



EFFECT OF SOCIAL MEDIA MARKETING AND ONLINE ADVERTISING ON CONSUMER'S PATRONAGE OF COUNTERFEIT DRUGS IN ENUGU STATE METROPOLIS: EMPIRICAL EVIDENCE FROM NIGERIA

Mba Chris Chukwuemeka, Okafor Ozoemena Christian and Nwatu, Chibuike Basil

Department of Marketing, Enugu State University of Science and Technology (ESUT)

Abstract: The purpose of the study was to explore the outcome of social media marketing and online advertising on consumer's patronage of counterfeit drugs in Enugu State Metropolis. Specifically, the study was set to achieve the following objectives. Determine the effect of facebook on consumer's patronage of counterfeit drugs in Enugu state; examine the effect of twitter on consumer's patronage of counterfeit drugs in Enugu state; ascertain the effect of television on consumer's patronage of counterfeit drugs in Enugu state and find out the effect of radio advertising on consumer's patronage of counterfeit drugs in Enugu State. The population of study was unknown. The sample size was of 384. The study used survey design for the study. Instrument used for data collection was questionnaire. A total of 384 copies of questionnaire were distributed, 300 responses were returned while 84 were unreturned. The hypotheses were tested using regression model with aid of Special Package for Statistical Software (SPSS). The findings indicated that facebook had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State; twitter had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State and television advertising had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State. From the findings above, it concluded that all the applied variables are with one another such as facebook had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State. Twitter had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State. Television advertising had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State. Therefore, the study recommended that pharmaceutical marketing executives should persuade customers on one-to-one bases to adopt the online transactions.

Keywords: Social Media Marketing, Online Advertising, Consumer's Patronage, Counterfeit Drugs

1.1 Introduction

The appearance of Web 2.0 is one of the major development in the history of trade that came along with social media as an evolution, this technical revolution had huge in the traditional marketing approach, brought new era among marketers, an era where social media marketing changed totally the relationships between marketers and

stakeholders even the customers in an organizations (Adnan & Ahmad, 2016). Furthermore, social media marketing programmes usually centered on efforts to create content that attracts attention and encourages readers to share it with their social networks. Since then, Social media marketing have become a platform that is easily accessible to anyone with internet access, opening

Contemporary Marketing Research Journal (CMRJ)

An official Publication of Centre For International Research Development (USA)

Double Blind Peer and Editorial Review International Referred Journal; Globally index

Available <https://cirdjournal.com/index.php/cmrvj/index>; E-mail: journal@cird.online



doors for organisations to increase their brand awareness and facilitate conversations with the customers. Additionally, social media marketing serve as a relatively inexpensive platform for organisations to implement marketing campaigns (Corruthers, 2010).

Social Media marketing has shifted the power from marketers to consumers, because regarding to the democracy allowed in social media all users as consumers can now be in contact with each other exchanging information about products and services, which push marketers changing their old methods to match the new needs of consumers, and contact with them in individual as possible as they can, especially in their level of patronage by using social media as marketing waterway in both free as word-of-mouth and paid as social media advertising. Furthermore, advertising is simply way consumers learn about new products, learn about things consumers may want or need, because the more consumers know about products more choice they can make (Evans, 2008). Perhaps, the online advertising medium is the most experiencing dynamic revolution and technological developments made possible by the growth of communication through interactive media. The advertising industry has long sought to go where consumers go. Indeed, the industry has followed consumers online, even developing new forms of advertising to relate to consumers in their virtual world. In fact, the very philosophy of advertising has changed, not wholly but in large part, as a result of the opportunities created online (Tuten, 2008).

According to Advertising Practitioners Council of Nigeria (APCON) defines advertising as a form of communication that deals with services or ideas paid for by an identified sponsor (Okoro, 2018). However, advertising, when conceived for an online environment and given contextual differences in its capabilities, functions, and the medium's nuances, requires a new paradigm. The current definition of advertising states that advertising must be paid communications. Certainly, that is the model by which advertising has operated since its conception. But now,

some of the most valuable advertising may be unpaid or indirectly paid as in the case of may be (Tuten, 2008).

In most African countries, counterfeit drugs can come into both the legal, regulated chain and the illegal chain made of corner kiosks and informal drug sellers as sources of medicines. Though the sources are easily accessible, customers often receive inappropriate medicines of poor quality that can be counterfeit mostly from illegal chain because it is unregulated. The sale of drugs by unqualified peddlers is a common trend in the developing world. These drug sellers often are the first point of contact for health care by consumers who patronizes them for reasons such as convenience, dependability of supply, and affordable price. The consumers judge the quality of drugs they take becomes a big public health problem raised most time as such drugs can be ineffective and harmful (BMJ, 2005). Counterfeit drugs have capacity to deceive, particularly if they are copied to make it look like the original product so that purchasers are unlikely to be suspicious (WHO, 2007). It is against this background the study examined the effect of social media marketing and online advertisement on consumer's patronage towards counterfeit drugs in Enugu State.

1.2 Statement of the Problem

Social media are characterized by consumer's content, which has been found to be more effective than traditional marketing communications in influencing the attitudes, behaviors and patronages of other consumers. However, most of the organizations are now building and maintaining social media as public pages to improve their social network interaction, enhance interest in their organizations profitability, and build relationships with the online public. Social media is growing as an important strategic tool adopt in organizations to achieve effective patronage of products.

Despite the broadening of social media marketing into many facets of Nigerian economy today, and the sensitive position that social media marketing promotion occupies in the strategic management of consumer patronage on



counterfeit drugs, no attempt has been made, locally, to investigate empirically, the effect of social media marketing and online advertising on consumer patronage towards counterfeit drugs in Enugu State. Moreover, despite the huge amount of fund spent on social media and advertising in same industry, nobody seemed locally to be interested in evaluating the alternatively comparison between social media marketing and online advertising.

The high incidence of counterfeit drugs in Nigeria is a fallout from the haphazard ways import license on drugs were issued to anyone by then politicians and military leaders in the 80's, disregarding the eventual public health implications of their actions. Some of the beneficiaries of the import license found out that a lot of money could be made from the drug business, and suddenly became emergency drug importers. With the booming market and competition, some of them looked at the option of importing counterfeit products in order to have an edge over their competitors. In Nigeria today, it is common knowledge that drugs are treated as general merchandise, which can be obtained easily from open markets, moving vehicles, faceless medicine stores, ferries, and even in the provision stores. This is because the drug distribution business has been left in the hands of non-professionals who just want to make profit at the expense of the consuming public.

1.3 Objectives of the Study

The broad objective of study was to examine the effect of social media marketing and online advertising on consumer's patronage of counterfeit drugs in Enugu State.

Other specific objectives include to:

1. Determine the effect of facebook on consumer's patronage of counterfeit drugs in Enugu State.
2. Examine the effect of Twitter on consumer's patronage of counterfeit drugs in Enugu State.
3. Ascertain the effect of television on consumer's patronage of counterfeit drugs in Enugu State.
4. Find out the effect of radio advertising on consumer's patronage of counterfeit drugs in Enugu State.

REVIEW OF RELATED LITERATURE

2.1 Conceptual Framework

2.1.1 Social Media Marketing

The marketing communications medium has evolved from print media, electronic media, and then to social media in cyberspace. Consumers in the new millennium are not only changing interest to shop online, but also to find information through social media marketing before making purchase decisions. This trend shows that consumers tend to trust their friends and contacts in social media over the ads displayed by business organizations (Woodcock & Green, 2010). Social media marketing has resulted in significant changes to the strategies and tools used by business organizations to communicate with users. Social media marketing tools can be used by business organizations of various sizes and types as a marketing tool (Birkner, 2011). Social media marketing enables business organizations to connect with customers at the right time, directly with lower cost and higher efficiency than other traditional communication tools. This allows social media not only to be monopolized by large business organizations, but also for the small and medium enterprises (Kaplan & Haenlein, 2010). In addition, social media marketing sites such as Facebook and Twitter allow users to follow their favourite brands and to comment or post questions related to related products or services. With social media sites, business organizations are able to identify what is being said about their brands and communicate directly with consumers (Reyneke, Pitt, & Berthon, 2011).

2.1.2 Facebook

Facebook is one such medium that is facilitating its users for global interaction and sharing their ideas and experiences. Facebook is social media marketing that is in fact a "Web based site which bring different people together in a virtual platform and ensure a deeper social interaction, stronger community and implementation of cooperation projects" (Brown, 2009). Kahraman (2010) defines Facebook as "the online platform that people use



to share their ideas, experience, and perspectives and communicate with each other”. Millions of people are using Facebook daily. By the end of 2010, Facebook had 500 million active users around the globe. In 2012, the number of active user has almost doubled to reach 955 million (Hayta, 2013; Melason, 2012).

2.1.3 Twitter

Twitter is one of those Web 2.0 technologies and it belongs in the general category of micro blogging, which allows users to share posts by using a limited number of characters (140 and recently 280). An important characteristic of Twitter is the so-called “hashtag”. Hashtags are represented by the symbol of # and they are words or phrases without spaces. Users are able to follow a theme through hashtag where they could comment, share photos and videos etc. Twitter is a useful tool in real-time communication and the participation in it is influenced by peers (Costa, Bcham, Reinhardt & Sillaots, 2008). Twitter improves active learning and provides incentives to the students (Gao, Luo & Zhang, 2012). Students seem to gain confidence, reflection and collaborative learning and they improve their sociability (Chen & Chen, 2012; Smith & Tirumala, 2012).

2.1.4 Television

Television is often called “King” of the advertising media, since a majority of people spend more hours watching television per day in comparison to any other medium. Television uses the combination of sight, colour, sound and motion to create an effect. It makes its appeal through both the eye and the ear. Television occupies an important place in the promotion of products due to its extensive spread worldwide in general (Khader & Saravanan, 2016). Advertisement has been playing a very vital role in order to attract the consumers for various products, goods or services for organizations. The different media available to advertise has increased over the years and such media leaves a strong impact on the consumers. Television advertising is a very effective tool of communicating message to its target audience as it has the ability to

combine visual & audio communication and thus this makes advertisements an important medium to make people aware of any products (Sonkusare, 2013).

2.1.5 Radio

Radio advertisements are not heard in isolation, but generally appear within the context of either programmes or other non-programming material, such as other advertisements or continuity announcements. Programming context material varies in many ways, and the various contexts may differentially influence how the advertising messages within them are attended to, cognitively processed, and therefore remembered. People listen to the radio for the programmes rather than the advertisements, and thus it is possible that their reactions to and feelings about the programmes may influence their reactions to advertisements inserted within them. In other words the effectiveness of the advertising message may partly depend on the context in which it is embedded (Schumann, 2016).

2.2 Theoretical Review

The diffusion of innovation theory formed the theoretical anchor for this study. The diffusion of innovation theory explains how information or idea can spread overtime through some channels and social structures in the society (Katz et al, 1963 cited in Ojobor, 2002). The idea behind the theory is that for a new idea to spread there must be awareness stage, interest stage, evaluation stage and trial and adoption stages. Rogers (1962) and Rogers and Shoemaker's (2003) model of information diffusion Awareness & Use of Social Media in Advertising envisaged four stages: information, persuasion, decision or adoption and confirmation (McQuail, 2011). The relevance of this theory to this work stems from the fact that social media are at the evolving stage and as such, different users will adopt them in varying degrees. While some users have passed awareness, interest and trial stages, adopting social media for advertising and some patronizing products advertised on them, others are yet to



embrace this new media even though they are aware of them.

2.2 Empirical Studies

In the study of Rehman, Ilyas, Nawaz and Hyder (2014) titled: how facebook advertising affects buying behavior of young consumers Pakistan. Results indicated that facebook advertisement and facebook environment have significant effects on buying behavior of young consumers, while gender has moderating effect on facebook advertisement and no moderating effect on facebook environment.

Mengko, Pangemanan and Tumbuan (2018) examined the impact of TV advertising towards consumer buying behavior in Manado. Nowadays, the rapid developments of technology makes the internet users continue to increase time to time. The result of this study showed that credibility, interactivity and informativeness had significant impacts on consumer buying behavior. In contrast to entertainment that had no significant impact on consumer buying behavior. Although the advertising that made by Shopee Indonesia can be categorized successful in introducing its products to customer. Shopee Indonesia should improve their promoting strategy through e-commerce in order to attract the customer by good TV advertising to make the customer to purchase.

In the study of Sonkusare (2013) empirically found that Television advertising is one of the main source advertising to interact with target audience in Nigeria. This is an effective way to give information about the product with audio and video both. Hence Television advertising is an important medium to make people aware about any product. In this study they found that impact of television advertisement on the consumer buying behaviour than other source of media advertising.

In another related study on the impact of advertisement and consumer perception on consumer buying behaviour conducted by Malik, Ghafoor, Iqbal, Unzila and Ayesha (2014) it was revealed that advertising and consumer perception had a positive and significant relationship with consumer purchase decision. Questionnaire was used to

collect data from the respondents and a sample of 150 respondents was obtained. Data analysis was done using correlation and ANOVA using SPSS software.

In another study Kalia and Mishra (2016) investigated the effect of online advertising on consumer, survey was adopted and questionnaire was the instrument used to generate data from 500 respondents. Pie charts and bar charts were used to describe and analyze data. It was revealed that consumers prefer rectangular banner and skyscraper advertising designed in large picture and heavy copy layout. Also, online advertisement placed above the mast head and on the right side of the homepage gains the maximum attention towards it.

Junco, Heiberger and Loken (2010) investigated the Twitter use by students and its influence on their academic engagement and their final grades. 125 students participated in a carefully designed study. The results demonstrated that Twitter can influence positively, both students' engagement as well as their final grades.

Okolo, Okafor, Obikeze and Nduka (2018) investigated on influence of online advertising on consumer brand awareness and patronage of financial institutions in Enugu, Nigeria. Purposive sampling technique was adopted and survey method was used to gather primary data using questionnaire instrument. Findings revealed online advertising significantly influences customer brand awareness of UBA products. Also, it was discovered that online advertising had no significant influence on consumer purchase behavior. And also, online advertising had no significant influence on consumer brand recall of UBA products.

3.1 METHODOLOGY

The research design considered apt for this study was survey. Survey research design was adopted because the nature of the study which required to elicit audience (social media marketing users known as consumers) responses in order to determine their level of knowledge, patronage and services advertising through the social media marketing. The questionnaire contained a breakdown of the major



research questions, which in turn, generated data computed to test the research hypotheses. The population of the study was unknown. But the study was based on staff and customers who have basic knowledge about social media marketing within the Enugu Metropolis. A sample size of 384 was selected for the study using Freund and Williams (1986). A convenience sampling technique was used to distribute samples to authority agencies in Enugu. Sampling was conducted on 331 respondents using questionnaire instrument. The structured questionnaire was adopted to collect data from the respondents within the Enugu Metropolis. The questionnaire was made up of 5 points Likert scale (SA-SD). For each variable, there were (items/elements) which were deployed keeping in view the questionnaire filling culture and understanding of the population. The demographic data was part of the questionnaire. A total of 384 copies of questionnaire were distributed to the office of authority agencies selected areas and customers. 300 responses were returned while 84 were unreturned. As the data consists of dependent variable (customer's patronage) and independent variables are (facebook, twitter, television and radio). Hypotheses testing were carried out using regression model adopted from SPSS vision 25.0. The reliability coefficient of questionnaire used was .94% and this was measured using Coefficient of Reproducibility. The computation above showed that the instrument yielded reliability co-efficient value of 94%, which is an indication that the instrument is reliable.

3.2 Test of Hypotheses

The hypotheses stated earlier in this research were tested using the ordinary least square (OLS) econometric technique. In arriving at a decision, the following steps were taken;

- The hypotheses were restated in null and alternate forms,
- Statement of decision rule
- The test results were presented and analyzed and,

- The decision involving the rejection or acceptance of the null hypothesis based on the decision criterion of the techniques of analysis is made.

Hypothesis One

H₀₁: There is no positive and significant effect between facebook and consumer's patronage of counterfeit drugs in Enugu State.

H_{a1}: There is positive and significant effect between facebook and consumer's patronage of counterfeit drugs in Enugu State.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.683 ^a	.467	.466	.95142	.000

a. Predictors: (Constant), facebook and customer patronage.

b. Dependent Variable: effect between facebook and consumer's patronage.

The empirical result above with t-statistic value of 34.063 and associated probability value of $.000 < 0.05$ indicates that there is There is positive and significant effect between facebook and consumer's patronage of counterfeit drugs in Enugu State.

Decision Rule: The test statistics used in this hypothesis was regression analysis. The significance level below 0.05 implies a statistical confidence of above 95%. Therefore, we reject the null hypothesis once the P-value is ≤ 0.05 and accept the alternative hypothesis.

Hypothesis Two

H₀₂: There is no positive and significant effect between Twitter and consumer's patronage of counterfeit drugs in Enugu State.

H_{a2}: There is positive and significant effect between Twitter and consumer's patronage of counterfeit drugs in Enugu State.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.973 ^a	.947	.947	.27102	.000

a. Predictors: (Constant), twitter and consumer's patronage

b. Dependent Variable:



The empirical result above with t-statistic value of 35.033 and associated probability value of $.000 < 0.05$ indicates that there is There is positive and significant effect between Twitter and consumer's patronage of counterfeit drugs in Enugu State.

Decision Rule: The test statistics used in this hypothesis was regression analysis. The significance level below 0.05 implies a statistical confidence of above 95%. Therefore, we reject the null hypothesis once the P-value is ≤ 0.05 and accept the alternative hypothesis.

Hypothesis Three

H₀₃: There is no positive and significant effect between television advertising and consumer's patronage of counterfeit drugs in Enugu State.

H_{a3}: There is positive and significant effect between television advertising and consumer's patronage of counterfeit drugs in Enugu State.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig.
1	.973 ^a	.747	.747	.37102	.000

a. Predictors: (Constant), television advertising and consumer's patronage

b. Dependent Variable:

The empirical result above with t-statistic value of 33.027 and associated probability value of $.000 < 0.05$ indicates that there is There is positive and significant effect between television advertising and consumer's patronage of counterfeit drugs in Enugu State.

Decision Rule: The test statistics used in this hypothesis was regression analysis. The significance level below 0.05 implies a statistical confidence of above 95%. Therefore, we reject the null hypothesis once the P-value is ≤ 0.05 and accept the alternative hypothesis.

4.1 Summary of Findings

1. Facebook had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State.

- Twitter had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State.
- Television advertising had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State.

4.2 Conclusion

Based on the findings, the study concluded that all the applied variables are with one another such as facebook had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State. Twitter had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State. Television advertising had a positive and significant effect on consumer's patronage of counterfeit drugs in Enugu State.

4.3 Recommendations

The study recommended that online advertisers such as Jumia, Konga and OXL, should explore the possibilities of liaising with service providers such as MTN, Glo and Airtel to enable patronisers shop online on free or subsidized data charges. Government should establish an intermediate agency whose responsibility shall be the registration of expensive products bought online like cars or houses.

The study recommended that the pharmaceutical firms and other drug agencies should design their social media marketing/ online advertising in attractive texts, images and even videos to create better awareness of their various products and use government agencies to enforce counterfeit drugs. Pharmaceutical marketing executives should persuade customers on one-to-one bases to adopt the online transactions. It is also recommended that social media users should take advantage of the marketing opportunities present on social platforms and see them beyond mere social networking sites that help them stay in touch with friends and family members.

4.4 Contributions to Knowledge

Social media marketing is considered as a hot topic among researchers in the field of marketing. Due to its importance,



uniqueness, and rapid growth, marketers and researchers should pay special attention to this phenomenon and its strategic components. Many researchers have investigated social media from individual perspective but organizational-level research on social media has not grown as rapidly on area of social media marketing. Further, there has not been much research on social media marketing that employed mixed with online advertising. Therefore this study contributed to the academic field of marketing for expansion of literature. Since this study used various methods, it provided a more in-depth understanding of social media marketing usage in the organization context.

References

- Adnan, V.E & Adana, A (2016). The role of social media advertising in consumer buying Behavior: *International Journal of Commerce and Finance*, 2,(1), 81-89
- Birkner, C. (2011). Sharing the Love. *Marketing News*, 45(3), 11-12.
- Brown, R. (2009). Public relations and the social web: How to use social media and web 2.0 in communications. New Jersey: Kogan Page Publishers.
- Chen, L., & Chen, T.-L. (2012). Use of twitter for formative evaluation: Reflections on trainer and trainees' experiences. *British Journal of Educational Technology*, 43(2), 49–52.
- Corruthers, S. (2010) Building social authority in social media. Retrieved on October 10, 2011 from: http://ezinearticles.com/?expert=TJ_corruthersusted.
- Costa, C., Beham, G., Reinhardt, W., & Sillaots, M. (2008). Microblogging in technology enhanced learning: A use-case inspection of PPE summer school 2008. Proceedings of the 2nd SIRTEL'08 Workshop on Social Information Retrieval for Technology Enhanced Learning: SIRTEL'08 (Vol. 382). Aachen: CEUR-WS.
- Evans, M (2008). Consumer behavior towards fashion. *European Journal of Marketing*. 23(7), 7-16.
- Freund, Y & Williams, R. (1986). Experiments with a new boosting algorithm. In *Proceedings of the Thirteenth International Conference on Machine Learning*, 1,(1), 148–156
- Gao, F., Luo, T., & Zhang, K. (2012). Tweeting for learning: A critical analysis of research on microblogging in education published in 2008-2011. *British Journal of Educational Technology*, 43(5), 783–801.
- Hayta, A. B. (2013). A study on the effects of social media on young consumers' buying behaviors. *International Association of Social Science Research, Special Issue: HRM*, 2,(165
- Junco, R., Heiberger, G., & Loken, E. (2010). The effect of twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27(2), 119-132.
- Kahraman, M. (2010). Sosyal Medya 101, İstanbul: Mediacat 1.Bask
- Kalia, G. & Mishra, A. (2016). Effects of online Advertising on Consumers” *IOSR Journal of Humanities and Social Science*, 1,(21), 35-41.
- Kaplan, R., & Haenlan, D. (2010). Bias plus variance decomposition for zero-one loss functions. In *Proceedings of the Thirteenth International Conference on Machine Learning*, 1,(1), 275–283
- Katz, T.F. (1963) A.D.L. Activities of Daily Living. *Journal of American Medical Association*, 1,(185), 914-919.
- Kim, S., Williams, R. & Lee, Y. (2003). Attitude toward online shopping and retail website quality:



- A comparison of US and Korean consumers, *Journal of international consumer marketing*, 2,(1), 23-33
- Malik, M.E., Ghafoor, M.M., Iqbal, H.K., Unzila & Ayesha (2014). The impact of advertisement and consumer perception on consumer buying behavior” *International Review of Social Sciences and Humanities*, 6,(2) 55-64.
- MaQuail, D. (2011). *McQuail’s mass communication theory*. London: Sage.
- Melason, D. (2012). Facebook posts first earnings as a public company: \$ 1.18 billion in revenue, 955 million users Retrieved March 25,
- Mengko, L.P., Pangemanan, S.S & Tumbuan, W.J. F. A (2018). the impact of tv advertising towards consumer buying behavior in Manado: Faculty of economic and Business, International Business Administration, Management Program,6,(1), 61-70
- Ojobor, I. J. (2002). Mass communication theories. In C.S. Okunna (Ed.), *Teaching mass communication: A multi-dimensional approach* (1 – 26). Enugu: New Generation Books
- Okolo, V.O., Okafor, J.N., Obikeze, C.O & Nduka, C (2018). Influence of Online Advertising on Consumer Brand Awareness and Patronage of Financial Institutions In Enugu: *GSI*, 6,(8), 452
- Okoro, N.O. (2008). *The business of advertising*. Enugu: ACENA Publishers.
- Rehman, F., Ilyas, M., Nawaz, T & Hyder, S (2014). How facebook advertising affects buying behavior of young consumers: *Academic Research International*, 5(4), 34-45
- Reyneke, M., Pitt, L., & Berthon, P.R. (2011) Luxury wine brand visibility in social media: An exploratory study. *International Journal of Wine Business Research*, 23 (1), 21-35.
- Rogers, E. M. (1962). *Diffusion of innovations* (4th Ed). New York: Free Press.
- Rogers, E. M. & Shemakers, D (2003). *Diffusion of innovations*: New York, NY: Free Press
- Schumann, D. W. (2016). Program impact on attitude toward TV commercials. In J. Seagert (Ed.), *Proceedings of the Division of Consumer Psychology* (67-73). Washington, DC: American Psychological Association
- Smith, J. E., & Tirumala, L. N. (2012). Twitter’s effects on student learning and social presence perceptions. *Teaching Journalism and Mass Communication*, 2(1), 21–31.
- Sonkusare, G (2013) Impact of television advertising on buying behaviour of women consumers’ With special reference to FMCG Products] Chandrapur city: *International Journal of Business and Management Invention*, 2(3), 55-67
- Tuten, T.L. (2008). *Advertising 2.0 social marketing in a web 2.0 world*. London: Praeger.
- Whaders, D., & Saravanan, J. (2016). Actively searching for an effective neural-network ensemble. *Connection Science*, 8 (3/4), 337–353.
- Woodcock, N, & Green, A. (2010). Social CRM as a Business Strategy, *The Customer Framework*”. Retrieved at <http://customerframework.com>