IMPACT OF DIGITAL AND SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR

Kamini

Assistant Professor

Department of Commerce

Fateh Chand College for Women, Hisar, India

Renu Mittal

Assistant Professor

Department of Management

SDIET, Faridabad, India

Abstract : Penetration of internet in India after 2010 along with increase in number of smartphone users and their presence on social media and consumption of content due to low cost of internet is attracting companies to spend on Digital marketing of a large portion of the advertisement and e-commerce Budget. These expenses continue to grow as 77% firms reported an intention to increase investment in digital areas via Audio, Visuals, WOM, Sales promotion, Consumer services, Data Analytics. As the virtual world is the future of tomorrow, firms are using their strategies to capture a strong consumer base. This paper has shown the behavioral changes of the consumers in the digital era leading to decision to purchase. The psychology behind free samples or special offers create a sense of happiness to new, early retained, returning ones to come and boost sales and ultimately profitability thereto, has been backed by scientific research that free offerings creates Oxytocin, dropped palpitations, distressed in a human brain, has been a major revenue driver whether offline or online. Being the dynamic in nature of buyer and availability of options there occurs a sudden shift across brands varied by quality of product, pricing, influence of peer group. Influencers market has been expanding voraciously though the effect on purchase recommended still being associated with WOM, quality and other factors. India having multilingualism now needs advertisers to boost vernacular content on social media to capture the untapped market of potential consumers by inculcating the essence of different cultures and geographical expansions.

Keywords - **Digital & Social Media, Consumer Behaviour, Offers, Switching, Influencers, Vernacular content**

I. INTRODUCTION

Ongoing civilization and society, making modern technology's role expansion is at apex **.** Digital revolution has taken place over the past decade since 2010.4.2 billion of the world population are regular users of social media comprising 53% of the masses**.** On average time spent on all media per day is 27.08% and 15% time of the 47% population is spent on social media platforms. Annual growth of active social media users is 4.2% having growth of internet users is 5.4% annually. Instagram being the most used social media platform with 76.50% enrollment in 2022.Facebook has been the second most popular platform with 74.70% users followed by 44.90% penetration and LinkedIn 37.2% among messenger application Whatsapp has 79% and telegram with 56.9%, messenger and snapchat with 49.3% and 42.9% users. Among search engines Google is ruling the Indian market with 98.75% share. This growth has led the corporates to decrease the advertisement budget on Desktop publishing keeping it at around 19% and the rest is to be spent across online platforms. With a dramatic shift in media consumption from Desktop to smartphone usage, is driven by a decrease in data cost to 95%. Phenomenon in Digital Advertising market expects to grow to Rs. 50000 crores by 2025-26 from current Rs. 27759 crores which is expected in 2022. Consumer market concept is recreated by the structure changed with the introduction of Flipkart. Due to Introduction of Search engine Optimization(SEO) and Search Engine Management(SEM) have brought a rise in growth of the Indian Market in a formal way across E-Commerce Platforms. The growing user base has led to the use of Social Media Analytics. Rapid Growth of web based platforms facilitated the modification of online social behavior, nature of human activities, terrain and interaction. External competition pressure and Internal efficiency is the second most influential factor that drives the firms to opt digital marketing. Web, Brand Building and generating WOM, Buzz Marketing crowdsourcing, promotion of social activities are key motivators to involve with social media. All define the promotion of social activities as primary drivers of digital marketing efforts. It establishes a direct dialogue ,information gathering feedback ,user friendly tool, that increases productivity and better measured outcomes. Social relationships had migrated to the virtual world be the tech benefits, efficient conversation comprise broader selection. Consumers communicate more proactively to seek others opinion, peer judgment more than firm promotions. KPMG report of detailed research which evaluates consumer psychology of purchase products is broken down by different countries. The proportion of expenditure on consumption of total income across expenditure on food and non-food expenditure is 55%. The way the products are being purchased and sold, these changing patterns have led to exponential growth of digital shoppers. Ease

,use, enjoyment had changed the attitude, individuality of a customer, situational factors ,product distinctiveness, previous digital shopping experience, convenience and price comparison are main determinants in online shopping. Free shipping offers and discounts and off sales, qualitative aspects checked through trial offers has such importance while making a decision of purchase. Huge independent brands presently using free trial offers having small packaging of product and endorsing massively on all media platforms to increase the future conversions.In 1887 Coca Cola started giving free ever coupons, who realized that these tactics would shape the future commerce. Though brand messages are generated on social media pages but paid media content exposure intends the buyer to switch the brand having Combo Mix to Multi Mix which decrease the perceived risk, the smartphone industry however works differently in these terms. To amplify the digital efforts brands had paved new paths to get a reach to consumers through influencers and by leveraging social media in a way giving rise to the market at 2.0 pace. To connect the consumers' brand specific story content and by keeping experience marketing upfront influx of content creators especially from Tier 2 and Tier 3 cities had led the creator economy in progressive mode and internet penetration in remote areas and rise of creators on Instagram, Facebook and Chingari. Statistica Hindi shows that among 528 million native speakers it is the most spoken language across Indian homes. There has been vernacularity in content language on YouTube at 90% consumption level which is growing strategically. Internet users are vernacular in nature and are expected to grow around 20% to reach about 500 million by the end of 2022. In India English speaking audience is only around 3%. As per Google, vernacularity is 70% as in local languages digital content is being searched as it is more reliable and flexible.

II. LITERATURE REVIEW

Through consumers' psychologically-based behaviour and their demographic variables affect performance in emerging markets, behavioural intention to buy brands in the countries of the Gulf Cooperation Council has the greatest effect *(Alfayad & Fayde, 2021)*. A biggest shift of exposure to digitization has been seen among working families in metropolitan cities having fast lives where brands come to them with their convenient time, place, and great offers (*Tandon, 2019*) .41% of smart phones and 26.5% of respondent's laptops exposed to the digital world flooded with budgeted options have influenced buying decisions and had made consumers impulsive buyers(*Kaur & Arora, 2019*)..Millennials in the era of the internet are coming in front as influencers and getting influenced in this wave of e-WOM needs to be gauged that what appeals to them and to what they are haters to. This generation wants to spend less and consume more . Segmenting them and making a long term relationship with them with websites by catering its drivers would make a firm scorer in the field (*Katherine Taken Smith*, *2012*).Trust building is pivotal to be made among consumers for lifetime retention majorly in FMCG and apparels where there are a number of options available online to make affordable and quality oriented buying decisions. Proactiveness on online platforms would make firms gaining edge (*Rojhe and Verma 2018*).There are many pros and cons of social media and its excessive usage, an idealistic strategy would be to strike a balance between traditional and modern techniques of approaching customers(*Jog Mathur and Bogani,2020*).Being spontaneous and unpredictable Generation Y ought promptly to switch brands in smartphones to express lifestyle and getting variation where digital ad campaigns work as stimulators (*Fintikasari, Ardyan, 2018*) .Necessarily being indulged aggressively in social media campaigning through posts not necessarily have high level of engagements and it is not sure that there is a relation of trust building and number of posts made vary from platforms to platform and brand to brand.Analytics is needed to be done before jumping into designing social media strategy and choosing platform(*Chandpuri and Ahuja ,2020*) .The Demonetization phase has been the triggering event in the field of Digital marketing. Technology,budget, and channel used over power the reviews about product (*Goel et al.2017*).Under hybrid approach study of Nike in South Africa Consumers embraced Digital Marketing and their rise in trend uptake. Technologies are evolving space in daily lives.Strong impact on searching options problem recognition,purchase decision, post purchase behaviour is most prevalent in Digital marketing (*Reddy, 2016*) .Usage of Multiple regression Model reveals that in India information of product quality,discounts availed ,return ease and online experience at platform has statistically significant association with their decision to purchase as R Square shows value of 0.707 and p value less than alpha (*Popli & Sarin*)Ranking affects what consumer search but conditional on search,do not affect purchase.Impact of welfare effects of utility based ranking reveals that its improvement matches and lowers consumer search cost (*Ursu,2018*).Gradient boosting techniques' application shows that irrespective of the product type, polarity subjectivity,entropy and average review ratings over a period of time are crucial parameters for helpfulness (*Singh et al.,2016*) .Model defines the multiple interactions between the two sides of the market, as well as users in order to make decisions on the online platform of user generated content (*Albuquerque et al.,2015*). Social Media Influence significantly affects the decision of switching the brands as much as dissatisfaction makes consumers switch(*Gulamali & Persson,2017*).Generation Y being highly exposed to digital media ,needs are complex when coming to getting influenced as lifestyle and trust are elements that significantly impacts switching among smartphone buying decisions. Hedonic desires are an important aspect of construct seeking variation(*Fintikasari & Ardyan, 2018*).In telecom Quality of services , family welfare and price structure are among determinants to have influence on brand switching behaviour(*Rauf Shah, 2018*).Taiwan and Thailand localized websites are consistent with the revised hierarchical psycholinguistics model considering them to make into consumers' first language having the essence of cultural connection foster positive attitudes (*Chen et al., 2009*). Effect of firm generated content examined on consumer metrics ,spending ,cross buying and customer profitability. Three characteristics of FGC(Firm generated content) examined i.e. valence ,receptivity and customer susceptibility.FGC effect has been positive and receptivity is largest (*Kumar et al., 2016*).

The study has been done with the objective of studying and finding out the impact of relationship between getting free offerings from brands and buyer approach towards becoming its frequent users, to know how social media and others factors impacts to brand switching , finding out that how social media influence the decision taken regarding brand purchase which had been promoted and recommended, and analyze that whether regional content unavailable impacts buying decision and could vernacular content would impact the transacting approach.

III. HYPOTHESIS

Under said Hypothesis has been generated to analyse the data and variables associated to fulfill the aforesaid objectives

Null Hypothesis 1:There is no significance between the users coming across free trial offers and reorder frequency

Null Hypothesis 2: No significance in switching of product or brand and factors affecting

Null Hypothesis 3: No impact of social media influencers on buying decision

Null Hypothesis 4: No significance of content in regional language unavailability and its presence interactive for buying decision

IV. RESEARCH METHODODLOGY

For studying consumer behavior pertaining to decisions taken to purchase based on various factors, primary data has been collected across nations and from other nations' consumers. An online Google form was provided for collecting primary data from the structured questionnaire made.122 responses have been received from different age groups from below 20 to above 60 years having demographic differentiation. Sample statistics on data has been used mainly percentages, Regression, ANOVA to study the significance between variables. To check the reliability and validity of the variables Cronbach Alpha test has been used which shows the value 0.692 which is acceptable showing there is consistency in the data. KMO and Bartlett's test has been done to check the sample adequacy.

Reliability Statistics

Cronbach's Alpha	N of Items
.692	13

KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.700
Bartlett's Test of Sphericity	Approx. Chi-Square	415.327
	df	66
	Sig.	.000

Value of KMO and Bartlett's Test is .700 which is greater than .60 as it shows samples used are adequate. Bartlett's test of sphericity is significant ($p < 0.05$), depicts variables are correlated with each other and further analysis can be done.

1.Trial offers and reordering frequency

Many new brands or the renowned brands during the launch of new products provide free sample or trial packs in order for people to get an experience of the standard product before purchasing it in the form of small packs. This is the way to connect to customers and make them feel that the company used to consider their need to know the product before they get it. Most of the time these promotional tactics make the offer to an acquainted person their retained customers for long term. We have analysed here the two aspects of reordering frequency of the product on the basis of earlier used in sample offers being dependent variable and the exposure of people to trial offers being as an independent variable.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig F Change	Sig. F Change
1	.445	.198	.192	.777	.198	29.687	1	120	0.000	.000

R-value represents correlation between independent and dependent variable (i.e. trial offers and frequency of reordering) which is 0.445 which is more than 0.4 i.e. trail offers are highly appealing, strategy opted by brands that make consumer to check the product attributes and building brand image and create an image in consumers mind to order later on continuous basis.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	17.941	1	17.941	29.687	.000[b]
Residual	72.518	120	.604		
Total	90.459	121			

P-value: At 95% confidence interval that ideally used for the study should be less than 0.05. Here in the ANOVA table it is 0.000 which is good enough and shows significance. F-ratio value is 29.687 which is more than 1 shows the efficiency of the model. As estimate of P-

value is less than the intolerable value of 0.05,therefore Null Hypothesis is rejected showing there is an impact of online users coming across trial offers and there frequency of reordering

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	1.593	.230		6.921	.000
ever came across any free trial offers on any platform	.771	.141	.445	5.449	.000

Coefficients show the strength of relationship means significance of the variable in the model and magnitude with which it impacts the dependent variable. Significance value interprets the same which is below 0.05 hence Null Hypothesis is rejected. The data available shows that 31.11% repurchased the products being provided as trial offers more often 41.80 % on a rare basis and 7.37% always used to purchase.

2.Switching of products or brands and the factors affecting switching

Having too much exposure to the digital market and companies presenting themselves at various platforms bringing their products gives many options to buyers to choose the best from. Buyers evaluate every aspect as per yardstick established by them and if found certain benefits with context to his terms, somehow they make up their mind to switch the brand**.** Dissonance occurs due to coming off to various aspects related to brand , product platform. WOM in a negative way also becomes a factor to change the buyer approach. Here we are taking two factors i.e. product switching and the factors affecting switching to check whether decision of switching depends on the independent variables being quality of product, Price charged, poor customer services and influence of social media influencers.

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig F Change
.776ᵃ	.602	.599	.18937	.602	181.716	1	120	.000

R-value is 0.776 which is more than 0.4 which is good showing correlation between the Switching of products or brands due to various factors i.e. Quality of product, Pricing, Poor customer services and impact of Social Media Influencers. Value of R Square 0.602 which is greater to 0.5 explains the variation for dependent variables explained by independent variables. Adjusted square 0.599 is also good as required. Main factors that affected consumer to switch brand are mainly quality of product 68.33% followed by pricing 10.55% and impact of social media influence thereafter with 6.55% and least due to poor customer services 5.73%

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.516	1	6.516	181.716	.000ᵇ
	Residual	4.303	120	.036		
	Total	10.820	121			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.790	.029		27.621	.000
	reason of switching	.170	.013	.776	13.480	.000

Here in ANOVA table P- value : At 5% significance level value is less than 0.05 and in coefficient table value is less than 0.05.F-ratio value is 181.716 which is more than 1 shows the data model is efficient. This regression analysis and result of significance values addresses to reject the Null Hypothesis means switching of brand is significantly affected by quality , pricing and social media influence. High rate of switching was seen in apparels being 22.13%followed by FMCG with 18.85% and cosmetics with 18.03% and gadgets 16.39 and remaining switching in others apart from four taken 24.59%.

3. Impact of social media influencers on buying decisions

Internet penetration has whetted the world's appetite for content**.** Being marketers one feels the pressure of increase in revenue in today's area where making real conversations is impeccable lies gravitation towards social media influencers at surge who boast social footprints. Influencers' plugin to these communities' environment very well. Influencers market has grown over a period from $1.7 billion in 2016 to

$6.5 billion in 2019. Earned media is highly trusted, Influencers content is then talked, shared and reposted and had pertinent impact on buying behaviour as it is considered that influencers are very true to themselves while endorsing brand recommendations only when product has value. In the analysis two variables had been taken of social media influencers being followed and purchases made on their recommendations to find whether influencers lay any impact on buying decision or how much netizens rely on their words.

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig F Change
	.207a	.043	.035	.460	.043	5.366	1	120	.022

Value of R square is 0.207 which is very less than the 0.4 ideal for defining the relationship between dependent and independent variables. Values of R Squared and Adjusted R square are 0.43 and 0.035 which also need to be >0.5 to define the dependent variable.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.136	1	1.136	5.366	.022b
Residual	25.397	120	.212		
Total	26.533	121			

However at 5% significance level P-value is 0.022 and F-value is more than 1, there should be an association between the dependent and independent variable that are to be analysed as par ideal value to reject null hypothesis. But here on the computed values which are not as per required significance, hence Null Hypothesis will be accepted that there is no significant relation between the impact of social media influencers on purchase decision of the consumer to shop online as only 34.44% respondents follow influencers and 31.9% respondents had positively responded regarding the influence on purchase decision.

4. Significance of content in regional language

Growing internet adoption towards creating digital ads regional language however momentum is slow. With 1.3 billion people, average population of age 27, and internet penetration of 45% India is expected to draw a big chunk of next billion internet users .The main impediment to this project is language. Tik Tok had provided rural and semi urban communities to express themselves and be recognisable. There is also a push towards developing digital assets (websites, apps, banners) with regional language support. To check whether language of content on online platforms affect the buying decision two variables were taken to get the psychology of respondents that unavailability of regional language impacts buying decision and do they consider that if regional language is more often used in content and e-commerce platforms it will be more interactive and impactful.

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig F Value
	.464a	.215	.208	.735	.215	32.862	1	120	0.000

The R-value from the above table is 0.464 which is little more than 0.4 which is fine as acceptable to show that the independent and dependent variables are correlated . Though independent variable do not clearly define value of dependent variable as measures are less than 0.5

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	17.764	1	17.764	32.862	.000b
Residual	64.867	120	.541		
Total	82.631	121			

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.846	.189		4.477	.000
regional language content unavailability impacts buying decision	.520	.091	.464	5.733	.000

In the above table P-value is 0.000 which is < 0.05 which is good at 95% confidence interval and F-value is 32.862 which is much more than acceptable value 1.In coefficients table significance is also less than 0.05 .On the basis of above analysis Null Hypothesis would be rejected showing that unavailability of regional impact has significant impact on buying decision of the user and content if provided on platforms in regional language will be interactive and would have great effect. As per data provided respondents those who do not consider that unavailability of regional language lays any impact on buying decision were 44.36% whereas other 54.09% were in favour or having neutral response. The content would be impactful if made as per regional attributes 27.86% had a negative view on its interactive and affect full element 41.08% were positive and 30.32% with neutral response.

Conclusion:

There has been a rapid change in Consumer behavior especially after Globalization due to heavy exposure in terms of getting a hike in income and presence of a number of options in products and brands. Stages of technological development bringing the marketers getting their business on electronic form and making their presence on various social media platforms worked as stimulus. Online activity has become a core part of the decision making process. The study shows that free samples, trial offers and discount coupons had a strong impact on Consumer buying behaviour as goods priced by retailers online at zero cost appeals to customers as such things creates a sense of delight and creation of trust making them a regular customer in longevity. A research earlier showed that 80% of shoppers felt encouraged to make a first time purchase with the brand to which they had been naive about and had made special offerings with low cost or free. Another test that people thought were affected by catchy advertisements and captivating offers still had been switching to other brands where quality of the product primarily matters and pricing like other factors later comes on. Being the most trustworthy connection built up between influencers and potential consumers Paid branding is rooting widely. But the analysis done in the study resulted in Influencers in person, though they are impacting on buying behaviour still consumers rely on the recommendations of peer groups and online reviews from earlier users, WOM has its place. Information searched as per consumer environment survey appropriate data is availed from Google for decision making. Reviews, detailed description of experience with product, reliability whether positive or negative, ponder decision for alternates' impact emotionally rather than rational leads to spontaneous shopping. The study shows that though communication is done primarily in English, regional language content demand is increasing because of its effective reliance among people. Analysis has shown that unavailability of content in regional language impacts the buying decision as comfortability and emotional essence could be better come with vernacular content and acquainting this will certainly bring the uncaptured markets to be the part of firms revenue.

Recommendations:

For Remodeling it is ideal time as Indian market will be of 70 billion dollar upto 2025. Marketers need to change their digital marketing from performance to awareness. Awareness, one where all the advisable has been happening right now and rates are gone down, can be reached to more audience as compared to earlier. Entrepreneur who would maximize the opportunity by optimizing strategy implementation would be the winner. This is a busy time, needed to take action in public but planning in behind as brands which are using strategy others are bouncing back strongly. Brands need not to talk like brands rather talk like humans. All Brand has to do is to create empathy, compassion, sensitivity, the root of all communication being a problem solver. Boundaries between CSR, purpose and crisis are blurred drastically, this is the great time to look at and see how you optimize through digital lenses. Brands have to predict the consumer behaviour with context to the digital era and have needed to reposition and redress the strategies .Along with identification of the trending part of the portfolio and put the media mike behind it. In the present scenario brands need to find out individuals and do repositioning by connecting the dots. Social media platforms and CRN are now making communities and brands into try lists or taking into a funnel to make them registered users at their websites. Today we need digital strategies which are non-negotiable and hoping to be the best leveraging to be agile. Purely pull strategic fit is needed where focus is on the best stand. Advertising Standards Council of India "Nearby watches need to be kept since influencers eager fan base can influence enormous crowds." Report of 2020 ,the sizeable binge spend is going on having 72% Indian firms intending to expand web base networking via media influencers. 90% of new users want to consume content in regional language, but Indian language content doesn't have luxury of search algorithms for designing multi platforms though adoption rate of regional language on services Facebook, Google ,YouTube are exceptional. Challenging is that a large Indian population is not yet having complete digital literacy and there are 19500 languages which is an opportunity for brands. Print media has successfully exploited the content market, Digital media Businesses in India have barely scattered the surface when it comes to capitalizing on their burgeoning market segment.

Limitations of the study and future research prospects:

The study that has been conducted to screen the impact of various factors on the consumer psychology to make buying decisions has resulted in some non-relationships between the factors and the impact. Differences between the obtained values of the statistics used are ideally because of various limitations as sample size was not that much large and composition of respondents from a particular city was more rather than equal distribution of consumers of other states and nations and the age group that positively responded was between 41-60 whose factors of decision making on online purchase are different from millennials of age group 21-40.The study could be made more efficient by increasing samples and having respondents of the generation Z along with millennials which are massively consuming online

content and availing such produce offered by marketers and advertisers who targets most of to them. A vast amount of research can be done on the impact of regional language on the psychology of the buyer today due to the continuous fading line between the regional entertainment and the basic Hindi English content prevailing. Need to improve SEO options by generating more local language content online in order to fill this gap to cater the entire nation by generating empathy and connection at equal level.

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