains social network as a media which is used for communicating, interacting through these networks that takes place in the broadcasting techniques.. The digital technology helps people to create, communicate and exchange content themselves. The rising recognition has made digital technology as a platform where companies are paying attention to these social media platforms for online marketing. Due to tremendous use of this web based technology has made many companies to innovate products and display them digitally in a best possible way. These developments have made competition among the products digitally as each company is able to communicate openly. These web based services

help the individuals to get the information available directly through these platforms. Though, web based technology becomes worthless itself unless people engage and employ themselves by creating value Dykeman(2008).The contents are shared through these online platform socially among individuals through these network. Social media make use of technology that is used to convert media preferences towards these networks and display the choices preferred by these network people. In spite of different kinds of descriptions it is necessary to understand the content being shared to the social network of people digitally. Social Media become simply unoccupied space in the absence of digital technology. Due to this advancement people are able to communicate socially among group with these networks digitally. These digital platform will be able to communicate and receive message digitally through these social network.

In order to better apprehend the online buying behavior, companies carry out to go in depth into study of customer's business choice route which focuses on their relationship of learning, selecting, consuming and till ultimate end of a product (Kotler et al. 2009).

The research study related to online buying behavior based on purchase intention came into existence on marketing for more than 20 years ago. The concern towards purchase intention is that whether it can predict online buying behavior. Taking this particular aspect into consideration the study tried to explore on various influencing factor in which millennial generation people are focused.

From the above theoretical perspective it is evident that with the advent of information technology where everything has become digitalized. Due to the excessive usage of electronic gadgets as everybody are associated with internet. The technology has made people to get access to different apps where they are able to get anything in their doorstep. Various definitions in the perspectives explains that social media has become center for any transactions to take place. The study further tried to explore the various factors influencing these online buying based on social media.

From the following approach it is evident that digital technology has taken its pace above the reach which has resulted in the various social media platforms. These platforms have given way to the buying behavior of the individuals. The study further identified by the factors responsible for on their online buying.

OBJECTIVES:

- To determine the influence of digital technology in the growth of socialmedia.
- To examine the habits on social media.
- To identify the factors of social media that influence online buyingbehavior.

From the above following literature review a conceptual model is designed based on theconclusions drawn from the particulars of the previous literature review. The conceptual model is framed to determine the findings to be drawn from the study which also helps to examine the analysis related to the present study. The study selected the variables based on the assessment to be made based on the essentials from the review of literature.

Proposed Conceptual Model:

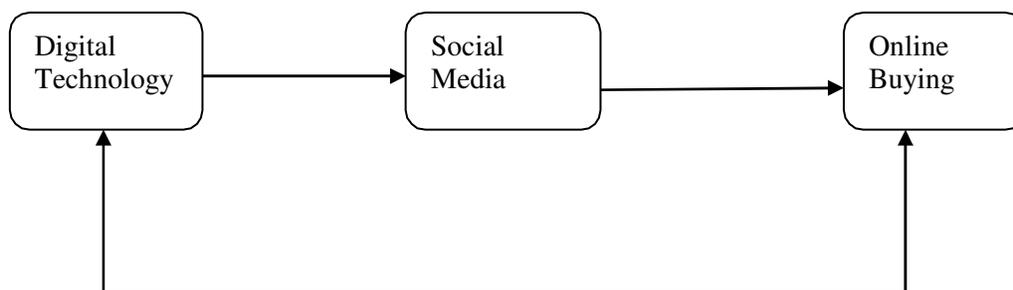


Fig:1

The proposed conceptual model is framed based on the literature review and identified various aspects related to arrival of digital technology. The transformation of e-commerce to social media towards buying have been identified in order to further explore towards the study .From the above proposed model in which exploratory study was carried out to study the electronic gadgets usage and habits of millennial generation using various social media platform and also the study further explored out to identify the factors responsible for online buying towards social media.

Firstly the study is carried out on the descriptive statistics based on the demographic characteristics of the millennial generation. Secondly, the study identified various social media platforms used by millennial generation using various electronic gadgets and also study further explored and identified the various factors responsible for online buying through socialmedia.

RESEARCH METHOD:

Sample Size: The main survey is been carried out by distributing 400 questionnaires were circulated directly to the millennial in the educational institutions. The required questionnaires were answered by the respondents based on the study which was necessary to draw the inferences for the analysis required for the study.

Data Collection: The population of this research consists of millennial segment of age between 18 years to early 30 years. The selected population for the study is been carried out in the educational institutions of the millennial segment.

Questionnaire method has been used practically in obtaining the data. The construction of the questionnaire is made with reference to the previous study and also speaking and getting feedback from the domain experts. The research questionnaire has been constructed into three parts. The first contained questions related to the demographic variables on gender, age, income and occupation. The second part was regarding information on electronic gadgets and the usage. The third part consisted of 25 items on 5-point Likert's scale covering questions on online buying behavior.

In data compilation process for the present study preliminary test or pilot test has been conducted to measure the reliability of the scale. Based on the response from pilot study, reframing of questionnaire is carried out by suitably updating the field which is required for the study. Then the main survey is been carried out by distributing 400 questionnaires were circulated directly to the millennial in the educational institutions. The required questionnaires were answered by the respondents based on the study which was necessary to draw the inferences for the analysis required for the study.

ANALYSIS AND INTERPRETATION:

The data is cleansed for ambiguity and by using statistical tool IBM SPSS-21.0, AMOS 20.0 the descriptive and multivariate analysis is analyzed. Microsoft Excel is used for calculation of percentage, proportion and also for construction of charts and also cross tabulation is done with the usage of electronic gadgets based on the demographic characteristics of the selected sample. It gives details regarding the electronic gadgets used with various variables or items such as time

activities spent, duration, place of using the gadgets, activities carried out in electronic gadgets, social media, primarily used social media and also Chi-Square test was conducted. The research utilized Structural Equation Modeling (SEM) techniques to analyze the proposed conceptual model.

Demographic Characteristics

The data is collected through questionnaire based on the demographic characteristics of the millennial segment. From the **table 1** it is evident from the results shown that from the *gender* classification it is more of male respondents by 50.4% compared to the other gender. The *age* group people who are inclined towards online buying and social media is in between age group of 18-20years is more by 50.6 % compared to other age group and *Education* of other segment i.e., Student is by 100% as the collected sample totally is from millennial segment.

The results of cross tabulation are as follows:

Table 1: Demographic Characteristics

Classification		Frequency (People)	Composition ratio (%)
Gender	Male	202	50.4
	Female	199	49.6
Age	18-20years	203	50.6
	21-23years	114	28.4
	24-26years	83	20.7
	27-29years	1	0.2
Education	Graduation	401	100
Occupation	Others(Student)	401	100

From the **table 2** it is evident from the results shown that the *electronic gadgets owned and used* is more in smart phones by 49.4 %, *electronic gadgets used in home* is by 57.9%, *activities in social media* is more towards buy/sell, learn by 71.8%, *attention in online advertising* is by 85.8%, *social media types/platforms* is more by 87.3% in social networking sites (whatsapp, facebook, instagram) and also social media related app by 88.0%. The *social media primarily used* is whatsapp by 78.8%, *activities in social media* is message sharing by 64.3%, *social media used* is daily by 98.8% of the selected sample population and *hours spend time* is more in Upto 2hours by 36.2%.

Table 2: Electronic gadgets used and social media

Sl.no	Classification		Frequency (People)	Composition ratio (%)
1	Electronic gadgets owned	Desktop	21	5.2
		Laptop	182	45.4
		Smartphone	198	49.4
2	Electronic gadgets usage in places.	At college	169	42.1
		At home	232	57.9
3	Activities using electronic gadgets.	Watch films/Fun	113	28.2
		Prepare home assignments/ Buy/sell products	288	71.8
		To learn		
4.	Do you pay attention in online advertising	Yes	344	85.8
		No	57	14.2
5.	Social media types/platforms used	Whtsup/facebook/Instagram	350	87.3
		Blogs/Micro blogs/Forums	51	12.7
6.	Social media or related app used	Whtsapp/Facebook/Instagram	353	88.0
		TwitterTelegram/Youtube	48	12.0
7.	Social media used primarily	Whtsapp	304	75.8
		Facebook	20	5.0
		Instagram	77	19.2
8.	Activities in Social media	Message Sharing	228	64.3
		Photo Sharing	80	20.0
		Video Sharing	63	15.7
9.	Social media often used	Daily	396	98.8
		Once in 2days	5	1.2
10.	Hours spend on social media	Upto 1hour	131	32.7
		Upto 2hours	145	36.2
		Upto 3hours	94	23.4

Chi-Square Tests:

Table 3

I. Electronic Gadgets and usage

Hypothesis	P-value	Inference
Electronic gadgets used and time spent	0.094	Insignificant
Electronic gadgets used and the place.	0.145	Insignificant
Electronic gadgets usage and activities.	0.338	Insignificant

II. Social Media type/platforms and activities

Hypothesis	P-value	Inference
Social media or related app they used and time spent.	0.078	Insignificant
Social media or related app they used and duration.	0.028	significant
Social media used primarily and electronic gadgets.	0.0178	Significant
Social media platform and activities.	0.11	Insignificant
Social media or related app used and activities.	0.158	Insignificant

The main characteristics of Digital Technology is derived from electronic gadgets usage and duration of time or spent on these platforms. Due to the advancement in technology where millennial are using different kind of electronic gadgets and advancement of mobile technology, it becomes necessary to understand there gadgets usage on social media and also their online buying for the study.

For the present study, the following hypotheses are tested:

I. Electronic Gadgets and Usage

1. The hypothesis is tested based on gadgets used and time spent on socialmedia:

H0-There is no significant difference between the gadgets usage and time spent on social media.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.094 > 0.05$ of the acceptable value.

Hence it is concluded that we reject the null hypothesis by understanding from the calculation that there is significant difference between the gadgets used and time spent on social media.

2. The hypothesis is tested based on electronic gadgets used and the place of usage:

H0-There is no significant difference between the electronic gadgets used and place of usage.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.0145 > 0.05$ of the acceptable value.

Hence it is concluded that we reject the null hypothesis by understanding from the calculation that there is significant difference between the gadgets usage and place of usage.

3. The hypothesis is tested based on electronic gadgets usage and activities:

H0-There is no significant difference between the electronic gadgets used activities.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.338 < 0.05$ of the acceptable value.

Hence it is concluded that we reject the null hypothesis by understanding from the calculation that there is significant difference between the gadgets usage and place of usage.

II. Social media types/platforms and activities

1. The hypothesis is tested based on social media or related app they used and time spent:

H₀-There is no significant difference between the social media or related app they used and time spent.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.078 > 0.05$ of the acceptable value.

Hence it is concluded that we reject the null hypothesis by understanding from the calculation that there is significant difference between the social media or related app used and timespent.

2. The hypothesis is tested based on social media or related app they used and duration:

H₀-There is no significant difference between the social media or related app they used and duration.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.028 < 0.05$ of the acceptable value.

Hence it is concluded that we accept the null hypothesis.

3 The hypothesis is tested based on social media used primarily and electronic gadgets:

H₀-There is no significant difference between the social media used primarily and electronic gadgets.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.0178 < 0.05$ of the acceptable value.

Hence it is concluded that we accept the null hypothesis.

4 The hypothesis is tested based on social media platform and activities:

H₀-There is no significant difference between the social media platform and activities.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.11 > 0.05$ of the acceptable value.

Hence it is concluded that we reject the null hypothesis by understanding from the calculation that there is significant difference between the social media platform and activities.

5 The hypothesis is tested based on social media or related app used and activities:

H₀-There is no significant difference between the social media or related app used and activities.

Following hypothesis it is tested calculated by using chi-square from Pearson Chi-square test analysis. From the resultant calculation the *Pearson Chi-square* shows that the p-value is

$\chi^2 = 0.158 > 0.05$ of the acceptable value.

Hence it is concluded that we reject the null hypothesis by understanding from the calculation that there is significant difference between the social media or related app used and activities.

FACTOR ANALYSIS:

Exploratory Factor Analysis:

Data reduction technique for Exploratory Factor Analysis (EFA) which is been applied to the obtained data at the first step. As part of this analysis 16 variables were considered. The Exploratory Factor Analysis (EFA) is carried out with *principal component* as extraction technique and *varimax* as the rotation method. Reliability analysis has been conducted for the 16 items which is obtained from the data. From the result of the data analysis, the Cronbach's Alpha score has been found out to be **0.817** for all the 16 items and hence the scale is said to indicate that the scale is quite reliable.

The present studies make use of factor analysis in order to test the confirmatory of the data which has been tested by KMO and Bartlett test. The end result obtained are KMO = 0.651 and Bartlett test $\chi^2 = 3465.712$, $p < .000$ which indicate that the data set is companionable with factor analysis. Therefore from the analysis *Kaiser-Meyer- Olkin* measure of sampling adequacy and **Bartlett's test** is said to be significant.

In the present Exploratory Factor Analysis (EFA) has been tested with the measurement model for online buying. The tested Eigen Value Factor of Exploratory Factor Analysis (EFA) is said to be at least factor by 5, the factor load is at least 0.50, and that there is a difference at least as 0.50 between the factor loads of the expressions that are under the two factors. The Exploratory Factor Analysis (EFA) identified 5 factors with total variance explained is 74.21. As a result of the analysis, online buying habits have said to be accumulate under 5 factors which explain 74 % of the total variance. This means that about 74% of variation in the information captured by these 5 factors. The outcome of the Exploratory Factor Analysis (EFA) revealed that the measurement model is well-suited with the formation that has been measured and conceded.

Table 3: Results of Exploratory factor analysis

Rapidity

Item	Factor Loading
Openly	0.756
Current/Latest	0.811
Speed	0.815
Disseminate	0.811

Networking

Item	Factor Loading
Community	0.755
Connect Users	0.738
Messages	0.661

Easiness

Item	Factor Loading
Virtual	0.716
credible	0.852
Dependent	0.807

Dependability

Item	Factor Loading
Depend	0.811
Involve	0.905
Committed	0.830

Sociability

Item	Factor Loading
Arouse	0.857
Networking	0.751

Confirmatory Factor Analysis: In the present study the measurement model only indicate the pointer for each construct but whose can validity can only be evaluated by confirmatory factor analysis. In order to evaluate these construct goodness-of-fit indices are examined. Further, goodness of fit indices is calculated by taking the difference between sample covariance matrix and theoretical covariance matrix. Different researchers propose different indices for measurement model assessment techniques. Diamantopoulous&Siguaw (2000) recommended that chi-square statistics, probability value, RMSEA, ECVI, SRMR, GFI, CFI, etc are the values which determine the former contemplation in deciding whether the data fit well or not. The measurement values obtained from normed chi-square, GFI, NNFI, IFI, CFI, and RNI etc are imperative in assessing the fitness of the required model (Hoyle and Panter, 1995). According to other researchers they argue that the majority of fitness indices should be used to make the choice on whether the model has a good fit or not. Furthermore, the present study has adopted RMSEA, GFI, AGFI, NFI, CFI and IFI as the fit indices as it commonly used by other researchers.

The current study has revealed using **Structural Equation Modeling (SEM)** as the overall statistical approach for data analysis. The designed structural equation model designed to analyze the conceptual model for the present study. **Structural Equation Modeling (SEM)** uses the data analysis which provides estimates required to find out the error variances and also allows for modification based on the analysis. Structural Equation Modeling (SEM) gives the details regarding the composite associations between the variables by diagrammatically representing. The analytical method used to estimate for the present study is by using maximum likelihood estimation method.

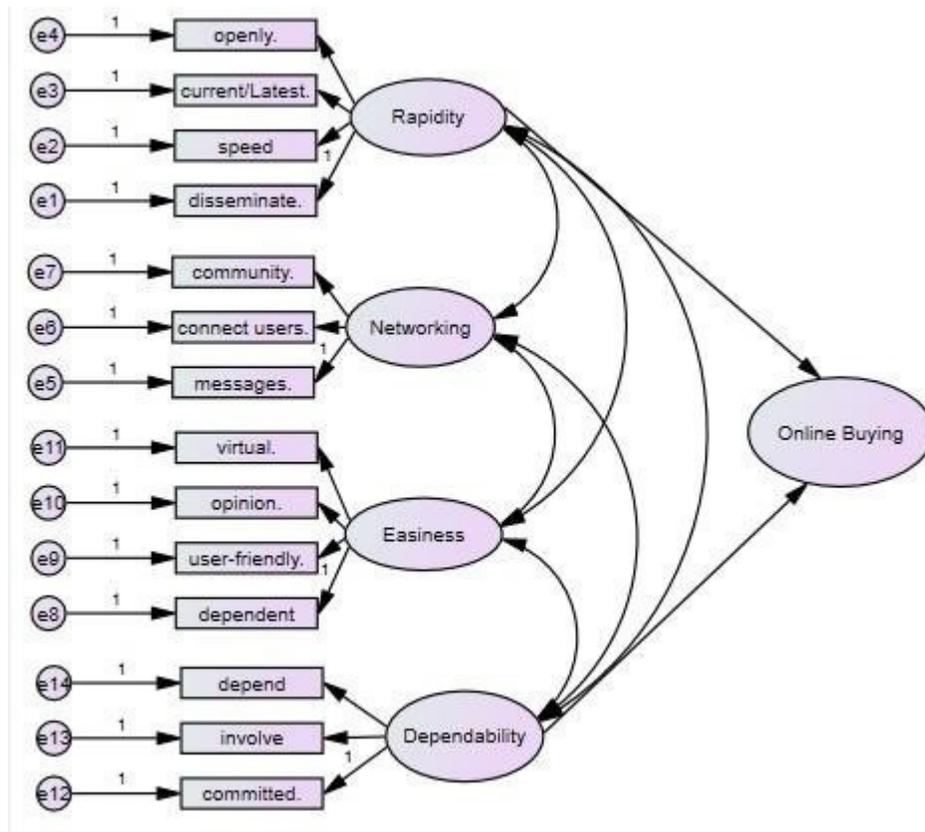


Fig2: Structural equation model

A outline of the fit indices for measurement model is listed in the table 4 below.

Table 4:

Fit indices	Criterion	Measurement model
CMIN/DF	<5.0	4.127
RMSEA	<0.08	0.074
GFI	>0.9	0.944
AGFI	>0.8	0.882
NFI	>0.9	0.942
CFI	>0.9	0.955
IFI	>0.9	0.956

As per the analysis decisive factor suggested for RMSEA as per study has a rational fit of 0.074 which is lesser than 0.08 thresholds. Further, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Comparative Fit Index (CFI) and Incremental Fit Index (IFI) which indicates present model fits the data well. From the above analysis, it is proved that the rapidity, networking, easiness, dependability are influencing factors which has resulted in online buying.

CONCLUSION AND RECOMMENDATION:

The online digital platforms or networking sites has made tremendous development in e-commerce technology. The E-commerce has changed the way of business due to the rapid Smartphone penetration, launch of 4G networks which have given new ways of digital communication through social media. Social Media platforms like whatsapp, facebook, youtube, instagram etc. where people are more connected digitally.

Based on the objectives carried out for the present study the results from the quantitative technique that the millennial segment are more digitalized based on the demographic characteristics it is evident from the analysis it is *Male(18-23years)* of student segment who are spending more time in *social networking sites* in smart phones. From the analysis it is shown that *Whatsup* usage is more compared to other social networking site. It also proved from the analysis that where *smart phone* has been greatly influenced the electronic gadgets usage such as desktop, laptop, tablet, others. With respect to hypothesis testing it showed that there millennial are spending more than *2hours* in social media and also it is proved that different significance levels of the *electronic gadgets used in social media and also various activities associated with it*.

From the Exploratory factor analysis it is identified the five factors responsible for growth of social media. Finally from confirmatory factor analysis it is proved from the structural equation modeling that the *rapidity, networking, easiness, dependability* are been the influencing factors which has resulted in the online buying with regard to socialmedia.

LIMITATIONS OF THE STUDY:

The present study was limited to a limited geographic area in Tumakuru city of millennial respondents. The millennial are totally graduate students from various colleges in the city. Further study can be extended greater geographical areas among various millennial segments. The present study of structural equation modeling was only concentrated towards confirmatory factor analysis (CFA). Further study can be developed or extended towards structural equation modeling.

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