REFERENCES


11. Cha J. (2010). Factors affecting the frequency and amount of social networking site use: Motivations, perceptions, and privacy concerns, First Monday, 15(12), 2-16


35. MOHAMED, N., & MOBASHERI, S. Perceptions of E-Marketing, Social Media, Individuals and Purchase Intention–What Can We Learn From Research?., Mathematics and Computers in Contemporary Science, 166-172
40. Nikolova, S. N. (2012). The effectiveness of social media in the formation of positive brand attitude for the different users.
42. monographs, 52, 334-346.
43. Park, N. K., & Valenzuela, K. S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications,
and social outcomes. *Cyberpsychology and behavior, 12*(6), 729-733. 
http://dx.doi.org/10.1089/cpb.2009.0003


46. PKotler, H Kartajaya, I Setiawan – 2010, Marketing 3.0: from products to customers to the human spirit 4
   http://www.smartplanet.com/blog/bulletin/10-universities-that-have-mastered-social-media/417


51. Schivinski, B. &Dabrowski, D. (2013). The Impact of Brand Communication on Brand Equity Dimensions and Brand Purchase Intention Through Facebook. Gdansk University of Technology, Faculty of Management and Economics, Department of Marketing


Online and offline social networks: use of social networking sites by
55. TAPSCOTT, Don and WILLIAMS, Anthony D., Wikinomics: How Mass
use Myspace and Facebook through uses and gratifications theory.
57. Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The
effects of social media marketing on online consumer behavior.
International Journal of Business and Management, 8(14), 66.
Internet users’ adoption of Internet television in Taiwan, *First Monday*,
11
19/1239 accessed 20 November 2006.
59. Wang, Y., Niiya, M., Mark, G., Reich, S. and Warschauer, M.
(2015). Coming of Age (Digitally): An Ecological View of Social Media
Use among College Students, *ACM Conference on Computer
Supported Cooperative Work and Social Media (CSCW’15)*
62. International Telecommunication Union (ITU), “Percentage of
individuals using the Internet, fixed (wired) Internet subscriptions, fixed
(wired)-broadband subscriptions,” 2011, accessed July 13, 2012,
63. Online and upcoming: the internet’s impact on India, report published
by Mckinsey global institute, December 2012.
64. http://www.comscore.com/Insights/Press_Releases/2012/8/In_India_1_
in_4_Online_Minutes_are_Spent_on_Social_Networking_Sites
73. https://www.techopedia.com/definition/4837/social-media

Books
Prentice Hall, Upper Saddle River, NJ.