

Impact of Digital Marketing on Consumer Buying Behaviour towards Life Science Products (LSP)

Shakti Vats,

Research scholar , Medi-Caps Univesity,Indor.

Dr. Mukesh Porwal,

Research Guide, Medi-Caps Univesity,Indor.

Abstract-: This examination attempts to contemplate the effect of web promoting on consumer buying conduct of an item like Life science. As an antecedent the investigation first attempts to set up the effect of promoting and web publicizing on an item like Life science. Would it be able to influence regions like an item class determination and division is additionally in the extent of the exploration. The investigation is a centre promoting research managing publicizing and web promoting specifically. Life science is just a single application that has been decided for the investigation. The scientist has proposed that an item like Life science ought not be sold based on ease. Or maybe it ought to be sold based on utility of the item. Different viewpoints like what should the Life science notices appeal to, the effect of web promoting, class choices of the approach being excessively specialized, strategies like information examination and so forth

Keywords-: Digital marketing, Consumer buying behaviour, life science product, management, social science

1. Introduction

The use of technology is increasing day by day with the advancement of it. Technology affects our daily routine by helping us and assisting us in various ways. It also helps us to lead a better life in almost every walk of life. With the help few devices one can roam around the world digitally while just sitting at home. We can avail products and services with the help of a click of mouse from the any corner of the world. Almost everything is a click away. No industry or business remains untouched from the internet world.

Internet seems like an opportunity which has given a wider scope to the business world. Businesses are not confined to the particular region but now their area has become vast in terms of number of customers. One can say businesses are now boundaryless. No formal setup is required for businesses now. These days business can serve to the customers residing at the remote places; which was impossible earlier. Entrance of internet has offered many advantages to the society which undoubtedly has uplifted the living standard of mankind [1].

The intervention of technology is not only confined with production, manufacturing, communication and entertainment but it also adds new dimensions to marketing division of business by providing it digital platform through the internet marketing or online marketing or digital marketing or social media marketing. The base for digital marketing is internet, the vast network which connects the whole world and brings world on same platform.

Undoubtedly, digital marketing has added many benefits and advantages to retailers and customers both. It helps organization to increase its sales of products and services offered by it. Apart from this, digital marketing also lays down an effective impact and remark on the customers' mind to buy any product or service. Digital platform gives ease and convenience to customers to buy a product from anywhere and at any time [2].

In observation of how an economy grows is the primary goal of every sector, significantly in the service sector, as it serves the purpose of improving the economic welfare of the country. The important aspect in the service sector needs a due consideration in order to meet the challenging impacts, growth and the development of the nation. Thus, the central aim of an economy is to focus on this area to generate economic growth and sustain its paradigm in the long-run. Hence, the conflict of interest between private gains and social needs, particularly visible in the areas of marketing services, necessitates this study [3].

From the records of history, it is perceived that products what individuals needed were not delivered where they needed to burn-through them. Food materials and different products were broadly scattered and were just accessible in excess according to the season. Early individuals had the decision of devouring products at their nearby areas or moving the merchandise to a favoured site and putting away them for sometime in the future. Because of lacking transportation and capacity framework, the development of products was restricted in what an individual could actually move. Likewise, the capacity of transitory wares was workable for just a limited ability to focus time. This restricted development of merchandise commonly obliged individuals to dwell near the wellsprings of creation and constrained them to burn-through a fairly tight scope of products.

Since the beginning of the last decade of the twentieth century, there has been a metaphoric environmental transformation in the business world. On one hand, it has paved for the tremendous growth opportunities and on the other hand, it has created complicated business problems, threatening the survival of the existing system. Due to heavy industrialisation and the governmental liberalisation policy, a variety of brands of commodities are available in abundance. Also, there are rapid innovations in the field of science and technology that has converged the world market in a global village. This environmental transformation has paved way for the new horizon of knowledge and understanding of the marketing in right perspective [4].

In general, the standard of living is correlated to the educational level of a nation. In other words, the wealth of a nation grows in proportion to the educational standard of the people. This disparity has widened the gap between underdeveloped nations and the developed nations. The success of the government is only in making their own people to become literate and to empower them socially and economically. Most of the nations have identified 'marketing' as an important medium to take the knowledge to the consumer by providing information about the products and give them the option in selection of the same. The society views this aspect as the Corporate Social Responsibility (CSR) of the business community, thereby creating conducive atmosphere for the Central and State governments.

In the present setting, promoting isn't considered as a capacity, however is distinguished as a method of business. It's anything but an instrument of giving data or spread, yet is a lifestyle that takes one's economy to the following level and teaches the general public in a bigger point of view. In straightforward, showcasing must be all-unavoidable, an integral part of

everybody's depiction, covering both the country and metropolitan occupants. Its profile is to disperse the data in the correct setting and to coordinate the client into the plan of the item in the precise cycle of collaboration and to make substances in the relationship [5].

In each economy, advertising has the undertaking of making client esteem more than the worth made by the contenders. The incentive for the client can be expanded by extending or improving item or administration benefits, by lessening the cost, or by a blend of these components. At the point when ordinary organizations use 'cost' as the serious weapon, vital organizations use 'administration to client' as a positive weapon to build up the client base. The information on the client, joined with advancement and innovativeness can prompt a complete contribution that gives predominant client esteem as 'client care'. On the off chance that the advantages are solid and esteemed enough by consumer, an organization shouldn't be the low-value contender to win clients.

In the present marketing scenario, the term 'service' occupies a very crucial place and the service contents are wide in the eyes of marketing experts. According to Sir William Beveridge, "services refer to social efforts which include government to tackle five evils - wants, disease, ignorance, squalor and illness in the society". Hence, marketing is a means, and something which is intangible. The emergence of marketing concepts with regard to services is a very recent phenomenon. Services marketing encompasses all kinds of service generating institutions which may be non-profit institutions like school or college or hospital or profit-making institutions like banks, transport, tourism and hospitality organizations and their ultimate priority is to bring consumer in their fold [6].

Thus, for any business, organization, consumer form as its basement for marketing its goods and services to him. He is not a single person, but a movement called 'consumerism'. The rise of this movement had made the adoption of marketing concept a critical success factor for business firms, governmental bodies and for other related establishments. While marketing concept has the prima facie objective of satisfying the consumer individually, consumerism is a social force designed within the environment to aid and protect the consumer, collectively. It exerts legal, moral and economic pressure on business, and on independent organizations that are designed to safeguard the wellbeing of the individuals from practices that infringe upon their rights as consumer [7].

The advancement in the marketing strategy has brought remarkable changes not only in the trade and business, but also in the attitudinal and perceptual changes in the customer orientation. Also, the Information and Communication Technology (ICT) has been providing ample choices to attract the new consumer and to retain the existing customers. These changes in the field of marketing and in the ICT provide opportunities to the organization in one hand and give caution about the new stream of customers on the other hand. Therefore, the marketing strategy is formulated in order to survive in a competitive environment [8].

The habit of purchasing various products intermittently is on the rise. Alongside, newer products are also entering into the market, hoping to gain a considerable market share. As there is a prevalence of cut throat competition in all markets, today the organization will strive hard to manage the business and retain a better place in the market. Hence, it becomes a challenge for the enterprises to run steadily without giving space for languishing in the long run. It is essential for the businesses to apply their unique marketing strategy in managing the

communication flow effectively and in avoiding the perception gap between the organization and the consumer [9].

The Indian consumer market is growing rapidly and is changing in its nature and in composition. Different strategies are adapted consistently, commensurate with the changing situation. A revolution is taking place in the field of Information Technology (IT) and in the logistical network that complement the development of marketing and its services in metros, small cities, towns and in rural hamlets. Dearth of appropriate skilled labor force and space crunch have also paved way for a new form of marketing like self-service stores, supermarkets, shopping malls, departmental and chain stores. Thus, there has been a major shift happening in the marketing service, naturally or due to managing the constraints of labor, time and space. Today marketing is a not a mere place of exhibiting the products, but is wider, varied and adaptable to new situation [10]. This research organized as in section 2 literature review described, In section 3 research methodology described, In section 4 Results and discussion analysed, and final conclusion and future work described in section 5.

2. Literature review

Following reviews are listed based on available studies on various products such as FMCG products, shopping products, housing companies, retail sector, industrial products, etc. to understand what consumer considers and what helps him to buy such products digitally?

In [11] creators incorporated that understanding consumer's conduct is the key for the accomplishment of showcasing as consumers have nestled using the web and internet mingling instruments as a piece of advanced promoting. They further recommended that associations must mindful of web-based media destinations and ought to comprehend that how these locales impact the consumer buying conduct.

In [12] analyst alluded that Internet has changed the whole idea and perspective on advertising. Its development is exceptionally viable and praiseworthy in the general world economy. Conversion scale of unfamiliar money has additionally ascended because of this. Various equivalents can be utilized for web based showcasing, for example, e-shopping, e-store, e-web stores, web shops and so on This investigation inspected the effect of advanced showcasing instruments on brand mindfulness age among lodging organizations. Through their examination a hypothetical structure was drawn by them for use of patterns in advanced showcasing. The article discussed the effect of on the web and customary commercial on consumer buying choice for marked pieces of clothing. Results show that quality, Design, Contents of promotion, steadfastness of consumers towards brand and their past experience impact their buying conduct.

In [13] creator made realized that how the online media puts down its effect or impacts on the consumer's choice. He took test of 116 respondents through organized poll. His outcomes guaranteed that web-based media essentially affects conduct changes of consumers.

In [14] examined about utilization of versatile showcasing in future in various zones as a significant promoting apparatus. He examined that versatile advertising can build an incentive for consumers and for retailers also.

In [15] expressed that e-promoting is present day and rising device in the realm of advertising. This uses highlights like sound, video, 3D, and so forth It is viably received by a large portion of the MNCs and International Businesses universally. Its degree is developing all around the globe.

In [16] creator was to reveal the insight towards the philosophy behind the e-showcasing. He shared that e-showcasing isn't something that is confounded however it isn't helpful in the production of a connection among consumer and the brand. E-promoting is just about imparting, making, and giving qualities to the clients. E-advertising isn't simply based towards the selling and correspondence about the item however there are various things holed up behind the idea of email promoting. It is known as probably the most seasoned type of strategies that were utilized beforehand. It additionally permits individuals to run an immaculate mission that can draw in and get the clients. It additionally assists with improving the deals and make rehashed deals from a similar client.

In [17] author found that social media is source of information for consumers to gather information about potential purchases. And social media is also used to introduce new products to consumers and also to shape their mindset about a brand. Shopping has becoming an everyday activity for consumers due to digital connectivity and time spent online by them.

In [18] the examination work (Williamson) revealed that over half of clients follow brands which are promoted via online media by reason of which advertisers are putting more in commercial through web-based media.

In [19] the directed investigation (Belch and Belch) found that landing page introduction is a significant predecessor of consumer loyalty. Different precursors, for example, consistent help, innovative attributes, data qualities and item attributes; are additionally prescient elements to fulfillment.

In [20] this examination work (Thompson) talked about the adequacy of computerized promoting. He referenced that the study was led by couple of firms in Singapore and its discoveries uncovered that computerized showcasing is a powerful promoting instrument for acquiring snappy outcomes.

In [21] they expressed that corporate area in the created nations grasped the significance of computerized market. These nations utilized advanced promoting notwithstanding conventional techniques for showcasing to comprehend and address the issues of clients and for developing the organization deal.

In [22] expressed that Electronic information trade to internet business numerous progressions has been seen. In the exceptionally serious market development of the web has made possible vision of the internet business. Web based business is only a conventional business by utilizing electronic methods. A complete change has been seen from Electronic Data Interchange to online business. With the development of web has made the likely vision for Internet. Today customary market becomes obsolete now future relies upon internet business, better approach for doing statistical surveying and utilizing new computerized systems. It includes all the cycle from buying to assembling and selling of merchandise by utilizing Internet. It assists with building nearer connection between both the clients and the dealers and it likewise permits organizations to be more adaptable in their activities. For the organizations everywhere on the world web is the worldwide business stage. Web based business is about speed up, make item globalize, increment efficiency and coming to the new clients in less time.

In [23] researcher said digital marketing and social media being new tools for interacting creatively and quickly with consumers, organizations have to be cognizant of how social media has banged on consumer buying behaviour. He further added statistics that forums,

social media, peer reviews and organization's website are referred by approx 53% consumers to get information.

In [24] found that the customized email substance sway the people to build their perspectives towards the email. The personalization assists with focusing on the client who opens an email and feel pulled in towards the substance. This gives a decrease towards the withdrawing conduct of the clients who are getting the messages. The essayist additionally shared the duty of the consumer towards the email that is being opened by the consumer as it leads towards the buy expectation when the client feel pulled in towards the substance that is imparted to him through an electronic advertising procedure.

In [25] the report (Business Monitor Intelligence) contained that in 2011, Internet clients were 225 million in North America and more than 1 billion in Asia.

In [26] examined the elements which make business site pages mainstream. They found that a high every day hit-rate is firmly affected by the quantity of updates made to the site in the first multi month time span. The quantity of connections to different sites was additionally found to draw in guest traffic. Giving a criticism segment to clients will prompt higher deals.

In [27] uncovered that 90% of consumer read surveys made online by different consumers prior to settling on buy choice. Consumers read in any event four surveys prior to settling on their last buy choice. Along these lines, surveys assume significant part in settling on buy choice.

In [28] directed on the effect of versatile promoting on consumer buy choice. Results uncovered that there is a huge positive connection between saw convenience of ad and consumer's buy choice.

In [29] creator composed e-advertising is likewise notable as web based showcasing; it tends to be characterized as promoting of items and administrations done through electronic device on electronic stage. It is building up the devices for online exchanges of business regarding buying and selling of products. It is the contemporary method of showcasing in which innovation utilized radically. It has been currently turning into a monster apparatus among advertisers and clients.

In [30] creators has ordered based on their examination, there are ten effects of pertinent elements on online consumer practices. These ten elements could be ordered into five autonomous factors (outer climate, socioeconomics, individual attributes, seller/administration/item qualities, and site quality) and five ward factors (demeanor toward web based shopping, goal to shop on the web, dynamic, web based buying, and consumer fulfillment). The five free factors are recognized as precursors, which straightforwardly decide perspectives towards web based shopping. In the precursors, the merchant/administration/item attributes and site quality are straightforwardly sway on consumer fulfillment. The figure plainly shows that the precursors, mentality, goal, dynamic, and internet buying are arrangement of handling stage. Consumer fulfillment is isolated and happens among at all potential stages relying upon the consumer's association during the Internet shopping interaction, and this two different ways relationship could impact each proportionally.

In [31] creators found that the presence of significant worth added data at a business site can be a significant impetus for individuals to shop on the web, and gives a vital wellspring of variety. The hazardous development in utilization of the Internet gives an extraordinary

number of possible consumers to E-advertisers. Regardless of whether advertisers can change over their possible clients into genuine ones and hold them depends, to an enormous degree, on the help they offer and on the apparent consumer loyalty of consumers.

In [32] found that web architecture, site dependability/satisfaction, site client support and site security/protection are the four predominant components which impact consumer view of web based buying.

In [33] scientist said today more choices are accessible for clients. So it is hard for organizations to assemble brand picture without any problem. Internet publicizing is getting one of the amazing promoting apparatuses utilized today for making brand picture and furthermore to help the corporate to expand their deal up to much degree.

In [34] creator portrayed Social media advertising is a piece of advanced media showcasing which can likewise be characterize as a promoting of products and ventures. As we can find in the new years, the prominence of long range interpersonal communication locales and online media has expanded at a worldwide level. For instance, Face book is said to have in excess of a billion clients from the time it started in 2004. Interpersonal organizations are progressively taking up a more prominent portion of consumer time spent on the web. Clients are likewise utilizing diverse online arrangements to convey, for example, Blogs, YouTube, MySpace, Integra and Face book to share data about the item or administration and furthermore to contact different consumers who are additionally seen as a more target data source.

In [35] creator portrayed the novel part of online media and it enormous have altered showcasing practices, for example, publicizing and advancement.

In [36] express that, there are numerous preferences of utilizing online media promoting, it assists with interfacing business to consumers, create connections, and encourage those relationship in an opportune way and requiring little to no effort. Web-based media sites offers a chance to the associations to associate and interface with potential and current consumers, which will assist with having a solid client relationship and furthermore to fabricate extremely significant important associations with consumers, especially in the current business condition when consumer devotion can evaporate at the littlest error, which can also have on the online spread of their lamentable experience with a specific item, administration, brand or organization.

In [37] creator Consumers tend to participate in social practices to achieve more effectiveness in their dynamic, to diminish data handling, to accomplish more intellectual consistency in their choices, and to decrease the apparent dangers related with future decision.

In [38] a consumer starts to have a sense of security with the specialist co-op or provider when exchanges are done fruitful. At the point when consumer confides in the organization, they understand that this association can fulfill their prerequisites and needs and over the long haul, they become focused on the organization. Consumer online buy choices have chiefly centered around distinguishing the elements that influence the readiness of consumers to participate in web shopping.

In [39] the space of consumer conduct research here are general models of buying conduct that depict the system which consumers use in settling on a buy choice. The internet shopping climate enables consumers to decrease their dynamic endeavors by giving enormous choice, data screening, reliability, and item correlation. Since the Web gives screened and assessment

information for alternatives, consumers may liable to diminish the expense of data on inquiry and the exertion in settling on buying choices.

In [40] express that in web based buying lower costs are being charged than in customary outlets. Additionally, more extensive costs are being charged for a similar item than in conventional retailing. They assessed this might be the result of more contrasts in non-value credits and administrations; accordingly, cost has a less fundamental influence in the consumer decision measure.

3. Research methodology

The target population of this study will be the customers of various leading companies which are working on LSP (Life Science Products) and National Research Institutes which are working on Life Science Products.

3.1.Problem statement

With the time everything gets transformed as per the need of the time. Business world has also changed over the period of time and of course with the technology as well, as it is the gift of the modern time. Initially, there was barter system which gradually got replaced by money system. Today, every arena of business is affected by modern technology which assists business and helps to grow it. Internet has been proved a boon for business world. It has given an edge to business world. With the help of internet businesses are not only can cater to whole country easily but also can enter to the foreign market with the mere formalities. Digital platform has become the part of every business but businesses must understand the how effectively this platform can be exploiting to get benefits and to give benefits to the customers as well in long turn. Customers are main focus of every business. Therefore business tries to understand its customers in terms of his needs and wants. Customers intention to buy a product is difficult to understand but it is only way to serve them. Business makes suitable strategies for the reason but previous studies report that there are various factors which are responsible for customer buying behaviour. But which factors are responsible to affect customers buying behaviour digitally especially for life science products, is important to know.

3.2.Consumers have become researches

With simple admittance to the web, consumers today are considerably more illuminated and engaged. They are overflowed with computerized content every day. With pretty much every brand showcasing their items on the advanced stages today, it's more than advantageous for consumers to investigate and look at on the web. Their buy choice is exceptionally affected by the associations they have with the brand and other influencers on the web.

3.3.Digital word of mouth is trusted the most

Prior, informal used to be the most confided in type of proposal that consumers accepted. In the present advanced age, informal exchange is done as far as client surveys, influencer proposals, appraisals, tributes, and so on Most extreme consumers try to take a gander at what the current brand clients need to say about the item/administration prior to settling on their buy choice.

3.4.Consumers are not afraid to experiment

Consumers in the previous days were doubtful to change marks that they have been utilizing from the beginning. In any case, things have changed with time. The outlook of consumers has developed hugely today. They have gotten more inviting towards items and brands that

offer preferred highlights over previously. This was just conceivable through computerized promoting that has made it simpler for these new brands to connect with the clients.

3.5. Consumers frequently switch brands

Brand dedication used to be something enormous previously. Rare is the point at which you'd see consumers switch brands. Anyway today, consumers rush to switch brands gave the enhanced one is offering better highlights. With a store heap of choices accessible on the lookout, consumer reliability is troublesome and exchanging is simple.

3.6. Consumers now have a lower tolerance level

In conclusion, consumers today are not approve to settle or bargain in any way. They anticipate that a quick reaction should their questions and complaints assuming any. They straightforwardly share their musings and perspectives on the advanced stages which can represent the deciding moment a brand's picture in a flash. For the most part, consumers will in general effectively accept negative news/surveys and a couple really share positive audits. Likewise, a great deal of contenders abuse this by posting negative audits on brand pages through phony records. This can be made do with a solid Online Reputation Management (ORM) Strategy, where associations with the consumers can conceivably change their negative picture over to the positive.

3.7. Data Collection Tool

The data will be collected by administering the questionnaire to the above respondents. In the absence of a structured questionnaire the tool will be developed by the researcher himself. A pilot study will be conducted to establish its item validity. The questionnaire will be based on Likert scale summated rating. It will consist of statements where respondents will indicate the degree of agreeableness/disagreeableness on a 5-point rating scale.

3.8. Data Analysis Tool

To test the Hypotheses the statistical techniques of Correlation, Factor Analysis, Multiple Regression and t-test will be employed to see if significant relationship exists or not. Probable tools to analyze data will be:

1. Correlation

Connection examination is a factual technique used to assess the strength of connection between two quantitative factors. A high connection implies that at least two factors have a solid relationship with one another, while a feeble relationship implies that the factors are not really related. All in all, it is the way toward contemplating the strength of that relationship with accessible factual information. This strategy is carefully associated with the straight relapse examination that is a measurable methodology for demonstrating the relationship between a needy variable, called reaction, and at least one illustrative or autonomous factors.

2. Factor analysis

Factor examination is a strategy that is utilized to decrease countless factors into less quantities of variables. This procedure extricates greatest basic fluctuation from all factors and places them into a typical score. As a file, everything being equal, we can utilize this score for additional examination. Factor examination is essential for general direct model (GLM) and this strategy additionally accepts a few suppositions: there is straight relationship, there is no multicollinearity, it incorporates important factors into investigation, and there is genuine connection among's factors and factors. A few strategies are accessible, however rule segment examination is utilized most usually.

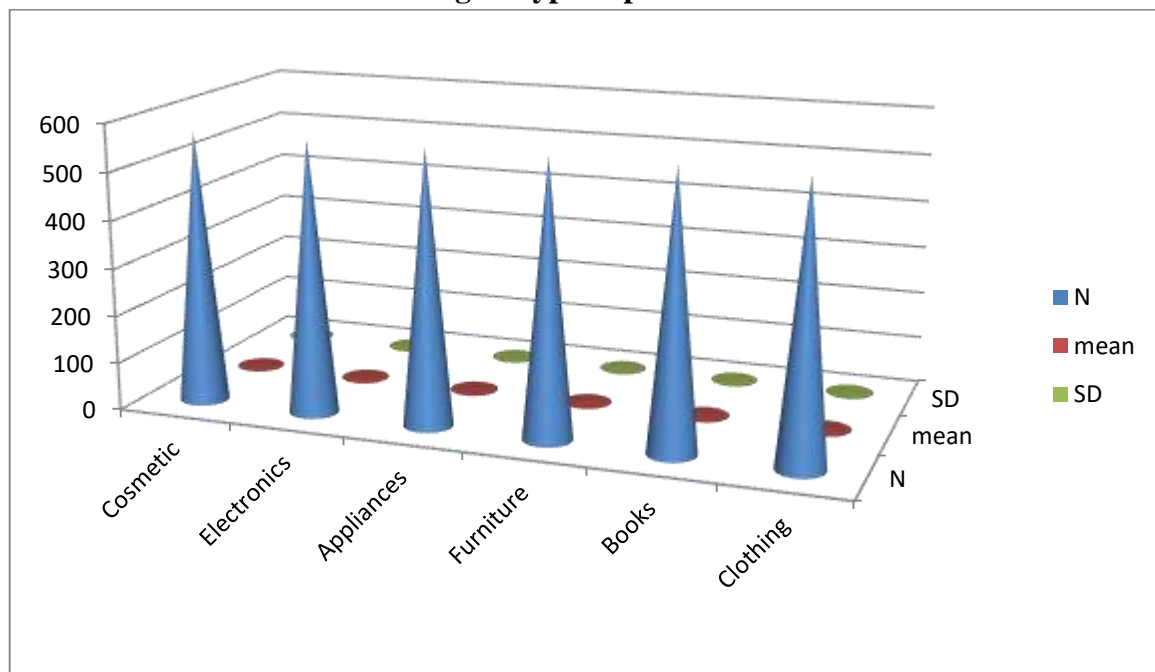
3. Multiple regression

Various relapses are an augmentation of straightforward direct relapse. It is utilized when we need to foresee the estimation of a variable dependent on the estimation of at least two different factors. The variable we need to anticipate is known as the needy variable (or at times, the result, target or basis variable). The factors we are utilizing to anticipate the estimation of the needy variable are known as the autonomous factors (or here and there, the indicator, informative or relapse or factors).

4. Results and discussion

The essential information gathered from the respondents with the help of the survey are examined and deciphered by utilizing important measurable apparatuses. The Data examination and Interpretation of the investigation is comprehensively isolated into two sections. The initial segment manages Descriptive Analysis and the subsequent part covers with the Inferential Analysis. The Descriptive examination is a reality discovering examination with sufficient understanding. It is the most straightforward sort of examination and is more explicit than an exploratory investigation. It centers around the specific viewpoints or measurements of the issue considered. It is intended to assemble expressive data and gives data to figuring more refined investigations. The clear investigation shows the recurrence dissemination of the segment profile of the respondents, availing E-Marketing services and perception of E-Marketing services on Marketing Determinants, Cultural Determinants and Technological Determinants. Along with these, consumer purchase decision and overall assessment of buyers' satisfaction towards E-Marketing services are studied under Descriptive Analysis.

Fig.1. Type of products



The above Figure highlights the type of products purchased through E-Marketing services. It is inferred that the consumer buyCosmetics products (2.05), followed by Electronics (2.09), Appliances (2.47), Furniture (2.48), Books (2.73) and the least purchase behavior of respondents is Clothing (2.80). Thus, it is inferred from the study that the majority respondents are interested to buy the Cosmetics through online purchase.

Fig.2. Buying Behaviour towards Life Science Products

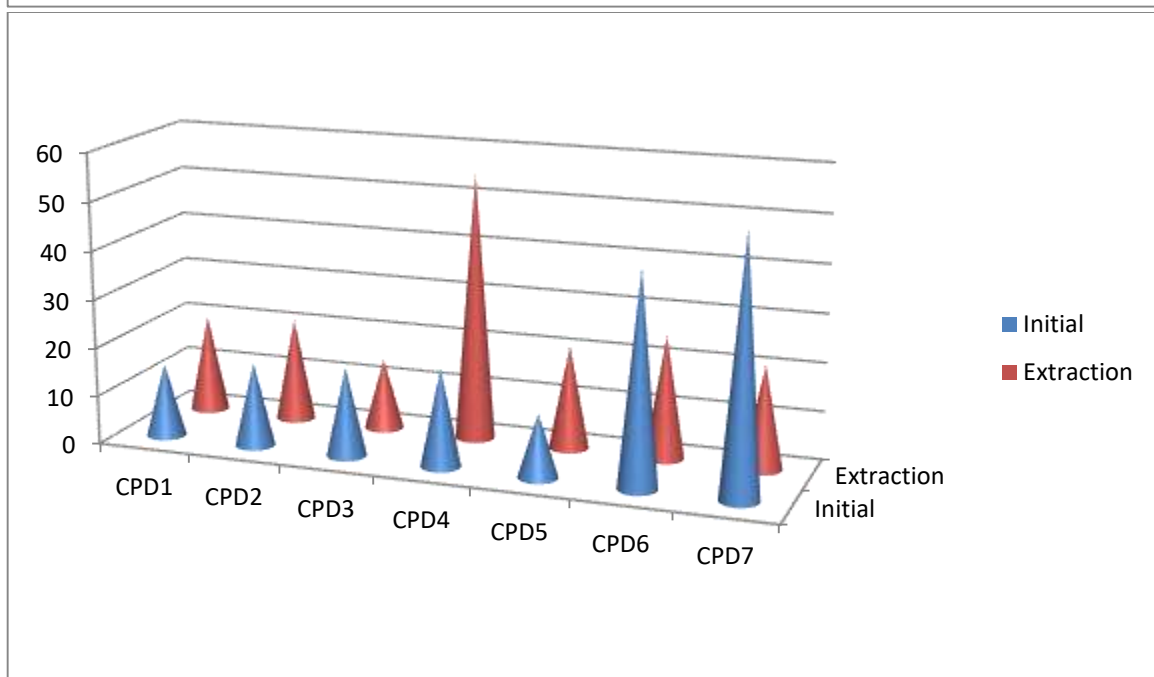
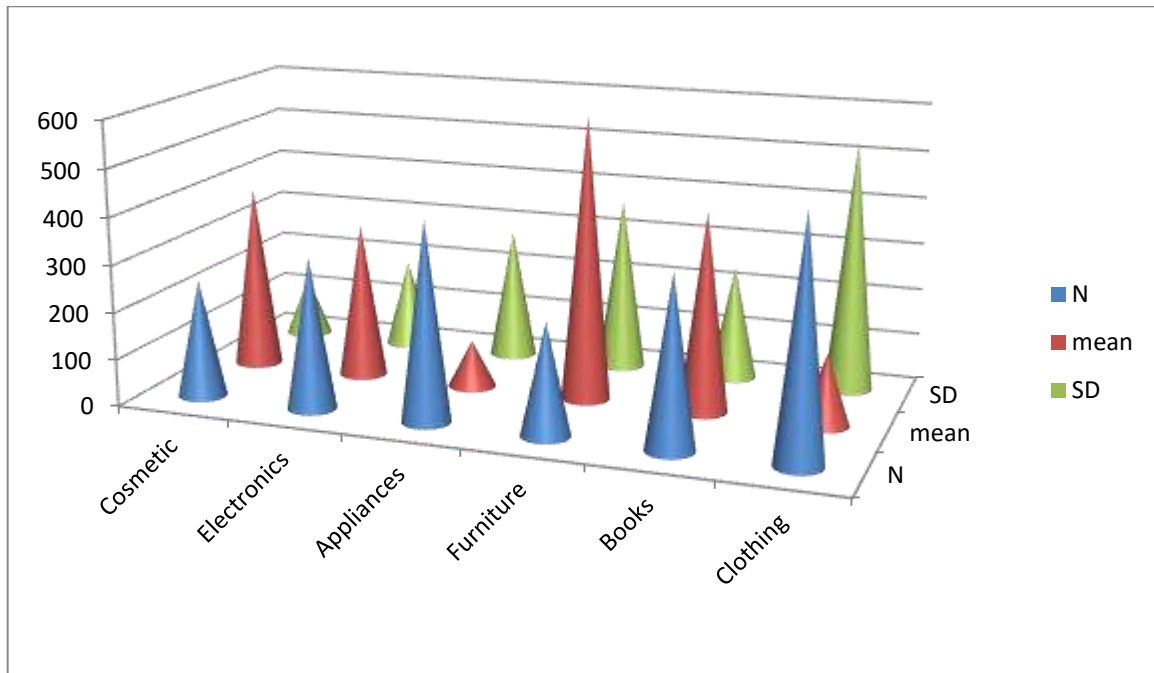


Fig.3. principal component analysis of Consumer purchase decision of E-Marketing products

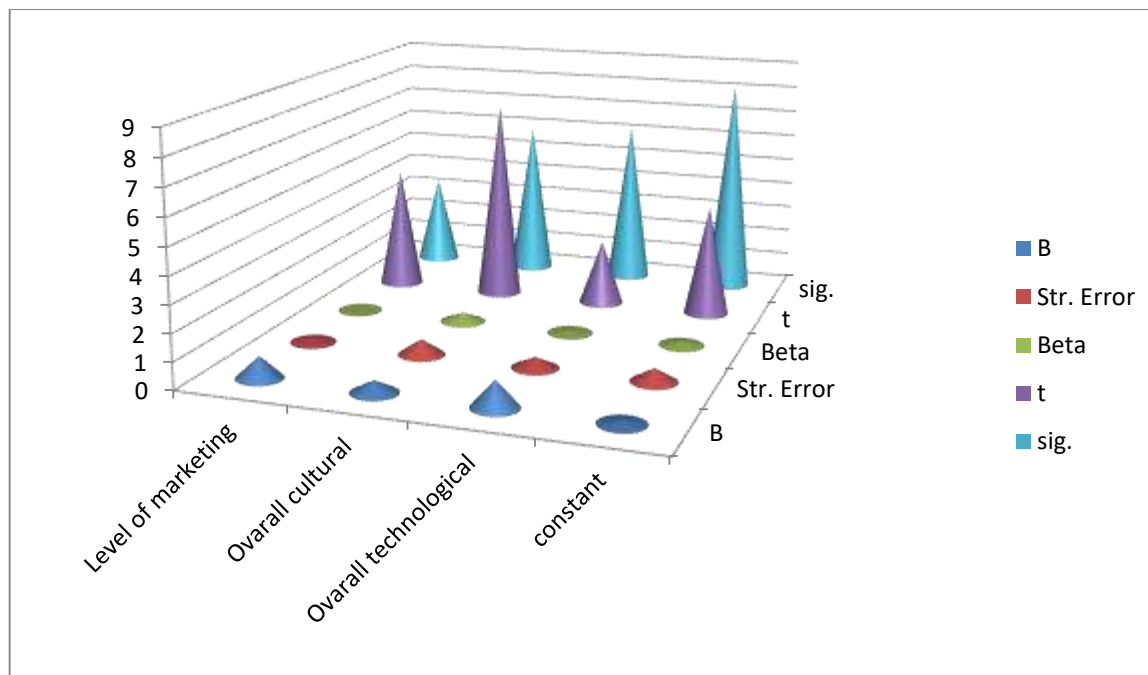


Fig.4. Multiple Regression Analysis on consumer purchase behaviour in life science products

5. Conclusion and future work

With the help of structured questionnaire primary data will be collected and after testing the reliability of data proposed test will be applied to test the hypotheses. Further, on the basis of results hypotheses were accepted or rejected. On the basis of obtained results strategies for companies will be suggested to market life science products and to understand the behaviour of consumers. Every business grows only when it is able to serve its customer in better manner. Generally life science products are industrial and academic research products which are used by industries or research institutes working on drugs discoveries, genetics, epigenetics, cell culture and biotech research instruments. So it becomes necessary to understand the behaviour of consumers for companies which deal in these products.

References

1. ALI, Z., SHABBIR, M., RAUF, M. and HUSSAIN, A. (2016). To Assess the Impact of Social Media Marketing on Consumer Perception. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 6(3).
2. Ashley, C. (2017) Pros and Cons of Secondary Data Analysis. [Online]. Available at: <https://www.thoughtco.com/secondary-data-analysis-3026536>(Accessed: 24th September 2017)
3. Bhesh, D. (2016). Sampling. [Online]. Available at: <https://www.mathstopia.net/sampling/definition-advantages-disadvantages> (Accessed: 24th September 2017)
4. Schivinski, Bruno (2019-09-05). "Eliciting brand-related social media engagement: A conditional inference tree framework". *Journal of Business Research*. doi:10.1016/j.jbusres.2019.08.045. ISSN 0148-2963
5. Nations, D. (2019). Serious Question: What Exactly Is Social Media? Retrieved from <https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616>

6. Sirgy, H.J., Lee, D-J and Yu, G.B., "Revisiting Self-congruity Theory in Consumer Behavior," in Routledge International Handbook of Consumer Psychology, Cathrine V. Jansson-Boyd and Magdalena J. Zawisza (eds), Routledge, 2017, p. 193
7. Siddiqui, S. and Agarwal, K., "The Consumer's Purchase Decision Process: A Theoretical Framework," International Journal of Science Technology and Management, Vol. 6, No. 6, 2017, pp 361-367
8. Torelli, C.J. and Rodas, M., "Globalization, branding and multicultural consumer behavior," in Routledge International Handbook of Consumer Psychology, Cathrine V. Jansson-Boyd and Magdalena J. Zawisza (eds), Routledge, 2017, p. 41-58
9. Forbes Technology Council, "How Consumers are Impacting the Adoption of New Technology," Forbes Blog, 21 June 2016, Online: <https://www.forbes.com/sites/forbestechcouncil/2016/06/21/how-consumers-are-impacting-the-adoption-of-new-technology/#5a48cc917ba6>
10. Szymanski, D.M. and Henard, D.H., "Customer satisfaction; A Meta-Analysis of the Empirical Evidence," Journal of the Academy of Marketing Science, vol. 29, no. 1 2001 pp 16-35, 2019
11. "The Four Faces of Digital Marketing". American Marketing Association. Retrieved 22 August 2019.
12. Andrew, J. R & Vanitha, S. (2004). A typology of online shoppers based on shopping motivations. *Journal of Business Research*. Vol. 57 (2004) PP.748– 757.
13. Ashwini, N. & Manjula, R. (October 2015 - March 2016). An Empirical Study on Consumers Perception towards Online Shopping. *International Journal of Management and Commerce Innovations*, 1103-1110.
14. Basheer, A. M and Al-alak (2010). "Mobile marketing: examining the impact of trust, privacy concer and consumers' attitudes on intention to purchase". *International journal of business management*, 5.
15. Baourakis, G., Kourgiantakis, M. & Migdalas, A. (2002), The Impact Of E-Commerce On Agrofood Marketing: The Case Of Agricultural Cooperatives, Firms And Consumers In Crete, *British Food Journal*, 104, 580-590.
16. Boudraeu, M.C and Watson R.T (2006). "Internet Advertising Strategy Alignment" *Internet Research*. Vol.16 (1), PP.23-37
17. Belch et al, (2012); Advertising an Integrated Marketing Communication Perspective; 2nd Edn. McGraw Hill; Sidney.
18. Belch G. and Belch M. (2012); Advertising and Promotion; An Integrated Marketing Communications Perspective; 9th Edn McGraw-Hill
19. Business Monitor Intelligence (2012). Subscription service on telecom KPIs. Report July 2012.
20. Chevalier, M. (1975). Increase in Sales Due to In-Store Display. *Journal of Marketing Research*, 12, 426–431.
21. Chaffey and Smith (2008); E-marketing Excellence: Planning and Optimzing your Digital Marketing (E-marketing Essentials); 3rd Edn.
22. Chaffey D. and Ellis-Chadwick F. (2012); Digital Marketing: Strategy, Implementation and Practice; 5th Edn. Pearson Education.

23. Chaffey et al, (2012); *Internet Marketing Strategy: Implementation and Practice*; Finance Times/Prentice Hall, Harlow
24. Cizmeci, F. And ERCAN, T. (2015). The effect of digital marketing communication tools in the creation brand awareness by housing companies.
25. Cuneyt, K. Gautam, B.(2004). The impacts of quickness, price, payment risk, and delivery issues on on-line shopping, *Journal of Socio-Economics*, Vol.33, PP.241–251.
26. Forbes, L.P., & Vespoli, E.M. (2013). Does social media influence consumer buying behavior? An investigation of recommendations and purchases. *Journal of Business & Economics Research*, 11(2), 107-111.
27. France, B., Janine S. H. and Wanda J. S. (2002). Trustworthiness in electronic commerce: the role of privacy, security, and site attributes. *Journal of Strategic Information Systems*, Vol. 11, PP. 245–270.
28. George, N. L. and Tom A. T. (2006). E-Consumers' Attitude and Behaviour in the online commodities market, *Innovative Marketing*, vol.2 (3) pp. 77-96.
29. Gurvinder, S. S and Zhaobin, C. (2005). Web-Based Shopping: Consumers' Attitudes towards Online Shopping In New Zealand, *Journal of Electronic Commerce Research*. Vol.6, No.2.
30. Hooda, D. S, & Aggarwal, M. S (2012). Consumer Behaviour towards E-Marketing: A Study of Jaipur Consumers. *Journal of Arts, Science & Commerce*, 107-118.
31. Husain R. and Adamu A.(2014); The Impact of Social Media on Virtual marketing in Nigeria; *Scholarly Journal of Mathematics and Computer Science*; Vol.3(1) p6-9
32. Jarvenpaa S.L et al. (2000); Consumer Trust in an Internet Store; *Information technology and Management*; Vol.1 No.1 p45-71
33. Icek, A. (1991). The Theory of Planned Behavior: Organizational behavior and human resource processes. Vol50, PP.179-211.
34. Kee, R. (2008). "The sufficiency of product and variable costs for production-related decisions when economies of scope are present" . *International Journal of Production Economics*, 114(2), 682–696.
35. Kuruk, k. (2007). "An analysis of consumer power on the Internet, Technovation". 27(12), 47-56.
36. Lamarre, A. et al (2012). "Mobile marketing and consumer behaviour current research trend".
37. Loanas, E. and Stoica, I. (2014). "Social media and its impact on consumers behaviour". *International Journal of Economic Practices and Theories*, 4.
38. Lohse, G. L. (1997). Consumer Eye Movement Patterns on Yellow Pages Advertising. *Journal of Advertising*, 26 (1), 61–73.
39. Meng, X. (2009). Developing Model of E-commerce E-marketing. *International Symposium on Information Processing*, 225-228.
40. Michelle, A.M. and Brenda J. C.(2002). Consumer demand for online food retailing : is it really a supply side, *International journal of retail and distribution management*, Vol. 30, PP.451-458.