



Role of Brand in Social Media Marketing towards Online Purchasing; A Case of Consumer Durable Products

Sankalp Singhai^{1*}, Dr. Surendra Malviya², Dr. Kapil Jain³

^{1*}International Institute of Professional Studies, Devi Ahilya University, Indore, India, Email: phdsankalp@gmail.com

²International Institute of Professional Studies, Devi Ahilya University, Indore, India, Email: surendra.malviya@iips.edu.in

³International Institute of Professional Studies, Devi Ahilya University, Indore, India, Email: kapil.jain@iips.edu.in

Citation: Sankalp Singhai et al. (2022), Role of Brand in Social Media Marketing towards Online Purchasing; A Case of Consumer Durable Products, *Educational Administration: Theory and Practice*, 28(3) 399- 406

Doi: 10.53555/kuey.v28i03.8508

ARTICLE INFO

ABSTRACT

The Purpose of this research is to determine the relationship between social media marketing construct and online purchase decision of consumer durable industry. The current research determines about the brand which mediates the relationship between social media marketing constructs and purchase decision. The primary data was gathered from social media users purchasing products online in Indore. 496 valid respondents influence by social media purchasing 'consumer durable products' were analyzed through structural equation modeling using AMOS. The results showed that social community, social publishing, social commerce, security and convenience have positive and significant mediating impact of brand in online purchasing decision of consumer durable products. Brand does not play as mediator in case of constructs like promotional usefulness and enjoyment in online purchasing of consumer durable products.

Keywords: Social Media Marketing, Purchase Decision, Social Media, Mediating Variable Brand, Consumer Durable Products.

Introduction

Technology has accelerated the shift of offline products purchasing towards online products purchasing. Consumer is purchasing products online because it is easily available and economical in price. Now a day's consumer doing online shopping for purchasing 'consumer durable products' like electronic, home appliances, android phones, laptops etc. and 'consumer non durable products' like cosmetics, food, plastic plates and cups. Consumer is taking online products purchasing decision based on own experience and information shared by experienced users in a group or in an online community. Every year in India there is growth in 'consumer durable branded products'. As per statista.com, 2022 report online sales of 'consumer durable products' in India grew from 12.5 billion in 2016 to 21.5 billion in 2022 and online sales of 'consumer durable products' in Madhya Pradesh grew from 5.2 million in 2016 to 12.8 million in 2022.

In present scenario social media marketing plays an important role among marketers and consumers to sell branded and non branded products online. Consumers who are brand conscious get an excellent opportunity to purchase products online at discounted price in comparison with vendors who are selling products offline.

Review of Literature

Marketers are utilizing distinctive features of social media marketing platforms to sell and promote their products to customers. Kotler and Armstrong (2010) describe a "brand" as a collection of benefits and services associated with tangible objects, distinguished by a specific name and logo, presented by marketers to consumers in distinctive and unique manners.

Modern technology has changed the perspective of social media users. According to Kronberger, (2010) brand is online media through which marketers and consumer are connected for purchasing consumer durable products in Indian market as well in global market. Now a day brand conscious consumer is doing online shopping purchasing branded products through on line shopping site influence by social media sites like facebook, Instagram etc.

Based on prior Literature review of Social Media Marketing for purchasing online consumer durable products researcher have selected seven Social Media Marketing constructs i.e. social community, promotional usefulness, social publishing, enjoyment, social commerce, security and convenience through mediating construct brand for taking online decision to purchase consumer durable products in Madhya Pradesh.

Oldenburg (1989) found and suggested in his study that online purchasers of consumer durable products from online shopping apps individual and group of people interact with each other share information of the products which they have experienced within community. Rheingold (1993) found that social community online users can communicate branded products information with in online community based on social media user interest and also based on their own experience about that branded product.

Manufacturer influence by promotional usefulness construct of social media marketing used to advertise and promote their product based on customer own interest. Malik and Sachdeva (2015) found that companies are using unique promotional usefulness feature like e-mails, discounts, promotion pop-up in order to convenience online shoppers depending upon their preference and interest about consumer durable products.

According to Huizingh, (2000); Bevan, (2001);Nielsen, (2003); Palmer, (2002) marketers used to create commercial content and share it among social media users. Social media users used to create own content for branded products and share it within online community. Companies through social publishing construct of social media marketing are spending money and promoting its products within online community to attract and retain customers who is purchasing consumer durable products.

According to Moore and Rodgers,(2010) set of unique tools offered by manufacturer to sell products online is liked by social media users within online community or information shared within group when companies is entertaining users through social media or by online shopping apps. According to Chi, (2011) for brand conscious users entertainment is not important social media marketing construct to purchase product online. Chen et al., (2019); Esmaeili et al., (2020); Liao et al.,(2021) found in his studies that social commerce features are not only limited to buying and selling of the products in India and global market. Due to modern technology Social commerce construct of Social Media Marketing had developed enhanced feature used for promoting consumer durable products offline and online.

Social Media Users when purchasing products from online shopping apps influence by social media platform like facebook , instagram etc. want that his banking transaction information and personal information will not be share to third party. Marketer will help social media users and provide online security to all of them in order to make loyal for their brand and services. Singh and Agarwal, (2011); Singh and Grover, (2011) found in his study that online shopper need more security for financial transaction and personal information when he is purchasing consumer durable products online.

Duarte et.al., (2018) found in his study that social Media users are technology enabled users prefer less time to be spend for online shopping. Online shopping provides benefits of convenience to the social media users so they can spend less time with lesser effort. According to Thao, (2020) brand conscious users normally prefer less time consuming method for purchasing products that's why convenience of online shopping is the best way to sell products and make consumer loyal for your brand.

Researcher selected branded consumer durable products from the categories of refrigerator air conditioners, television, washing machine, mobile, Laptop etc. According to Nithila, (2006) female are taking decision for consumer durable products because they get influence by social media platform. Munsinger,(2008) found in his study that both husband and wife influence by social media platform are online customer purchasing 'consumer durable products.'

Research Gap

Many Prior researches have conducted in developed countries like America, China, India and few European countries. But there is still potential of further research in Madhya Pradesh for mediating role of brand between social media marketing construct and online purchase decision of consumer durable products. The Literature review of current research make it clear to researcher to go for further research in Madhya Pradesh for mediating role of brand between social media marketing construct and purchase decision of consumer durable products.

Research Questions

In light of the observed research gap, the investigator formulated the following research questions to examine the influence of social media platforms on brand-conscious customers in Madhya Pradesh regarding their online purchasing decisions for consumer durable products.

- Does construct of social media marketing influence online purchasing of consumer durable products?
- Does brand as mediator influence social media marketing and online purchase decision construct?
- Does Social Media marketing constructs influence online purchase decision constructs?

Research objectives

Based on the research question following objectives were identified by the researcher to study about social media platform which influence brand conscious social media users for taking online purchase decision of 'consumer durable products' in Madhya Pradesh.

- 1) To identify the influence of Social Media Marketing construct towards consumer durable products.
- 2) To study the role of brand will mediate the relationship between social media marketing and online purchase decision.
- 3) To determine the influence of Social Media Marketing construct on online purchase decision.

Research Methodology

To achieve aims, the researcher develops a questionnaire with nine constructs, each containing three items. A questionnaire was disseminated focusing on the varied and homogeneous demographic characteristics of social media users influenced by social media marketing in their online purchases of consumer durable products. The predicted population of Madhya Pradesh in 2022 is 85,002,417, which serves as the target demographic for our research, according to indiacensus.net. The present research employs convenience and snowball sampling methods. Researchers have selected numerous categories of branded products within the consumer durable sector to examine the influence of social media marketing on online purchasing. From Category of refrigerator researcher had selected branded product like LG and Whirlpool. From Category of television researcher had selected branded product like Samsung and Sony. From Category of air conditioner researcher had selected branded product like LG and Hitachi. From Category of mobile researcher had selected branded product like Xiaomi and Samsung. From Category Laptop researcher had selected branded product like HP and Samsung. Researcher finally considers 496 valid responses from online purchasers of consumer durable products influence by social media marketing in Madhya Pradesh.

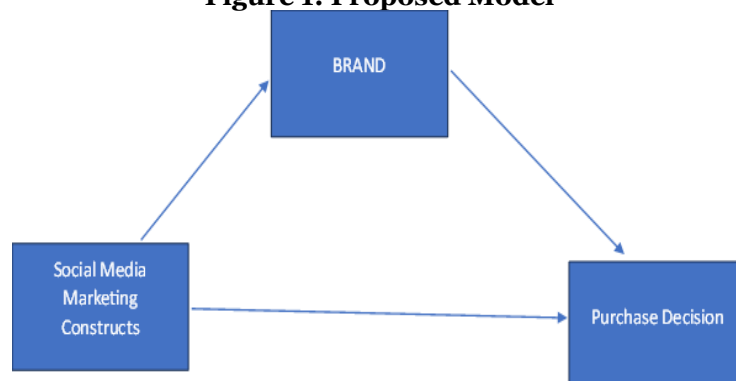
Data Analysis and Interpretation

Researcher calculated internal consistent of 27 item is 0.742 which is more than reliability coefficient 0.6 as suggested by Sekhran, (2003) shows that reliability of 27 items is valid and reliable. External consistency was tested using AMOS 21- structural equation modeling for measuring mediating role of brand in social media marketing and its influence towards online purchasing of consumer durable products.

Mediating relationship of branded Consumer Durable products towards Social Media Marketing and online Purchase Decision Proposed Model:

This Study examines the mediating relationship of branded products of consumer durable products like electronic, home appliances, android phones, laptops etc. towards Social Media Marketing and online purchase decision. Prior studies through review of literature researcher proposed model shown in figure 1.

Figure 1: Proposed Model



Source: Authors' Calculation

Furthermore researcher proposed twenty one hypotheses. Fourteen Hypothesis of social media marketing construct like Social Community, Promotional Usefulness, Social Publishing, Enjoyment, Social Commerce, Security and Convenience have positive and significant influence on online purchase decision. Seven Hypothesis of Consumer Durable Branded Products significantly and positively mediate the relationship between social Media Marketing Construct like Social Community, Promotional Usefulness, Social Publishing, Enjoyment, Social Commerce, Security, Convenience and online purchased decision.

Measurement Model

Measurement Model was constructed and tested by AMOS-21 based on Goodness of fit indicator, Content validity, Convergent Validity, Discriminant Validity and also calculated value of Average Variance Extracted(AVE),Maximum Shared Variance(MSV),Composite reliability

Chin,(1998) and Hair,(2010) suggested that content validity is determined when Factor Loadings of the items are higher than other item in rows and column. Hayduk and Littvay, (2012) suggested that convergent validity is determined when Composite reliability is greater than 0.7, Average variance Extracted is greater than 0.5 and Composite reliability is greater than Average variance Extracted and factor loading is greater than 0.5.

Fornell Larcker, (1981) found in his studies that discriminant validity is determined diagonal upper value is greater than below values in same row and column which is calculated by Square root of Average Variance Extracted(AVE).Hair et.al.,(2014) suggested in his studies that discriminant validity is identified when Average Variance Extracted(AVE) is greater than Maximum Shared Variance(MSV).All indicators used for testing of Measurement Model calculated by researcher through AMOS-21 come in acceptable range as suggested by Fornell Larcker, (1981); Hayduk and Littvay, (2012); Hair et.al.,(2014).

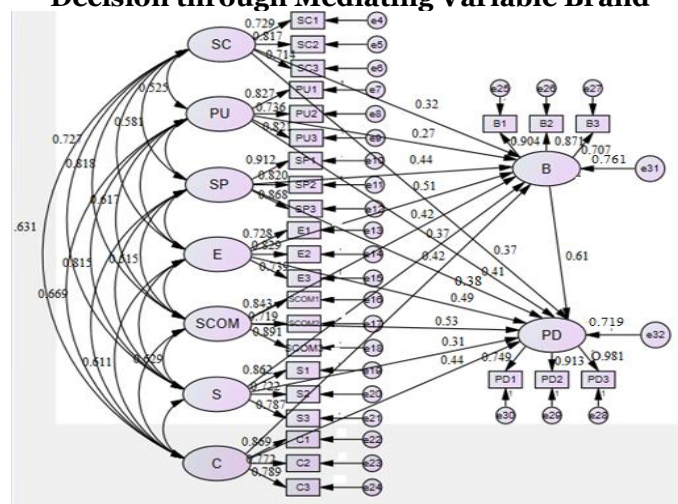
For Current Research measurement model was constructed and tested based on factor loading, reliability and validity, it will come in acceptable range that why structural model was generated shown in figure 2 tested through goodness of fit indicators shown table 1 with the data CMIN/df = 2.841, GFI = 0.917, TLI = 0.970, RMSEA = CFI = 0.912, SRMR = 0.0493 and RMSEA=0.041) using AMOS in order to test all proposed hypothesis. Standard model of Figure 1 show current study meet the standard criteria.

Table 1: Goodness of fit Indicators of structural model

Measure	Estimate	Threshold
CMIN/df	2.841	<5
GFI	0.917	>0.90
TLI	0.970	>0.90
CFI	0.912	>0.90
SRMR	0.0493	<0.06
RMSEA	0.061	Between .05 and .08
P-VALUE (Probability Level)	0.00	

Source: Authors' Calculation

Figure 2 Structural Model for Social Media Marketing construct impacting Purchased Decision through Mediating Variable Brand



Source: Authors' Calculation

Mediation Analysis

Mediation Assessment of the brand was analysed based on effect size and regression analysis of construct. In order to Calculate Combined effect of Social Media Marketing Construct towards Brand and Online purchase decision Suggested By Cohen,(1998) 0.02 values considered as small effect.0.15 values considered as medium effect and 0.35 value considered as high effect. From table 2 and table 3 total effect size of construct like social community, social publishing, security ,convenience, brand have high effect size, total effect size of construct like social commerce have medium effect size, total effect size of construct like promotional usefulness and enjoyment have low effect size.

Hair et.al.,(2014) suggested in his studies that calculated R-Square value from independent dependent and mediating construct show strength of the current model. From table 5 and table 6 Calculated R-Square value of social media marketing construct and brand is 0.719 i.e.71.9% and Calculated R-Square value of brand and purchase decision is 0.761 i.e. 76.1%. Both R-Square values show goods result.

Table 2: Effect Size of independent Variable on Dependent Variable(Brand)

Independent Variable	Direct Effect	Indirect Effect	Total Effect
Social Community	0.114	0.317	0.431
Promotional usefulness	0.001	0.021	0.022
Social Publishing	0.215	0.316	0.441
Enjoyment	0.024	0.003	0.027
Social commerce	0.146	0.013	0.159
Security	0.317	0.121	0.438
Convenience	0.169	0.346	0.515
Squared Multiple correlation(R ²)		76.1%(0.761)	

Table 3: Effect Size Of independent Variable on Dependent Variable(Purchased Decision)

Independent Variable	Direct Effect	Indirect Effect	Total Effect
Brand	0.221	0.414	0.635
Squared Multiple correlation(R ²)		71.9% (0.719)	

For mediating role of brand between social media marketing construct and taking online decision of purchasing of consumer durable in Madhya Pradesh. The Current study consists of fourteen hypotheses for 'Direct Relationship' of Social media marketing construct significantly and positive influence on online Purchase Decision of consumer durable products in Madhya Pradesh. From table 4 social media marketing constructs like promotional usefulness, social publishing, Enjoyment, Social Commerce significantly and positively support brand and purchase decision. Promotional usefulness has significant and positive influence on brand as ($\beta=0.27, t=3.523$ and $p<0.05$). Promotional usefulness has significant and positive influence on Purchase Decision as ($\beta=0.41, t=3.410$ and $p<0.05$). Social Publishing has significant and positive influence on brand as ($\beta=0.44, t=2.113$ and $p<0.05$). Social Publishing has significant and positive influence on purchase decision as ($\beta=0.38, t=4.567$ and $p<0.05$). Enjoyment has significant and positive influence on brand as ($\beta=0.51, t=4.116$ and $p<0.05$). Enjoyment has significant and positive influence on purchased decision as ($\beta=0.49, t=4.701$ and $p<0.05$). Social Commerce has significant and positive influence on brand as ($\beta=0.42, t=3.818$ and $p<0.05$). Social Commerce has significant and positive influence on purchased decision as ($\beta=0.53, t=2.123$ and $p<0.05$).

Testing of hypothesis using Structural Model for Social Media Marketing construct impacting Purchased Decision through Mediating Variable Brand

Table 4 Hypothesis Based on Independent, Dependent and Mediating Variable for 'Direct Relationship'

H ₀₁ : Social Media Marketing does not have significant and positive influence On Purchase Decision					
DIRECT RELATIONSHIP					
Hypothesis	Paths	Beta	T-Values (Critical Ratio)	P-Values	Decision
H ₀₁₁ : Social Community does not have significant and positive influence on brand.	SC-- > B	0.32	2.414	0.191	Non Significant
H ₀₂₁ : Social community does not have significant and positive influence on purchase decision.	SC-- > PD	0.37	4.213	0.114	Non Significant

H ₀₄₁ : Promotional Usefulness does not have significant and positive influence on brand.	PU-- > B	0.27	3.523	0.022	Significant
H ₀₅₁ : Promotional Usefulness does not have significant and positive influence on purchase decision.	PD-- > PU	0.41	3.410	0.008	Significant
H ₀₇₁ : Social Publishing does not have significant and positive influence on brand.	SP-- > B	0.44	2.113	0.017	Significant
H ₀₈₁ : Social Publishing has no significant and positive influence on purchase decision.	SP-- > PD	0.38	4.567	0.031	Significant
H ₀₁₀₁ : Enjoyment does not have significant and positive influence on brand.	E-- > B	0.51	4.116	0.041	Significant
H ₀₁₁₁ : Enjoyment does not have significant and positive influence on purchase decision.	E -- > PD	0.49	4.701	0.002	Significant
H ₀₁₃₁ : Social Commerce does not have significant and positive influence on brand.	SCOM-- > B	0.42	3.818	0.019	Significant
H ₀₁₄₁ : Social Commerce does not have significant and positive influence on purchase decision.	SCOM -- > PD	0.53	2.123	0.045	Significant
H ₀₁₆₁ : Security does not have significant and positive influence on brand.	S-->B	0.37	3.657	0.131	Non Significant
H ₀₁₇₁ : Security does not have significant and positive influence on purchase decision.	S -->PD	0.31	4.876	0.213	Non Significant
H ₀₁₉₁ : Convenience does not have significant and positive influence on brand.	C-->B	0.42	4.672	0.112	Non Significant
H ₀₂₀₁ : Convenience does not have significant and positive influence on purchase decision.	C -->PD	0.44	3.012	0.417	Non Significant

The Current study consists of seven hypotheses for 'Indirect Relationship' of Social media marketing construct which significantly and positive influence on online Purchase Decision of consumer durable products through brand in Madhya Pradesh. From table 5 social media marketing constructs like social community, Social Publishing, social commerce, security and convenience which significantly and positive influence on online Purchase Decision of consumer durable products through brand in Madhya Pradesh. Brand significantly and positively mediates the relationship between social community, Social Publishing, social commerce, security convenience towards purchased decision for online shopping of consumer durable products as $p < 0.05$.

Table 5 Hypothesis: Independent and Dependent construct through Mediating Variable based on 'Indirect Relationship'

INDIRECT RELATIONSHIP			
Hypothesis	Paths	P-Values	Decision
H ₀₃₁ : Brand does not significantly and positively mediate the relationship between social community and purchased decision.	SC-- > B--> PD	0.013	Significant
H ₀₆₁ : Brand does not significantly and positively mediate the relationship between Promotional Usefulness and purchased decision.	PU-- > B--> PD	0.726	Non Significant
H ₀₉₁ : Brand does not significantly and positively mediate the relationship between Social Publishing and purchased decision.	SP-- > B--> PD	0.031	Significant
H ₀₁₂₁ : Brand does not significantly and positively mediates the relationship between Enjoyment and purchased decision.	E-- > B--> PD	0.513	Non Significant
H ₀₁₅₁ : Brand does not significantly and positively mediates the relationship between Social Commerce and purchased decision.	SCOM-- > B--> PD	0.015	Significant
H ₀₁₈₁ : Brand does not significantly and positively mediates the relationship between Security and purchased decision.	S-- > B--> PD	0.007	Significant
H ₀₂₁₁ : Brand does not significantly and positively mediates the relationship between Convenience and purchased decision.	C-- > B--> PD	0.029	Significant

Conclusion, Findings and Discussion

The main objective of this research paper is to determine the mediating effect of brand towards impact of Social Media Marketing constructs and purchase decision for online purchasing of consumer durable

products in Madhya Pradesh. The objective also signifies influence of social media marketing constructs towards brand and purchase decision.

Results revealed that brand significantly and positively mediates the relationship between social media marketing construct like social Community, social Publishing, Social commerce, security and convenience towards purchased decision. Our results are similar to the Liu et.al.,(2018) and McClure and Seock,(2016). Brand shows full mediation effect of social media marketing construct like social community, security, convenience towards purchased decision depending upon p-value calculated by AMOS-21. Our work is same as the work of Park et.al.,(2015).

Brand shows partial mediation effect of social media marketing construct like social publishing, social commerce towards purchased decision depending upon p-value calculated by AMOS-21. The result are same as the findings of Seo and Park(2014). The findings are consistent with the findings of Sohail et.al.,(2019).

Online shoppers who are brand conscious prefer only branded product influence by social media marketing but less influence few construct of social media marketing like Promotional Usefulness and Enjoyment when they are taking online purchasing decision, Results also show that Brand does not significantly and positively mediate the relationship between Promotional Usefulness and Enjoyment towards purchased decision. The result are consistent with the work of Wottrich et.al.,(2017).

Furthermore, results revealed that social media marketing significantly and positive influence towards purchase decision. promotional usefulness, social publishing, enjoyment, social commerce construct of social media marketing have significant and positive influence towards purchase decision. Our findings are consistent with the work of Van Noort et.al.,(2018).

References

1. Bevan, N. (2001), "How to design a customer-friendly online store: usability guidelines", available at: www.usability.serco.com/research/research.html.
2. Chen, Y., Lu, Y., Wang, B., and Pan, Z. (2019). How do product recommendations affect impulse buying? An empirical study on WeChat social commerce. *Inf. Manag.* 56, 236–248. doi: 10.1016/J.IM.2018.09.002
3. Chi, Hsu-Hsien. 2011. "Interactive Digital Advertising VS. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Marketing Responses in Taiwan." *Journal of Interactive Advertising* 12: 44-61.
4. Chin, W. W. (1998). Commentary: Issues and opinion on structural equation modeling: JSTOR
5. Chin, W. W. (2008). The partial least squares approach to structural equation modeling. *Modern Methods for Business Research*, 295(2), 295–336.
6. Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Hillsdale: Erlbaum.
7. Duarte, P., e Silva, S. C., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44, 161-169.
8. Esmaeili, L., Mardani, S., Golpayegani, S. A. H., and Madar, Z. Z. (2020). A novel tourism recommender system in the context of social commerce. *Expert Syst. Appl.* 149:113301. doi: 10.1016/J.ESWA.2020.113301
9. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50
10. Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLSSEM)*.
11. Hair, J. F., Jr. (2010). *Multivariate data analysis, a global perspective* (Vol. 7, p. 816). New Jersey: Pearson.
12. Hayduk, L. A., & Littvay, L. (2012). Should researchers use single indicators, best indicators, or multiple indicators in structural equation models? *BMC Medical Research Methodology*, 12(1), 159.
13. <https://www.statista.com/topics/7794/consumer-durables-in-india/>
14. Huizingh, E.K.R.E. (2000), "The content and design of web sites: an empirical study", *Information & Management*, Vol. 37, pp. 123-34.
15. International Conference on Computational Techniques and Artificial Intelligence, 7th-8th October 2011,
16. Kotler, P., & Armstrong, P. (2010). *Principles of marketing*. Upper Saddle River: Pearson Education Inc.
17. Kronberger, M. (2010). *Brand society*. Cambridge: Cambridge University Press.

18. Liao, S. H., Widowati, R., and Hsieh, Y. C. (2021). Investigating online social media users' behaviors for social commerce recommendations. *Technol. Soc.* 66:101655. doi: 10.1016/J.TECHSOC.2021.101655
19. Liu, L., Lee, M. K., Liu, R., & Chen, J. (2018). social media brand communities: The role of consumer engagement. *International Journal of Information Man-agement*, 41 , 1–13 .
20. Malik G and Sachdeva H (2015) Impact of sales promotion technique used by online dealers on consumers. *International Journal of Applied Sciences and Management* 1(1): 63–78.
21. McClure, C., & Seock, Y. K. (2016). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase Decision. *Journal of Retailing and Consumer Services*, 53 , 1–8 .
22. Moore and Rodgers,. 2010. "Avoidance of Advertising in Social Networking Sites: The Teenage Perspective." *Journal of Interacting Advertising* 10: 16-27.
23. Munsinger, G.M., Weber, J.E., & Hansen, R.W. (2008) Joint home purchasing decisions by husbands and wives *Journal of Consumer Research*, 1(4), 60-66.
24. Nielsen, J. (1999), "Top ten new mistakes of web design", Jakob Nielsen's Alertbox, available at:
25. Nielsen, J. (2000), Introduction: Why Web Usability. *Designing Web Usability: The Practice of Simplicity*, New Riders Publishing, Indianapolis, IN.
26. Nithila, V. (2006) A study of branch consciousness among children and its effect on family behaviorn Bangalore city *Indian Journal of Marketing*, 36, 12-18
27. Oldenburg R (1989), Social networks and Internet connectivity effects. *Information, Communication & Society*, 8(2), pp. 125-147 Organized by ISEM-Planetary Scientific Research Centre, Pattaya, Thailand, pp. 28-31
28. Palmer, J.W. (2002), "Web site usability, design, and performance metrics", *Information Systems Research*, 1(7), November 2011
29. Park, J., Hyun, H., & Thavisay, T. (2015). A study of antecedents and outcomes of social media WOM towards luxury brand purchase decision. *Journal of Retailing and Consumer Services*, 58 , Article 102272 .
30. Rheingold H 1993, *The virtual community: Homesteading on the electronic frontier*, Addison-Wesley.
31. Ringle, C. M., and Will Sarstedt (2005). A primer on partial least squares structural equation modeling (PLSSEM). Thousand Oaks: Sage Publications
32. Singh H.P, and Agarwal A. (2011), "Espousal of E-Learning in Adult Education", *Proceedings of the communication journal* 5(1),130-138.
33. Singh H.P. and Grover S.T. (2011), "Marketing of E-banking Services: A Critical Analysis on Lifecycle *Journal of Marketing*, 4(2), 192-198.
34. Seo, E. J., & Park, J. W. (2014). A study on the effects of social media marketing activities on brand and customer response in the airline industry. *Journal of Air Transport Management*, 66 , 36–41 .
35. Sohail, M. S., Hasan, M., & Sohail, A. F. (2019). The impact of social media marketing on brand and brand loyalty: An Arab perspective. *International Journal of Online Marketing (IJOM)*, 10 (1), 15–31 .
36. Thao, D. T. (2020). How convenience, price, store layout and technology influence buying behaviour of different millennial groups in the convenience store in Vietnam. *VNU Journal of Science: Economics and Business*, 36(2) Thousand Oaks: Sage Publications
37. Van Noort, G., & Van Reijmersdal, E. A. (2018). Branded apps: Explaining effects of brands' mobile phone applications on brand responses. *Journal of Interactive Marketing*, 45 , 16–26 .
38. Wottrich, V. M., Verlegh, P. W., & Smit, E. G. (2017). The role of customization, brand and privacy concerns in advergaming. *International Journal of Advertising*, 36 (1), 60–81