



# Social Media and Purchase Habits of Consumers

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## ABSTRACT

*This research focused on social media's impact on purchasing decisions in the Lalitpur district. Through the convenience sample, two-hundred responses were obtained through five-point Likert-type questionnaires. Based on descriptive statistics, correlation analysis, and regression analysis, Consumers' actions were shown to be significantly and positively correlated with the degree to which they trusted content shared on social media platforms. However, perceived risk was found to have a negative and significant relationship with consumer behavior. In addition, the perceived value was found to have a significant positive association with consumer behavior. The regression analysis showed that trust in social media and perceived value significantly affect consumer behavior. At the same time, perceived risk was found to have a significant adverse effect on consumer behavior. This study concluded that the impact of social media has a significant effect on consumer behavior in Lalitpur District.*

## 1. INTRODUCTION

Social media is a powerful tool to determine the purchase habit of the customer. Kaplan and Haenlin (2010) emphasized the significance of social media platforms and provided many management techniques to establish retaining consumers. However, these lack empirical backing, leaving the potential for further investigation. The rise in popularity of social media is because it enables individuals to create connections for personal, political, and commercial purposes online. In the business world, social media is also known as UGC (user-generated content) or consumer-generated media (CGM). The many kinds of social media include internet forums, blogs, wikis, podcasts, images, and videos. It has become evident that the internet is a social medium by nature. This will not change since people will always want to interact with one another online, and social media will exist in some form to meet this need. Kaplan and Haenlein (2010) describe social media as web-based applications built on the conceptual and technological foundations of web 2.0 that enable the creation

and dissemination user-generated content. Businesses may also refer to social media as “consumer-generated media. Social media began as a personal tool for interacting with friends and family. Still, companies eventually embraced them to reach out to consumers, for example, by telling them of promotions and providing them with coupons. Facebook, Instagram, Twitter, and YouTube are the most widely used social networking platforms. In addition, the scarcity of earlier results demonstrates the study’s management importance and scholarly value. Social media marketing is a relatively new strategy that may influence public opinion every hour, minute, and even second (Weber, 2009), which enables to build of a trustworthy name for the company with social media ads (Briggs and Hollis, 1997). Researchers have shown that the way customers feel about social media advertisements (ASMAD) is a significant element in determining the success of social media marketing and online marketing generally (Chu et al., 2013).

Abdel Qurder (2015) found that customers’ shopping choices were significantly impacted by their ability to communicate with other consumers and get feedback on their purchases. The influence of the groups to which consumers belong or aspire online may be seen in the latter’s propensity to make certain purchases (Solomen et al., 2010). In the past, customers mainly relied on traditional forms of mass media (such as advertisements, newspapers, and television commentators) when purchasing. However, online social networks nowadays may also significantly impact consumers’ final judgments (East, Wright & Vanhuele, 2008). Schiffman et al. (2008) determined that reference groups may be classified into many categories, with virtual communities among the most significant. The group’s sharing of information, experiences, and views might either accelerate the product’s sales or lead to its failure. Various social network groups provide customers with information to help them make the best buying decisions. Malik, Asif, and Wali (2016) showed that perceived quality and seller-created information substantially influenced buyer behavior. The risk perception of consumers has a minor effect on consumer behavior. Perceived utility, perceived value, and perceived risk were all highly correlated with consumer behavior, as reported by Sharma and Bhatt (2018).

Al-Ili et al. (2021) found social media on purchasing decisions. They found a poor correlation between social media platform use and purchases in the e-shop promoted through social media and statistically significant differences in social media use during the first wave of the COVID-19 pandemic, depending on some demographic variables. During the epidemic, both Italian and Slovak consumers chose social media platforms that facilitate the formation of personal interactions, such as WhatsApp and Messenger. Yaacob, Gan, and Yusuf (2021) studied how social media advertising, influencer endorsement, and online customer reviews affected consumer behavior toward fashion goods during COVID-19. The study’s primary goal was to examine the variables affecting online consumer behavior for clothing during COVID-19. The findings revealed a good and significant association between online consumer behavior for fashion items during the pandemic and “Online Consumer Review,” “Social Media Advertising,” and “Influencer Endorsement.” This study concluded that there was a significant influence on the chance of buying the goods.

Okpighe and Gundare (2020) analyzed Jumia and Konga Nigeria Limited’s social media presence and customer purchasing patterns. The primary objective was to learn how social media influences customers’ purchase decisions. After collecting and analyzing data, we utilized multiple regression to test our hypothesis. The findings demonstrated the significant impact of customer perceptions of product utility and confidence in social media on purchase choices. According to the study’s findings, managers may increase brand recognition by developing memorable advertisements that engage consumers and are both linked to the business and that they will want to share and enjoy with their friends on social media. Chopra and Gupta (2020) explored the effect of social media on purchasing decisions to investigate empirically how social media influences consumer decision-making and

showed that social media usage influences consumers' levels of enjoyment across the whole purchasing process, from initial research through final purchase choice and post-purchase evaluation.

Ziyadin et al. (2019) examined how social media marketing affected consumer behavior. Despite its drawbacks, they identified that social media advertising was an excellent way to boost brand loyalty. This was especially true in the digital economy, allowing users to communicate regularly directly with potential customers. In addition, the use of information by individuals and businesses has dramatically increased, the cost of gathering, exchanging, and storing information has fallen, and the value of data as a resource in economic management has grown. Gaudel (2019) found that online reviews, user trust, information on social media, and social media advertising were all well received by Nepalese consumers. Independent factors such as online reviews, user trust, communication in social media, and advertising in social media were all shown to have a favorable and considerable relationship with consumer purchase choices in Nepal.

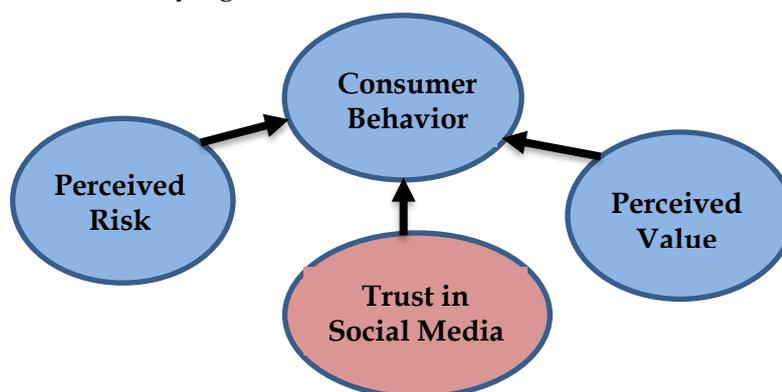
Voramontri and Klieb (2019) examined consumers' judgments about complex purchases. It revealed that consumers are more satisfied with their purchases when they utilize social media to research products and services before making a final selection and after a follow-up review of their experience. Sharma and Bhatt (2018) conducted a descriptive study using the tam model to examine the impact of social media on customer purchasing behavior. They found perceptions of usefulness, value, and risk majorly impact customer behavior when purchasing social media. This study concluded that social media enhances people's daily lives by offering high-quality goods and services, enabling them to purchase more efficiently and for less money.

According to research by Varkaris and Neuhofer (2017), social media significantly affects how people choose hotels to stay in and search for, evaluate, and pick hotels throughout the overall assessment stage of the hotel decision-making process. Further, the finding illuminates the reliability of social media as a decision-making tool, the pros and negatives of using social media for decision-making, the elements impacting customers' hotel decision journeys, and the perceived value of employing social media. Bhatta (2016) investigated the relationship between social media use and brand perception via empirical research of Nepali corporations' use of social media to promote their brand. It showed a strong correlation between social media and developing a favorable brand attitude. Chalise (2021) study found a significant relationship between pressure to increase revenue and relationship marketing in the Nepalese context. This study concluded that it is important to comprehend how social media might moderate the development of good brand attitudes and ultimately establish the purchase habit of the consumers. Based on the preceding literature, this study attempts to study the influence of social media and its impact on consumers' purchasing habits in the Lalitpur area.

Using the literature variables, this study uses the following framework to measure the effect of social media on consumer buying habits.

**Figure 1**

*The Research Framework*



## 2. METHODOLOGY

This research adopts a quantitative research approach with a descriptive and analytical research design. The population for the study was the consumers within the Lalitpur district who are familiar with social media marketing and frequently purchase goods and services from the different departmental stores and shopping malls. Altogether, 350 questionnaires were distributed and found 200 questionnaires in usable form. This study adopted a convenience sampling method with a judgmental technique because the respondents have been selected who are well aware of the topic at hand, social media, and its impact on buying behavior of consumers.

The regression model for the relationship is formulated as the equation below:

$$CB = \beta_0 + \beta_1 TSM + \beta_2 PR + \beta_3 PV + \varepsilon$$

where CB = Consumer Behavior, TSM= Trust on social media, PR= Perceive risk, PV= Perceive value,  $\beta_0$  = The intercept (constant),  $\beta_1$ ,  $\beta_2$ ,  $\beta_3$ = Coefficient of variables,  $\varepsilon$  = Error term.

## 3. RESULTS AND DISCUSSION

### Trust in Social Media

The mean and standard deviation of the responses are computed to determine the respondents' opinions. The mean value represents the average state of the respondents' feelings, while the standard deviation depicts the variance from the mean. The data presented below represent the effect of social media on customer behavior. Three elements on the trust scale relate to banks' social media marketing. The highest average score was for TSM3's "I will share my excellent experience with my peers regarding purchasing goods or gaining information on social media platforms," with a value of 3.5800. As a result, consumers agree that they spread the word about positive product experiences to their social networks. The lowest mean score (3.4900) on scale item TSM1, "I think the information on social media is trustworthy," indicates that respondents do not feel information obtained from social media is reliable. The data in the table above suggest that satisfied consumers are more likely to recommend a business or provide feedback on a service they have used. A majority of respondents also agree that social media can be trusted.

### Perceived Risk

This concept was evaluated on a 5-point Likert scale, with one being highly opposed and five being firmly in agreement. The mean and standard deviation of the responses were computed to determine the respondents' opinions. The mean value represents the average state of the respondents' feelings, while the standard deviation depicts how far from the mean the respondents deviate. PR1, "I believe there is a minimal financial risk in purchasing goods and services or learning about goods and services via social media platforms," is the scale item with the lowest score, 2.5551, indicating that consumers strongly agree that there is little danger to their finances while purchasing goods and services or obtaining information via social media platforms. The statement PR2, "I believe the chance of spending a lot of time on purchasing items and services via social networking platforms is minimal," has the lowest mean score of 2.4550. This shows that customers don't think buying products and services through social media wastes a lot of time.

### Perceived Value

In this investigation, three statements are included on bank websites. The average state of the respondents' feelings is expressed by the mean value, while the standard deviation depicts the variance from the mean average of the respondents. At the same time, descriptive data for five value-perception scale components. The highest mean score (3.64

out of 5) was found for PV3: "I can save a lot of time and energy acquiring information about products and services on social media," indicating that consumers are in agreement that they can learn about the quality, features, and price of products and services through social media. The lowest mean score (3.5450) on scale item PV2 indicates that consumers do not think that items and services are a better fit for personal qualities and styles on social media platforms like Facebook, Twitter, Instagram, and Google, which can save a lot of time and energy acquiring information about products and services on social media.

### Consumer Behavior

Through descriptive analysis, this part demonstrates the state of customer behavior. It has three distinct assertions. This construct was evaluated using a 5-point Likert scale, from 1 for strongly disagreeing to 5 for strongly agreeing. The mean and standard deviation of the responses were computed to determine the respondents' opinions – individual items on the consumer behavior scale. With a mean of 3.7050 and a standard deviation of 1.11544, CB2 "Using social media platforms increase my interest in buying products and services" received the highest score of the three scale items. This indicates that consumers are confident that social media platforms alter consumer behavior and pique their interest in purchasing. Then, scale item CB3 "I am very likely to buy products or services recommended by my friends on social media platforms," scored the lowest mean value, 3.4600 and 1.24747 standard deviation. The lowest mean value suggests that customers do not feel social media platforms assist them in making judgments before purchasing goods or services recommended by their friends on social media. The research results in support the hypothesis that consumers who actively engage with brands on social media are more likely to purchase.

### Summary of Descriptive Analysis

The mean value and the standard deviation of each dimension were used to identify social media and its effect on consumers' behavior. The determination rule (cut-off point) for the mean values was determined and interpreted based on sources deemed reliable by Creswel (2012). Creswel (2012) defines "very high" as a mean value of 4.5 or more, "high" as 3.5 to 4.5, "moderate" as 2.5 to 3.5, "low" as 1.5 to 4.5, and "very low" as 1.5. According to the average score, the researcher detailed the average performance of the participants across all categories of the variables.

**Table 1**

*Summary of Descriptive Analysis*

Study Variables	Mean	Std. Deviation	Evaluation of Mean Score
Trust in Social Media	3.5467	1.02129	High
Perceived Risk	2.5217	1.04054	Moderate
Perceived Value	3.5917	0.94129	High
Consumer Behavior	3.5650	0.96690	High

*Source: Research calculation by using SPSS*

As per Table 1, among the independent variables, the mean statistics of perceived risk toppled the chart with (M = 3.5917, Std. = 0.94129). This result indicates that most respondents highly agreed that perceived value factors affect their Consumer Behavior. This implies that the vast majority of respondents believe consumers can save a lot of time and effort by researching products and services on social media and that they have a more accurate grasp of the products' quality and functioning.

Most respondents strongly agreed that trust in social media variables impacts their Consumer Behavior, as shown by the mean value of (M = 3.5467) and its (Std. = 1.02129).

Most respondents believed that social media users trusted the information they found there and would recommend items or communicate their positive experiences while using these sites to their friends.

Perceived risk was, on average, 2.5217 out of a possible 4.0 with a standard deviation of 1.04054. This finding suggests that most respondents are at least somewhat in agreement that their perceptions of risk are influencing their purchasing decisions. Customers believe there is little to no risk in spending money or learning about items and services through social media platforms. They also believe there is little chance of receiving low-quality goods or services. The standard deviation of Consumer Behavior scores was 0.96690 (mean = 3.5650). This finding suggests that consumers who use social media are more well-informed before making purchases; It piques their interest in shopping, and they're more inclined to follow the advice of their social media pals when making purchases. Here, it's clear that most respondents thought that social media substantially impacted consumers' buying habits and intentions.

The relationship between social media on consumers' purchasing decisions was examined using a correlation study. The overall association between social media and Consumer Behavior consumers was the primary focus of the correlation investigation.

**Table 2**

*Pearson Correlation Coefficients of Study Variables*

	TSM	PR	PV	CB
TSM	1			
PR	-.551**	1		
PV	.523**	-.613**	1	
CB	.699**	-.682**	.694**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Research calculation by using SPSS

As shown in Table 2, the correlation coefficient matrix was used to determine the degree of relationship between the dependent and independent variables. Trust in social media (TSM) is positively correlated with consumer behavior (CB) ( $r=0.699$ ;  $P<0.05$ ); hence, it is evident that TSM and CB are positively related.

The correlation between perceived risk (PR) and consumer behavior (CB) is now -0.682, which is significant and makes it evident that there is a substantial negative link between the two ( $P<0.05$ ). Last but not least, the correlation between perceived value (PV) and consumer behavior (CB) is 0.694, which is significant and clearly shows that there is a strong positive link between the two ( $P<0.05$ ).

### Regression Analysis

It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable (Consumer Behavior of consumers) and independent variables (trust on social media, perceived risk, and perceived value).

The four variables included in the model's specification, including perceived risk, perceived value, and social media trust, predict the likelihood of turning over money. The models'  $R^2$  score of 0.678 indicates that the variations in the independent variables can account for 67.80 percent of the observed variability in turnover intention. Another variable that did not explain the remaining 32.20 percent of the variation in turnover intention is connected to it since it is not included in the model. To put it another way, the model is linearly fitted. The regression model's DW value of 1.804, closer to 2, shows that autocorrelation is not a concern.

**Table 3***Model Summary and ANOVA*

	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.193	3	42.064	137.753	.000 <sup>b</sup>
Residual	59.851	196	.305		
Total	186.044	199			

R= 0.824, Adj R<sup>2</sup> = 0.673, DW = 1.804

Source: Research calculation by using SPSS

The most likely combination of predictor factors that might influence the effect of dependent variables, according to an analysis using ANOVA (F-value), is shown. Results indicate that the customer satisfaction indicator has a considerable influence. When using PV, TSM, and PR as proxies for Consumer Behavior, the F-values of 137.753 ( $p = 0.000 < 0.05$ ) demonstrate that there is a considerable correlation between the dependent variable (Consumer Behavior) and the independent variables.

**Table 4***Regression Coefficient of Independent Variables on Consumer Behavior*

Variables	Coefficients	t-stat	p-value	VIF
(Constant)	1.721	5.319	.000	
TSM	.357	7.444	.000	1.560
PR	-.253	-4.990	.000	1.815
PV	.339	6.174	.000	1.740

Source: Research calculation by using SPSS

Table 4 presents the regression coefficient of independent variables like trust on social media, perceived risk, and perceived value, and the dependent variable Consumer Behavior intercept value. The coefficient of regression  $\beta$  is 0.357 for trust on social media. It indicates that changes in one unit of trust on social media lead to an increase of 0.357 units in Consumer Behavior. The p-value of trust on social media is 0.000, disclosing that it is statistically significant at a 5 percent significance level. Hence, this is a significant positive effect of trust in social media on the Consumer Behavior of consumers.

The coefficient of regression  $\beta$  is -0.253 for perceived risk. It indicates that if every perceived risk increased by one, then Consumer Behavior increased by 0.253 units. The p-value of perceived risk is 0.000, revealing that it is statistically significant at a 5 percent significance level. Hence, this is a significant positive effect of perceived risk on Consumer Behavior. Finally, the coefficient of regression  $\beta$  is 0.339 for perceived value. It indicates that if the perceived value increased by one, then Consumer Behavior increased by 0.339 units. The p-value of perceived value is 0.000, revealing that it is statistically significant at a 5 percent significance level. Hence, perceived value has a significant positive impact on Consumer Behavior.

**Table 5***Summary of Hypothesis Testing*

Hypothesis	Coefficient	t- Value	p-Value	Result
H <sub>1</sub> : Influence of trust on social media to Consumer Behavior.	.357	7.444	.000	Supported
H <sub>2</sub> : Influence of perceived risk on Consumer Behavior.	-.253	-4.990	.000	Supported
H <sub>3</sub> : Influence of perceived value on Consumer Behavior.	.339	6.174	.000	Supported

According to Table 5, the p-value of trust on social media, perceived risk, and perceived value are 0.000, 0.000, and 0.000, respectively, which are significant at the 5 percent level, so the hypothesis is accepted.

This study shows how social media and consumer behavior are linked. Research and past writing have shown a link between trust in social media, perceived risk, perceived value, and consumer behavior. The research literature shows that social media directly affects how consumers act. The data analysis showed that consumers' trust in social media has a positive and statistically significant relationship with consumer behavior and a significant positive effect on consumer behavior. Customers are more likely to buy goods and services if they trust the information on social media platforms and tell others about their good experiences making purchases or finding information there. The results are similar to what Hajli (2014) found: a strong and positive link between customer confidence in social media and buying behavior. Gaudel (2019), Okpighe, and Gundare all agree with the results (2020). People think that the information they find on social media is reliable. The results of this study also back up what Sharma and Bhatt (2018) say, which is that trust in social media has a big effect on how people act. People's trust in social media is still a big reason they buy things. The result fits with the media dependence hypothesis, which says that the more someone relies on social media, the more value they think they are getting from it and the more trust they have in it.

It was found that perceived risk has a negative and significant relationship with how customers act. It was also found that the effect was bad and important. Malik, Asif, and Wali (2016) found a negative link between how people think about risk and how they act as consumers. Customers won't spend money on items or services if they perceive a significant financial risk while making purchases or learning about purchases through social media. This result was the same as what Sharma and Bhatt's 2018 study found: how people think about risk has a big, bad effect on how they act. From the discussion of pseudo-theory, it has been shown that marketers need to think about and focus on the social graphic framework, the social feedback loop framework, and the social feedback loop risk.

There is a positive and significant link between how consumers in the Lalitpur district see the value and how they act. The result showed that the effect is also good and greatly affects people's actions. The result agrees with what Malik, Asif, and Wali (2016) found: how consumers see the value or quality of something has a positive and significant relationship with how they act. When people find out about products and services on social media sites, they know more about their quality and how they work. So, more can be done to make people see more value. This is also in line with what Sharma and Bhatt (2018) said about how consumers' perceptions of value have a big, positive effect on their actions. The results fit with the media system dependency theory, which says that the more someone relies on social media, the more value they see in it and the more they trust it. This was also what the researcher thought would happen.

#### **4. CONCLUSION AND IMPLICATION**

Based on the analysis, this study concluded that the most used social sites by the consumer are Facebook and What's App in the Lalitpur district. Additionally, this study found that most respondents thought that social media significantly impacted consumer behavior and believed their desire to purchase was significant. More than half of those who participated in the survey said they had learned more about a product's quality and functionality from a social media platform than any other source and that doing so had saved them significant amounts of time and effort. The extent to which consumers may put their faith in social media significantly influences their actions. According to the data, most respondents only somewhat disagreed that perceived risk concerns impact consumer behavior. To rephrase, consumers feel safe making purchases and learning about brands through social media since they perceive less financial risk. The correlation analysis shows

that trust in social media has a positive and significant relationship with Consumer Behavior. However, perceived risk has a negative and significant relationship with consumer behavior. Then, perceived value has a significant positive association with consumer behavior. The regression analysis shows that trust in social media and perceived value significantly affect consumer behavior. At the same time, perceived risk significantly negatively affects consumer behavior. Finally, it can be concluded that social media significantly affects consumer behavior in the Lalitpur district.

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