



SOCIAL MEDIA MARKETING AND ITS IMPACT ON CUSTOMER PURCHASE PREFERENCE

Mohammed Ismail

Research Scholar, Kuvempu University

Dr Mamatha S.M

Associate professor, Sahyadri commerce and Management college, Shimoga

ABSTRACT

Social media has become a very important platform on every individual's life where one can share his/her experience, suppositions, and sentiments with others. The democratization of data through social media has undergone huge changes thus influencing the buying behavior of purchasers. Shoppers' network in a wired and online world permitted them to have a deep understanding of the items and administrations they need especially for understanding the customers in terms of their accessibility, cost, area and the craving ascribes.

Social media marketing has turned into an indistinguishable aspect of human existence. It permits the clients to impart straight forwardly, about different items/administrations with their companions. This is only a substitution of verbal communication, which place an essential job and least expensive approach to marketing item in conventional advertising. The other significant and extraordinary component of social media marketing is promptness, which enables the clients to approach straight forwardly with the finance managers or the person dealing with money. It is useful to both money managers and clients for sure as they can get the arrangements in place without any major hurdle. The money managers can keep a sound connection with the clients effectively as they are answering their inquiries right away without any intermediaries. It is only client relationship which is on the board and another essential component which is widely being promoted. This multitude of highlights will impact the clients a ton in settling on their buying or purchasing choices. Client conduct is the investigation of when, why, how, and where individuals do or don't buy item. It mixes components from brain science, humanism, social humanities and financial aspects. It endeavors to comprehend the purchaser dynamic interaction, both separately and in gatherings. The purchase motive of a client is an evergreen advertising idea in spite of the fact that various research has been done on the subject over the recent years. It would be an embellishment, assuming we say without covering this idea no promoting reading material will finish, that is the meaning of this specific idea. One can't envision a marketing book without observing an idea of client buying expectation. Generally a client buying goal is affected by a bunch of inner and outside factors like social, efficient or monetary, social, segment, mental and obviously private elements. These days due to web based promotion, social media marketing, computerized advertising are trendy expressions and unequivocally affecting the client conduct and in pursuing purchase decisions consequently.

This paper makes an attempt to understand the buyer behavior and the significance of social media marketing on electronic, verbal, vendor made data, purchasers' apparent quality, and clients' apparent gamble through the data obtained.

Keywords: Social Media marketing, customer purchase intention, Purchase decisions, Social media, electronic word of mouth, and consumers' behaviors.

INTRODUCTION

The manner in which shopping is done has changed. Indeed, even the approach to carrying on with work is additionally taking new aspects to helpfully arrive at the designated clients. Clients have adjusted their perspective sets and they are not generally keen on purchasing items/services through stores and additionally actual business sectors. The pattern is transformed; they click on a brand picture and buy the item in a most straightforward manner through internet based mode. Basically, it tends to be presumed that social media marketing has changed the state of the business and it has become essential piece of promoting. Social media has modernized; truth be told, it has changed how organizations are finished. The two significant and key elements behind this transformation are data and innovation. It has unmistakable elements like, an enormous measure of information can be put away for all intents and purposes with zero expense, convenience and access and no specialized capabilities are expected to work web-based entertainment locales. Social media particularly furnish a stage to associate with n number of individuals. This paper seeks to figure out the effect of social media marketing on client purchasing process.

The World Wide Web was presented in 1989 and during that very years Internet was likewise presented which immediately become a worldwide organization for individuals of the world. The presentation of Web 2.0 in 2004 was a progress from more static HTML to a more powerful web which comprises of such application programming's that is clients agreeable and which work with open correspondence and data imparting to electronic clients. Web 2.0 assume a significant part in gathering information, experiences, shrewdness and mastery of different gatherings and afterward successfully involving the media for better and informed choice. Such sort of aggregate insight produces novel thoughts, tackle confounded and age-old issues and help in settling on the right conclusion about the future chances of the association. Web 2.0 is a showcasing trendy expression and it works with business of an association. Social media are "web put together applications that form with respect to the philosophical and innovative underpinnings of Web 2.0 and that permit the creation and trade of client produced content". To get better feeling of an item buyers access their gatherings online through social media to be aware and hear their thoughts in regards to that specific item or administration. Social media is presently getting more noteworthy significance in the field of marketing, publicizing and correspondence and its clients are developing dramatically consistently. At the point when the clients have solid relationship with the organization then they share their encounters with others through social media and prescribe the brands to companions as electronic word of mouth (EWOM) marketing (Chu, S.C. and Kim, Y. (2011).

This multitude of exercises at last lead to more prominent development and increment client base. By the presentation of web EWOM has sweeping impacts because of its availability and spreading of messages to million individuals. It is a significant showcasing instrument in the cutting edge period of business world because of its validity and the desire of individuals to interface through social media.

REVIEW OF LITERATURE

Social media are the web-based devices and stages that are utilized by clients, companions, family members, gatherings and networks to share data, assessments and encounters as experiences, discernment, photographs, music and recordings with one another. It is a medium utilized by associations whether enormous or little, benefit or non-benefit to make mindfulness with respect to their items and administrations. Through social media, online business has become global as well as local area driven. Social and monetary advantages are drawn in with systems administration. Nowadays, individuals have created network social orders to arrive at one another for data, training, organizing and internet business. Specialists foresee that online media will be a prevailing power in store for organizations as well concerning people so they should take part in it if not they will be out of market. The examination drew a conclusion that as in the event that social media is finely sent in an association, it certainly achieve massive changes in its deals,

development, brand picture, and company notoriety on the lookout. One of the significant benefits of online media is that it imparts data and passes it on to an enormous populace, and assists clients with choosing from various accessible decisions and hence facilitate the buying system for the organizations around the world. All Smartphone proprietors utilized their telephone to get to Facebook and different locales for connection with their companion and gatherings. (X.Y. Leung, B. Bai, K.A. Stahura, 2015)

They get data about items' costs and accessibility. In these clients utilized their PDA to get to the vendors and get data about items and their costs. Alongside this political, strict and local area issues related conversation on these destinations is extremely normal. An ideal models shift in correspondence happens as of late because of the rise of online media. Shrewd organizations have included virtual entertainment directs in their coordinated marketing correspondence to keep and develop existing clients and draw in new clients for quick development and snatching more piece of the pie.

This part takes a gander at the past examination in view of customers' virtual media and web based purchasing behaviors. It explains the likenesses in the relationship that have been proposed in the writing and shows what profound commitment means for the cycles of purchasing behaviors of Consumers. At long last, the effect of social media on purchasers' purchasing choice writing will likewise be examined.

Individuals make public records via virtual entertainment stages (Facebook, Instagram, Twitter, and so forth) to communicate their insight and recollections and transfer data about themselves. They speak with individuals who have normal interests. Organizations and purchasers have shared contact and connections across virtual entertainment, which has an impact on the manner in which shoppers consider promoting. In light of online interpersonal interaction, the manner in which organizations speak with their purchasers has moved, and control has moved from organizations to shoppers. Social media entrances have been a fundamental part of human contact and commitment, affecting individuals' mentalities and correspondence in different ways. Buyers' web-based communications with organizations influence merchandise and brands' worth.

Buying behavior of buyers:

The examination of the cycle required as people or gatherings picks, buy, use, or removal of products, assets, ideas, or communications to satisfy needs and wants is alluded to as customers' way of behaving. The complicated association among effect, and comprehension, activities, and ecological occasions through which individuals direct exchange occasions their lives, in light of an alternate thought of shoppers' way of behaving. Market division is a basic element of shopper conduct since purchasers inside a portion are pretty much indistinguishable in product needs and wants. Segment (age, nationality, social class), geographic (territorial, country contrasts), psychographic (character, way of life), and conduct (brand unwaveringness, benefit want) market division are a couple of models. The social time factor is one relationship of time, social designs, rhythms, and plans for society, like working hours, working hours, taking care of hours, and other systematized plans. Shoppers' purchasing choices are affected by the contact circumstance in which they get data. Market conduct includes something other than independent direction or the demonstration of buying; it additionally incorporates customer commitment and the assortment of collaborations inseparable from utilization. In conclusion, they buy from the other options, and with that of procurement choice, there is post-buy conversation additionally made as feedback. (K. Philip and L.K. Kevin, 2016)

Shoppers purchasing choice, and issue acknowledgment: The first step in quite a while's purchasing dynamic cycle is to perceive the issue, which could emerge because of a craving for something else. Various impacts, for example, social elements, social variables, examination gatherings, and ecological variables, can impact the issue ID stage. In this current world, social media assumes an indispensable part in making individuals what to think. Virtual entertainment advertising is loaded with potential marking valuable open doors. There is no question that web-based entertainment showcasing can be a device for building brand mindfulness, concentrate on customers' viewpoints, and publicly supporting. It can likewise identify assessment pioneers, drive brand site traffic, spread explicit data, foster Consumers information base, impart validity, trust in the brand, and further develop the brand picture.

Purchasers purchasing nature, navigation, and data search method: Consumers start searching for relevant data after an issue is distinguished. Interior and outer information search are the two sorts of wellsprings of data. Outside search covers verbal (WOM), shop visits, preliminary, online long range interpersonal communication, and web-based entertainment, while inside search requires the customers' memory of the things. These days, the web-based world assumes a huge part in the buying dynamic cycle, and the Internet has advanced into an important asset for tracking down knowledge. The degree and course of the mission are impacted by different choices.

Customers purchasing choice, and assessment of option: Consumers start to look at and audit different choices with regards to item attributes and their cravings and requirements in this cycle. Purchasers' choices are frequently clear, like purchase the least expensive products, however some are more nuanced and include a few steps. At this stage, purchasers conclude which decision would better meet their prerequisites.

Shoppers buy choice and post buy assessment: Consumers pursue their decision in light of the finding and assessing fitting other options. Buyers generally pick specific brands since they are interesting to them. Since the data got from different sources will influence the choice, the web assumes a fundamental part in navigation. The consistency of the dynamic interaction and the choice determination will turn out relevant. Purchasers start to liken their item impressions to their inclinations.

Various sorts of Consumers purchasing choice interaction: The degree of buying commitment is portrayed as the degree of concern or interest in the purchasing system brought about by the need to ponder a particular buy. Various types of buyers buying making process exist, each with an alternate level of purchasers investment. Ostensible navigation happens on the grounds that Consumers have a restricted degree of commitment with the order. Confined independent direction happens in light of the fact that restricted navigation is near paltry direction, then again, actually there is a restricted measure of outer hunt in restricted dynamic settling on while broadened choice making happens in light of the fact that Consumers are profoundly occupied with the acquirement cycle, the dynamic interaction turns out to be more convoluted (Maoyan, Zhujunxuan, and Sangyang, 2014).

Job of trust, and saw benefit: Trust and saw benefits are the essential factors that assume a conspicuous part in shoppers' purchasing conduct. Customers are the ones whose trust makes the business flourishing or antagonistic and makes the buyers mindful through successful down to earth benefits in regards to web-based entertainment. Web based purchasing conduct will emphatically affect the outcome of the business. Despite the fact that customers see online brand mindfulness as offering a few advantages, this sort of change likewise will in general show a few kinds of seen gambles. Different worries are a frequently voiced hindrance to internet purchasing. Thus, building on the web trust ought to be an essential precondition while making on the web brand value. Moreover, it is fundamental to give a delightful internet based experience that animates memory inhabitant positive symbolism of the brand and makes an incentive. Be that as it may, past examinations don't give adequate observational data to comprehend how trust can add to purchasing conduct in brand value. It didn't investigate how brand mindfulness/affiliation, saw quality, esteem are connected with one another and add to web based purchasing. The idea of significant worth arises in the feeling of acknowledgment of Consumers' weakness originating from a site's good impressions and the understood assumptions that it will follow through on a guarantee.

Buyers will more often than not have elevated degrees of chance insights concerning web based shopping which can be partitioned into three sorts of hazard (Ariffin, Mohan, and Goh, 2018):

1. Item execution, one might say that an individual may not get the expected item
2. Monetary gamble, meaning a possible total deficit of cash;
3. Time/comfort risk caused during on the web exchanges (route, accommodation of orders, and deferrals in getting items)

Esteem is generally related as a system for diminishing customers' apparent gamble in Internet shopping, Consumers' exchange explicit vulnerability, and the quantity of related chances related with the chance, which could act artfully (Katta, and Patro, 2017).

Moreover, it brings down the apparent gamble of confronting an adverse result of an exchange by decreasing data intricacy while additionally help to observe the expected data in regards to shoppers and buyers' conduct data accessible in only a single tick (Tzavlopoulos et al., 2019).

Social media assumes a significant and critical part on buyers' life and decisions. Many individuals search for verbal exchange proposals (WOM) prior to making a buy, especially for new items. Rather than being message recipients from promoters, Consumers presently assume a part in spreading feelings through internet based interpersonal organizations like Facebook. Buyers might share their encounters, considerations, and data on web-based informal communities, making it simple for them to draw in with each other.

Customers trust online verbal (proposals from different buyers) is strong and important and could impact their buy choice. Customers might utilize an internet based social media website to communicate their positive or negative item sees with each other in a group environment which guarantees they will impart their proposals and contemplations and look into their associations with different buyers.

The new publicizing technique (E-WOM) is a lot less expensive than customary ways. Advanced publicizing incorporates utilizing every one of the accessible web-based channels, for example, virtual entertainment, email promoting, site design improvement, and some more. Interestingly, buy conduct is estimated concerning two terms esteem: trust and saw market benefits (Lăzăroiu, G., et al., 2020).

Social media is the compelling and productive element that guarantees that the connection between the customers and online organizations will remain longer and furthermore energize the cross country computerized change.

SOCIAL MEDIA MARKETING

An enormous portion of buys are made internet based these days and in 2020 this number has developed altogether because of the lockdown. As the quantity of web clients increments and tech organizations foster more ways of incorporating the internet based world into shopping, online retail is supposed to dramatically develop. Consistently, numerous shopper purchasing choices are made online too, and where in all actuality do individuals invest the vast majority of their web-based energy — via virtual entertainment.

It's difficult to say precisely how much virtual entertainment impacts clients, what they purchase, yet their buyer propensities overall. Informal organizations altered the manner in which we advance items and even gave us better approaches to publicize. We should discuss a few factors that sway clients these days.

What social media means for customer purchasing choices

1. The abbreviated client venture

The principal thing that you notice with regards to clients via virtual entertainment is the abbreviated client venture. It used to be that individuals learned about an item, saw an advertisement on TV on different occasions, and one week from now they might have gone out to shop lastly purchased the item. Presently, this cycle can require minutes.

The client venture isn't simply more limited but at the same time it's more convoluted at this point. Social media has made item research more available to clients. For instance, assuming your client sees an item on Instagram, they can promptly look the hashtag to look into different audits and conclude regardless of whether they ought to get it. Subsequently, clients invest more energy on exploration and actually take a look at additional hotspots for audits.

2. The impact of social evidence

Truly, social verification is certifiably not another idea: man is a social creature, and we've been giving each other suggestions for quite a long time. The thing is, these proposals and enemies of suggestions can now be heard by many individuals.

3. The force of powerhouses on customer purchasing choices

Powerhouses are the social media clients that have a strong faithful crowd that frequently shares similar interests. Their viewpoints are normally seen by a greater number of individuals, individuals that trust them.

Small Influencers are particularly powerful in convincing their crowd since they are generally specialists in a few specialty and explicit point, which makes them a characteristic wellspring of suggestions for this subject. Assuming you're selling a specialty item, tracking down social media forces to be reckoned with in your specialty — Instagram bloggers, vloggers, TikTokers, or Facebook bunch administrators — is an incredible method for contacting your crowd.

Gen Z and Millenials are bound to be impacted, with recent college grads saying client created content from outsiders has at any rate some effect on how they spend their cash (R.G. Duffett, 2015).

Speculations of Social Media: There are three principal virtual entertainment hypotheses. Miniature speculations manage the data accessible on the web and the correspondence from individual social entertainers. Large scale hypotheses manage the construction and elements of social entertainers and social media content. Pseudo speculations manage the as of late evolved reasonable structure in advertising. In this hypothesis social realistic and social criticism circle of buyers are significant contemplations. In instinctive sense this hypothesis is consistent yet practically speaking it is yet to be tried.

Minor Theories: In the neighborliness business the most compelling and successive wellspring of data is advices from companions and family members. This kind of correspondence goes under the heading of informal exchange hypothesis. The data conveyed from companions and family members is viewed as more solid and communicators are not made up for such sort of references. Because of the presentation of Web 2.0 advancements and other person to person communication locales buyers are currently access even outsiders encounters and post buy remarks which altogether influences their buying conduct. The social trade hypothesis expresses that person through virtual entertainment draw in with those ways of behaving which are remunerating for themselves and stay away from the expense. (Campbell, C., Pitt, L. F., Parent, M. and Berthon, P.R. (2011))

Major Theories: Macro-hypothesis sees the people of the local area as associated entertainers, and such speculations utilize numerical models to concentrate on its design, advancement and improvement. As indicated by this hypothesis virtual entertainment is the emergence and hardening of shoppers audits, remarks and jabbers. The new marvelous development in complex virtual entertainment has impacted customers buying ways of behaving and its association between friendly entertainers and data relics.

Pseudo-Theories: The virtual entertainment scene is changing extremely quick because of the democratization of data and the minimal expense of advancement. Organizations need to zero in on the social graphics of the shoppers rather than segment, geographic, psychographic, profiles of them. Conventional direction has three phases data, thought and buy. A few customers will utilize the item, make assessment on it and afterward at later stage discuss it. A portion of the encounters will be emerged by sharing them via web-based entertainment to help others in their navigation. Outfitting the input circle is more significant for advertisers and business (Dave Evans, 2008).

From the conversation on pseudo-hypothesis it has been demonstrated that Social realistic system and Social Feedback circle structure are significant for advertisers to consider and center.

DISCUSSION

The huge number of articles that have connected issues of web-based entertainment showcasing clearly that social media marketing have been supported impressively.

This gives solid proof that web-based entertainment and their application ought to be the focal point of consideration for the two viewpoints professionals and specialists. By closer inspecting the principal group of writing of the social media advertising, scientists had the option to see that there are a few promoting applications and subjects covered. As well as, various elements and strategies that have considered by these investigations to give a reasonable and profound knowledge for such issues. The principal subject have inspected how utilizing web-based entertainment application could add to the limited time and promoting endeavors. Despite the fact that such examinations speed up the flow understanding about the principal aspects that ought to be considered by specialists and professionals in regards to the uses of promoting over the web-based entertainment stages, there are a few regions that require further examination. For example, there is a need to find the effect of the sort and nature of social media platforms (for example Facebook, YouTube, Instagram) on the viability of special exercises to arrive at the designated clients. In the line with this, Filo et al. (2015) call for additional interest to make sense of how clients' perspectives could be distinctively shaped in light of the sort of Facebook promoting.

There is a need to think about the effect of different factors and aspects (for example social presence and telepresence) as well as utilizing different exploration strategies to give a reasonable picture about the social media publicizing.

In such manner, expanding the brought together hypothesis of acknowledgment and utilization of innovation could likewise be incorporated with different variables to inspect the adequacy of virtual entertainment publicizing. E-WOM and CRM have inferred a lot of revenue from a lot of online entertainment advertising studies. For sure, such expanding revenue gives pastes about the significance of social media platforms for the advertising points related with CRM and WOM. Hence, more endeavors are progressively expected to give a reasonable picture in regards to the using virtual entertainment for such points.

Beneficial, advertisers are more keen on connecting with their clients more in light of number of instruments (for example customization, intelligence, and advanced local area) as well as how speeding up the use of such instruments could do a commitment as far as CRM and E-WOM. In any case, angles connected with E-WOM actually requires further investigation either concerning what are the principal factors persuading clients to post and impart their perspectives and insights for sure are the primary results after clients posting that over the social media stages. Various investigations were additionally seen to give a nearby consideration to analyze how much involving virtual entertainment could do a commitment for the outlook of associations. Most firms overall are anticipating benefiting by involving such applications in their business to arrive at new clients or to improve their ongoing client's insight. Furthermore, as needs be, creating more benefit and deals income. To be sure, social media is by all accounts more novel and less exorbitant correspondence method for having greater intelligence and individualization with the designated clients. This assists firms with doing their promoting exercises all the more proficiently and effectively comparative with utilizing conventional apparatuses of showcasing (for example Television, radio, paper). The effect of social media on the client's mentalities, purchasing conduct, and insight have been the focal point of consideration for a decent piece of earlier virtual entertainment writing. Such issues have been inspected in different ways, as a matter of fact.

Then again, the other piece of writing has focused on how client's perspectives and genuine purchasing conduct could be impacted by virtual entertainment. Client acknowledgment of social media-based applications has gotten satisfactory piece of earlier examinations over the connected region too. An assortment of develops that have been considered by analysts in their endeavors to investigate which angles are urgent in forming the client acknowledgment of such creative applications while site respectability, validity and subjectivity were considered.

A need to recognize the most basic factors that ought to be remembered for such model to anticipate the client use example and acknowledgment of virtual entertainment stages. For sure, example has been generally talked about as one of the main issues that must be considered by future investigations.

By far most of studies have gotten their information from college understudies and ordinarily from created nations. In this manner, it could worth thinking about various nations (for example created, arising, creating); societies (for example community versus independence); and various settings (for example the travel industry, sports, administrative). As well as, all portions of clients by regarding every one of their profiles, ages, orientation, and

instructive levels ought to be all around covered to have more exact view in regards to their insight and conduct over these creative stages (Hudson et al., 2015).

Also, the vast majority of these examinations have just thought about fans for one page more than a one indicated stage. Thus, a correlation between fans for various page among various stages and societies could be valuable to be led. It merits demonstrating that web-based entertainment issues are still in their beginning phase so the absence of deeply grounded measures could be the principal impediment to analyze the client's discernment and conduct toward the promoting exercises over the social media stages. Accordingly, future scientists need to put forth further attempts in approving a strong scale to precisely have a substantial and dependable outcomes connected with the purchaser conduct in this arising region. A nearer investigation of fundamental articles explored in the ongoing review prompts notice various variables that have been the concentrate for the most earlier virtual entertainment advertising studies. For example, analysts' have to a great extent think about the job of perspectives and its aspects (mental and influence). This implies that future examinations have not to overlook the significance of considering perspectives in their endeavors to analyze clients' way of behaving and responses toward social media promoting exercises. Client trust, saw validity, and dependability of social media a wellspring of data for clients were likewise paid an interest by virtual entertainment studies.

Accordingly, the effect of these variables on the clients goal to depend and connect more with virtual entertainment stages require further investigation by future examinations. In such manner also, future examinations could think further the way in which clients can shape their insight toward the validity and dependability of web-based entertainment and what are the primary indicators that could affect the level of client's trust toward such consolidating stages.

Intelligence has been another significant element deciding the clients level of inclusion in the social media promoting networks. Subsequently, future explores ought to put additional endeavors to make sense of how such variable could impact the clients' responses for the showcasing activities in the social media stages.

Conclusion

As you see, the information and our everyday experience on the Internet show that it's difficult to contend that web-based entertainment impact buy choices. The effect of web-based entertainment on client buy choices can be made sense of by many variables: social confirmation, the entrance of virtual entertainment, and the accessibility of online retail.

In any case, it's getting increasingly harder to make your image stand apart via social media. Zeroing in on the right stage, building innovative virtual entertainment advertising efforts, and utilizing around date advancements will assist you with that.

Social media is currently a vital piece of each individual's life from President of a country to an average person. The main impact of web-based entertainment is that it has enabled people to share their encounters, suppositions and sentiments with others. Such destinations lay out bunches which much of the time connect with one another and thusly influence the buying ways of behaving. The exploration work of this study is coordinated towards social media, and its effect on purchasers' ways of behaving. The finding of this proposition gives a solid base to promoting supervisors to concentrate and direct their correspondence towards such networks. As such gatherings unequivocally influence each other buying ways of behaving so associations and organizations should zero in on them through web-based entertainment. Associations can expand their incomes by impacting such gatherings to build their image mindfulness and brand devotion.

RECOMMENDATIONS FOR FUTURE RESEARCH:

The focus of the current study was exclusively on the main body of literature of social media in the marketing context while it was ignored large part of studies that have conducted over different areas such as education, political, sociocultural environments. Thus, it could be worth considering these studies conducted over different areas by future

studies. Even though this study does a contribution by theoretically scan the main body of literature, there is still a need for statistical evidences from these studies by conducting a meta-analysis study especially in the light of the fact that there is a good of number of quantitative studies that have conducted over the area of social media marketing. As a new trend and topic, researchers need to spend more efforts on how such phenomenon could behave different from platform to another; over different countries (i.e. developed, emerging, developing); cultures (i.e. collectivism versus individualism); and different contexts (i.e. tourism, sports, governmental). Despite of the fact that this study comprehensively examine the main dimensions covered by the prior literature of social media marketing, it does not accurately count the main factors and how these factors affecting each other (which antecedences and which consequences). This could be worthwhile direction by future studies. This, in turn, would help to establish a theoretical foundation to examine the related issues over this emerging area. In the current review, very small part was devoted to discuss the main research methods adopted by reviewed studies. Therefore, future studies could pay more attention in analyzing these methods and which appropriate methods could help future empirical studies to have more valid and reliable results. This is in addition to the need to discuss how future studies could modify and improve new methods and techniques to examine the consumer behavior in the social media marketing area.

In the future some additional dimensions should be add to the research model to find out the dominant factors that affect the purchase intention of those consumers using social media. As the e-commerce is a global phenomenon so the factors which the researcher has studied in this research should be investigated across the multinational settings to device generalized results for multinational organizations. The researcher suggests that in future studies must focus on the impact of social media on the consumers' cognitive, affective and behavioral attitudes should be seen to draw some practical implications for organizations. Future research may also take all segments of society such as children; professionals etc. to generalized it for the whole society. Because social networking sites in social media are the hub of interaction for every individual of all age groups. The impact of a product's facebook page on consumers' preferences should be studied to draw some practical implications for the companies. The Facebook page of a product or company is like by users of social media and then it is rated on the bases of likes. It is also suggested that relationship of social media with hospitality and service industry should be investigated. The impact of social media on organization's efficiency, productivity, profitability, growth and market share should be studied to draw some practical implications for many other organizations.

As rightly said, marketing starts from the customer and ends with the customer. In this day and age understanding the customer is the uttermost important thing for the marketers. There are several tools for that. Among those several factors, one of the important one is to understand the importance of social media. Now a day, every one is using social media. Hence without using this medium a marketer cannot be succeeded in his or business. Social media users can made decisions quickly compared to other sites because here they interact with many which helps them with processed data. Even the marketers can also keep an eye on customer reviews, opinions, feedback, their perceived experiences etc. which in turn helps them to modify the changes in the coming products. Most of the customers are seeing price, design and model, comfort and maintenance while purchasing the products. Therefore a company must focus on the following parameters or areas to attract the customers or to win the choice of the customers.

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