3.1 INTRODUCTION:

The chapter reviews the various empirical literatures available on the subject of rural marketing & its strategy. The literature on the subject is very large and it has been delimited to review some important literature to trace the core issues. On the basis of the identified issues, objectives were drawn to prosecute a fresh study in the study region. A literature review is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews were secondary sources, and as such, do not report any new or original experimental work. A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology; and an unbiased and comprehensive view of the previous research on the topic. Keeping in mind all the criteria, the researcher has focused on various important factors of different literatures, which were mainly:

1) Awareness
2) Perception
3) Search and Shopping Behavior
4) Advertising Effects
5) Consumer Attitude Towards Social Networking Sites

3.1.1 AWARENESS:

Vanitha Swaminathan, et. al, (2012), In their paper entitled “The Internet and Consumer Buying Behavior: A Research Framework and Analysis”, the antecedents to electronic exchange in the online context were examined. Secondary data from an e-mail survey were analyzed. The study had implications for both theory and practice. The findings extend our knowledge of factors influencing marketing exchange from the traditional setting to the
internet context. In addition, the findings regarding factors enhancing the propensity to shop online had implications for internet retailers seeking to enlarge their online customer base. This study used secondary data based on an e-mail survey conducted by the Georgia Visualization and Usability Center at Georgia Tech of approximately 5000 respondents. The respondents were invited to participate in the e-mail survey through announcements on Internet related newsgroups, banners randomly rotated though high-exposure sites banners rotated through advertising networks, announcements made to the www-surveying mailing list, a list maintained by GVU's WWW User Surveys composed of people interested in the surveys, and announcements made in the popular media. The results of the study shown that social interaction as a shopping motivation deters consumers from shopping frequently ($b_1 = 0.48$, $p<0.01$) and from spending money on the Internet ($b_1 = 0.64$, $p<0.01$). These consumers were likely to treat the shopping experience as a social experience.

On the other hand, consumers who valued convenience tend to use the Internet to purchase goods frequently ($b_1 = 0.55$, $p<0.01$) and they seemed to spend more money ($b_1 = 0.55$, $p<0.01$) in the electronic transactions. The result regarding the importance of convenience as a motivator of internet shopping was interesting from the perspective of enhancing our understanding of shopping motivations in the internet context.

Alok Gupta, et al, (2012), In their paper entitled “Risk Profile and Consumer Shopping Behavior in Electronic and Traditional Channels”, Analyses of results shown that after making purchases through one channel, electronic or traditional, risk-averse consumers tended to be more loyal customers than risk-neutral consumers. Observations from the model, confirmed by numerical examples, shown that under certain channel characteristic values, the two types of consumers exhibited split channel behavior—risk-neutral consumers preferred one channel and risk-averse consumers prefer the other. In this paper, they developed an economic model of consumer shopping decision that takes into account consumer risk profiles and the substitution effects of economic factors such as prices, product range, ease of product evaluation, and product acquisition time. An examination of these substitution effects highlighted the importance of quick delivery for online shopping, especially
when the product in question required long lead-time, as is the case with customized or rare items. By focusing on substitution effects of various economic factors and consumers' risk-aversion in online shopping environments, the researchers proposed that retailers wishing to attract customers should develop strategies that segment consumers into two types: risk-neutral or risk-averse.[2]

Marizeih Zenddehdel, et. al.,(2011), explored three dimensions of trust that affected consumers' attitude towards online shopping and online shopping intention in Malaysia. Data was collected from students' samples in Malaysia. SEM (Structural Equation Model) was used to test the hypotheses and confirmed the fit of the model. Questionnaire was developed using a 5-point Likert scale from the literature, and questions were designed for each single construct. The reliability of each measurement was confirmed by means of the pretest. The researcher has examined the variety of dimensions like integrity, ability and benevolence where the hypotheses were tested on the bases of variables like the attitude towards online shopping. The model for testing the data was relative chi-square test. The researcher found that there were only two factors for explaining attitude towards online shopping, which were integrity and ability; and there was no significant in consumers' attitude towards online shopping based on benevolence; however, there was a relationship between attitude toward online shopping and online shopping intention.[3]

Joanna Phillips Melancon, (2011), in his study entitled “Consumer profiles in reality vs fantasy-based virtual worlds: implications for brand entry”, Virtual environments (VEs) were computer-based, three-dimensional virtual worlds where users created avatars and interact socially and competitively within the environment. Users spent millions of dollars every year consuming items for their avatars. Marketers had begun offering branded items in these communities with mixed results. The purpose of this paper was to examine motivational, usage, and demographic differences in VEs across two popular VE types: reality and fantasy-based platforms. The variables for the study were Virtual worlds, Consumer behaviour, Virtual environments, Interactive
marketing, Avatars, User motivation, Branding. A sample of 106 users of reality and fantasy based VEs was collected using an online survey methodology. Results indicated that both reality and fantasy worlds were outlets for escapism and immersion. Reality VE users were more motivated to seek social relationships with other users and were more highly involved in the VE than fantasy users. Fantasy-users were motivated by achievement and manipulation of others and were slightly more likely to be male, younger, and engage in the VE with members of their household. Little empirical work addresses successful marketing strategy in VEs, although hundreds of brands had entered these worlds. This research was the first to consider VE type and user motivation, usage, and demographics in the framing of marketing messages.[4]

Carlota Lorenzo-Romero, et. al, (2011), studied factors affecting the acceptance of social networking sites (SOCIAL NETWORKING SITES), analyzed users’ practices and behavior in these environments and assessed the degree of acceptance of SOCIAL NETWORKING SITES in The Netherlands. An extended technology acceptance model (TAM) was used to analyze the factors influencing the level of acceptance and use of SOCIAL NETWORKING SITES applying a structural equation modeling technique. Data were collected by means of an online national survey among Dutch SOCIAL NETWORKING SITES users. Results support all hypotheses with positive relationships and influence between analyzed constructs; the only exception was the hypothesis on the relation between perceived risk and perceived usefulness. The survey was conducted in The Netherlands. This research was considered as the basis for a more extensive research, covering other geographical were as that produced results allowing more specific and accurate predictions regarding the acceptance of SOCIAL NETWORKING SITES as marketing management tools.[5]

Carla Rossi, (2011), aimed to outline the managerial challenges faced by the organizations interested in leveraging knowledge and creative talent embedded in online customers’ communities to sustain innovation in b-2-c industries. Through a detailed case study analysis of a leading food producer who
launched an online open collaborative platform to gather users’ idea for new products the paper aimed to highlight the transformational effort that firms had to make in order to leverage knowledge absorption from customers in the context of innovation. The paper suggested potential strategies for conventional companies to engage consumers in knowledge (co-creation) and collaborative innovation processes, formulating some hypothesis that could support an interpretative model of the capabilities needed to develop, maintain and increase customers’ engagement in the exchange. On the basis of the case analyzed, the paper suggested some managerial actions that could be adopted to facilitate customers’ engagement in processes of collaborative learning and innovation, outlining the potential barriers (in primis managerial reluctance) that could prevent a successful result.⁶

Hong-Youl Ha, et. al, (2010), employed a cross-cultural perspective to explored alternative explanations in the development of the online repurchase intentions model. The proposed constructs of alternative models dialed with key online consumer behavior variables such as customized information, web use applications, online service and perceived interactivity which lead to the formation of purchase intentions. These variables form the theoretical foundation for four alternative models. To test these four alternative models 448 online consumers were surveyed in 2007. Structural equation modeling was used to test these models. The results demonstrated that the power of customized information lies in its ability to influence consumer satisfaction and perceived interactivity, were proximate to repurchase intentions. The results also shown that the link of satisfaction and repurchase intentions provided a meaningful empirical representation of the hierarchical sequence in which the cycle of customer repurchasing process i.e. satisfaction, attitude, repurchase and intentions is related. This was the first study to examine online repurchasing models using alternative explanations. By structuring such alternative models, McKenzie argued that researchers might be better able to judge how the evidence relates to each alternative view. The present approach could be viewed as a significant early step on the path toward a comprehensive understanding of online consumer behaviors in new information communication technology.⁷
Rajalakshmi Kanagavel, et. al, (2010), explored how college students create identity for themselves in the virtual world and how they related to others online. It analyzed the cultural differences from the youth perspective in both the countries and discussed whether social networking sites isolated youngsters from the society or help them to build relationships; the participation in these sites were also explored. Survey technique, interview, and online observation were the research methods used. Findings were that Indian students spend more time in these sites than Dutch students and Dutch students participate more actively than Indian students. It was also found that virtual interaction taking place in these sites is just a supplement to real life interaction.8

Yann Truong, (2009), evaluated the applicability of the Theory of Planned Behaviour (TPB) model in predicting user acceptance of online video services. Few studies had applied the TPB model within this context, even though the model has proven to be effective in predicting technology adoption. Validating the TPB model would improve the understanding of both academics and practitioners of the most influential antecedents of user acceptance. Past studies had demonstrated the importance of integrating user needs and behaviour as a requirement for building successful user-centric online services. Structural equation modeling was used as the main statistical procedure for data analysis. The results of the study confirmed that the TPB model was viable in predicting user acceptance of online video services. The findings also revealed that perceived behavioural control was the highest contributor to predicting intention to use online video services. Attitude toward use and subjective norm were found to have moderate predictive power, mostly because online video services present obvious benefits to users and were consumed privately. The variables were technology adoption, online video, online television, web TV, Theory of Planned Behaviour, user acceptance of online videos. TPB constructs and references, KMO and Bartlett's test, Rotated component matrix, Inter-construct correlations, Model fit and hypothesis testing, Final model with regression weights. This study used the TPB model to predict user acceptance of online video and TV
Despite a three-digit growth in online video and TV services over the span of a few years, little research has investigated the factors influencing the use of these services, and the findings of this study contributed to a better understanding of the antecedents of online video use. In particular, the findings helped practitioners to understand and focus on the factors that contribute most strongly toward the use of online video and TV services. The results showed a greater influence of perceived behavioural control on intention to use this type of services. The effects of attitude toward used and subjective norm were positive, but more moderate. This model had never been applied to online video and television services. Given the exponential growth of this type of service, applying the TPB is appropriate, and this study used the TPB to predict intention to use online video and television services.\(^9\)

Dr. David Beer (2008), edited the special section to the social networking sites from the issue of the journal danah boyd and Nicole elision (2007). Through the analytical study they had been identifying the idea of exemplified by the kind of discussions taking place on the email groups associated with the internet researchers. They intended the provocation for the debates relating to the direction in which the study of SOCIAL NETWORKING SITES seems to appear. An attempt had been made to simplify and clarify the definition of the social networking sites and in which were as it differs from the other forms of computer-mediated communications (CMC). The other theory which was revisited is about the separate behavior online and offline living. it has also made contention over the SOCIAL NETWORKING SITES friendship and the disconnection from the actual friends. In the context of business, they can get the information produced through the routine engagements of the public with SOCIAL NETWORKING SITES whether it's a supermarket of any online purchasing transaction. Conclusion of the study was that there is very little awareness and sense of the online networks in the society.\(^10\)

Eric K. Clemons, et. al, (2007), studied about the confluence of changes had reduced the impact of traditional advertising and the modern advertising and the whether the reduction in the impact of advertising was the result changes
in the consumer purchasing alternatives on the consumer purchasing behavior and the changing status-signaling value of many possessions and some were due to changes in consumers' trust of paid messages. The study had been conducted by examining various variables like alternative advertising. The study also focused on the reaching consumers through the advertising is significantly more difficult than in the past and the mis-interpreting implications of failed advertising and the questionable value of social networking websites. The study also examined the websites whether had the value by analyzing the selling something, selling information about the things: peerage and purchase, people to people, things to things. \(^{[11]}\)

Ravi Sen, et. al, (2006), defined buyers' online search strategy as using one or more of these tools to search for lower prices, and empirically investigates the validity of economics of information search theory in explaining buyers' choice of a particular online search strategy. The study found those buyers' attitudes toward the price offered by their preferred online seller, their perception of online price dispersion, and their awareness of shopping agents have a significant effect on their choice of online search strategy. An understanding of buyers' choice of online search strategies helped an online seller to estimate its expected probability of making an online sale, optimize its online pricing, and improve its online promotional and advertising activities. The empirical study was constrained by the assumptions inherent in the statistical model used for the empirical part of this paper, the use of students as subjects for the study, and focused on B2C e-markets for frequently purchased undifferentiated products. Therefore, the results obtained in the study should be interpreted within these contexts. \(^{[12]}\)

Security Spotlight, (2005), discussed recent noteworthy threats that users might be encountered and should be aware of while surfing the web, the article here discuss about the Facebook and the popularity of the websites over the members and the growing trend of the social networking sites. It had also taken into consideration variables like the brand awareness and the transformation of the applications from traditional market to the developed e-market and the vision of making the platform materialized in form of the
market and the business. The study concluded that the use of Facebook and the other social networks in business were the upcoming and the latest models of the business.[13]

Francisco J. Martínez-López, et. al, (2005) empirically tested the sequence of effects based on the standard learning hierarchy to explain consumers’ online buying-related responses. It also analyzed the moderating role that consumers’ internet expertise can play on the formation of both their affective and buying-related responses towards this medium. This study posed a conceptual model which was tested by means of LISREL. The data used come from a questionnaire applied to American and Spanish internet users. These two countries have been selected taking into account their differences regarding their degree of internet expertise. The variables for the study were Consumer behaviour, Electronic commerce, Internet, Shopping. Of a total of more than 700 questionnaires returned, 652 of these (123 American students from the University of Northern Illinois, Chicago, USA; and 529 Spanish students from the University of Granada, Spain) passed the screening and filtration process. The modeling approach appeared to be adequate to explain online consumer behaviour. Moreover, different levels of consumers’ internet expertise determine, in general, the predominance of the central or the peripheral route within the formation of their affective and behavioural responses to this medium.[14]

Hamisah Haji Hasan, et. al, (2004), examined the relationship between consumer personality and cultural dimensions to that of purchasing behavior through cyber advertising. A survey was conducted in the Subang Jaya, Puchong and Kuala Lumpur wereas. A survey was conducted in the middle of September 2004 and 504 completed questionnaires were returned by early November 2004. A 12-pages questionnaires survey forms were distributed to respondents chosen through simple random sampling from amongst the Internet users from the Subang Jaya, Puchong and Kuala Lumpur wereas. The sample was relatively homogenous in terms of its demographics and thereby helps enhance internal validity. Appropriately the simple random sampling was chosen since the purpose of the study was to test the relationships among
the variables Spearman Correlation Coefficients was used to analyze the data. The study showed as suggested by Krugman's Low Involvement theory, high involvement products and attitude towards Internet contributed significantly to the purchasing behavior through cyber advertising. Thus indicating the Internet to be better suited for high involvement products and services as well as help increase the tendency to purchase products and services online. The study examined the relationship between consumer personality and cultural dimensions to that of purchasing behavior through cyber advertising. (Calder, Phillips and Tybout 1981). The questions consisted of both open-ended and close-ended questions. The variables for the study were the demographic profile of the respondents, purchasing through the cyber ads. In this study an attempt had been made to understand the online purchasing behavior of consumers in country, the amount that they had spent on online purchasing, the frequency of their online purchasing activities and the products that they had purchased. This finding suggested that online purchasing was fast emerging as an important media choice for certain products/services. The result also implied that the Internet medium was better suited for high involvement products/services especially in the Informative category. This further suggested that cyber advertising was able to fulfill consumers' information needs. While the percentage of online shoppers were still very low, however as the growth rate of Internet users in Malaysia increased, there is a possibility of the increase in online purchasing.\[15\]

Fred K Beard, (2003), little research had focused on college students' attitudes toward advertising's ethical, economic, and social consequences over the last two decades. Exploring and tracking the attitudes of college students toward advertising is important, however, for several reasons. College students represent an important segment of consumers for many marketers, negative attitudes toward advertising on the part of college students could lead to their support for restrictive regulation in the future, and there were potentially negative consequences concerning the effects of advertising that college students uniquely shwere with other youth markets. The results of this study – a differentiated replication of an earlier study of college students in the late 1970s – indicate the salience of various beliefs that help determine attitudes
toward advertising and provide a useful benchmark for future studies. The implications of the study's findings for advertising practice and future regulation were discussed. The variables for the study were advertising, advertising regulation, college students, consumer skepticism, ethical consequences, Generation Y. The sample of 129 students contained a larger percentage of females (63.8%) than did Larkin's (1977) sample of 80 students (42.5%), although it was otherwise demographically similar. The data were analyzed using Q-mode factor analysis and certain attitudinal dimensions, as opposed to the clusters of attitudes produced by the more commonly used R-mode factor analysis. Beliefs regarding advertising and its ethical consequences and characteristics were not as salient for the students in the present sample as they were for the students in the original study. [16]

Ian Phau, et. al. (2000), focused on the shopping experience of the online consumers. There were various dimensions of the study were low outlay, frequently purchased goods, high outlay, infrequently purchased goods. Other dimensions for the research was the value propositions tangible or physical, value propositions intangible or informational, value proposition tangible or physical, value proposition intangible or informational, another dimensions for the study were about the differentiation of the higher or the lower potentials about different products and the services which were available online. The study presents the findings of an empirical investigation of Internet shopping in Singapore. Specifically, Internet buying behavior was compared between potential Internet buyers and non-Internet buyers. It was found that the classification of different types of products and services will significantly influence the consumer choice between a retail store and Internet shopping mall. Products and services that have a low outlay, were frequently purchased, have intangible value proposition, and relatively high on differentiation were more likely to be purchased via the Internet. Based on the analysis and results obtained from the study, some recommendations were presented to retailers who were interested in selling their products via the Internet. [17]
3.1.2 PERCEPTION:

Jiunn-Woei Lian et. al, (2013), attempted to understand why consumers rarely shop online. Innovation resistance theory is employed in this study. Results of the survey utilizing a questionnaire among the 172 members of study case indicated that value and tradition were major barriers toward use intention. Significant differences in usage barrier and image barrier exist between different non-adopted groups. On average, rejecters group have the highest barriers, followed by opponents, and postpones. Finally, there exist significant differences in usage, value, tradition, and image barriers between adopters and non-adopters toward buying experience goods online. These findings provide a better understanding of consumer's attitude toward buying experience goods online.\cite{Jiunn2013}

Johanna Gummerus, et. al, (2012), studied the effect of customer engagement behaviors on perceived relationship benefits and relationship outcomes. An online survey of members of a gaming Facebook brand community, resulting in 276 usable responses from gaming customers. Customer engagement was divided into “Community Engagement Behaviors” (CEB) and “Transactional Engagement Behaviors” (TEB). In addition, three relationship benefits were identified: social benefits, entertainment benefits and economic benefits. The engagement behaviors largely influenced the benefits received. Furthermore, the mediation analysis results shown that the influence of CEB on satisfaction was partially mediated by social benefits and entertainment benefits, while the effect of TEB on satisfaction was fully mediated through the same benefits. The effect of CEB on loyalty is mediated through entertainment benefits. The variables for the study were the Consumer behaviour, Social media, Social networking sites, Brands, Communities, Brand community, Facebook, Customer engagement, Relationship benefits, Customer loyalty, Customer satisfaction The findings were limited to one brand community. The findings had implications for further research on customer engagement. Practical implications – The paper's findings gave ideas about how firms could have utilized Facebook communities to enhance satisfaction and loyalty by offering the right kinds of relationship benefits. Managers were encouraged to study
customer engagement behaviors on, and perceptions of, all channels and to utilize this information for the development of their social media strategies.\textsuperscript{[19]}

Hyun-Hwa Lee, et. al, (2012), reviewed the important role in influencing consumers’ purchasing decisions by providing a wealth of information about products and services. Framed by uncertainty reduction theory, the purpose of this paper was to examine consumer perceptions of online consumer reviews and effects on consumer attitudes and usage behaviors in relation to individual characteristics. Data were randomly collected from 1,930 US online consumer review users using an online survey the variables for the study were the Online consumer review, Benefits, Costs, Uncertainty reduction, Information processing confidence, Consumer susceptibility to interpersonal influence, Electronic commerce, Consumer behavior. The researchers found that consumers perceived benefits and costs from online consumer reviews and that both benefits and costs influenced consumer attitudes toward, and usage behaviors of online consumer reviews. Individual characteristics – confidence in the information process and consumer susceptibility to interpersonal influence – were shown to determine how online Consumer reviews were perceived.\textsuperscript{[20]}

Ranadeva Jayasekera, et. al, (2011), aimed to gather the perspectives of students on social networking sites as a form of marketing and draw on their views to establish implications and practical recommendations for marketers. Viral marketing, often used interchangeably with the term word-of-mouth marketing, had been defined as “a form of peer-to-peer communication in which individuals were encouraged to pass on promotional messages within their social networks”. By using questionnaires and focus groups interviews, the study ascertained that companies which were active in social networking sites developed a positive effect on customer attitudes, particularly brand perception, but had little to no effect on the actual customer behavior patterns. It was also concluded that social networking sites suggested an efficient alternative channel for marketing purposes.\textsuperscript{[21]}

Ishfaq Ahmed et. al, (2011), implied the exploration of relationship between Social Networking Sites usage and educational performance of the student
users. A sample of one thousand students was selected from different universities of Pakistan. In first step of Multistage Sampling Technique, simple random sampling technique was used to select 6 universities i.e. 2 from private sector and 4 from public sector. To form clusters, these universities were further divided and each cluster consisted of four faculties i.e. faculty of social sciences, faculty of engineering, faculty of business/management sciences and faculty of natural sciences. Simple random sampling was done at last stage of multistage sampling. Personally administrated questionnaires were used as data collection tool and 73% students responded back. Conclusion drawn is that student manage their time efficiently and fulfill their study requirements effectively, hence use of Social Networking Sites did not have an adverse impact on their academic performance. Out of total 1000 distributed questionnaires, 730 fully completed questionnaires were received back. And the research has been conducted by making frequency distribution of respondents’ personal information like age, gender, degree, types of institute, discipline and the year of degree. The other parameters for the study were the extent of internet usage, number of hours spent on internet and the SOCIAL NETWORKING SITES usage and the other parameters for the study of the social networking activities and the extent of involvements were the number of the social networking sites used, most visited social networking sites, the time spent on the social networking sites and the purpose of using social networking sites. The academic costs of the social networking sites had been studied with certain parameters like number of hours spent on studies, extent of studies, enjoy time spent on studies, love for learning and balance time between studies and SOCIAL NETWORKING SITES usage. The perceived academic performance was measured by the maintenance of class performance, meeting studies’ targets, covering syllabus with little time devoted to studies, others get impress by class performance and the competing well in studies. The study concluded their SOCIAL NETWORKING SITES were mainly used for non-academic purposes by the students. The findings suggested that the students were managing their time efficiently and that is why the use of the Social Networking Sites does not harm their academic performance of the students. [22]
Louise Kelly, et. al, (2010), examined the differences of the avoidance of the advertisements and the attitude towards advertisements and the avoidance of the advertisements. The objective of the study was to find out the perception of the advertising on the social networking sites. The qualitative exploratory study had been conducted as there was limited research available regarding the consumer perception of these sites. The acceptance rate was high, with a total of 23 teenagers participating in the mixed-gender focus groups, and a further 8 teenagers sharing their thoughts in in-depth interviews. The study of respondents profile was also conducted about the demographic variables of the teenagers like age, gender, social networking platform, length of involvement in social network site and the amount of time per week spent on the social network sites. The results combined both focus group and individual interview data collection methods. Overall, the participants in both the focus groups and the in-depth interviews believed they spent too much time on their online social networking sites which represented wasted time that could be more productively spent. The reasons for avoiding the advertisement were advertising clutter, negative previous experiences, and lack of interest in the relevant products. The model of advertising avoidance in the online social networking environment was used to draw the conclusion for the avoidance of the advertisements among the teenagers. 

Louise Kelly, et. al, (2010), carried out the study based on combination of both focus group and individual interview as data collection methods. Overall, the participants in both the focus groups and the in-depth interviews believed they spent too much time on their online social networking sites. Although driven there through boredom, they were nonetheless concerned that it represented wasted time that could be more productively spent. For the ensured data as reliable and valid, the member check were done by the moderator summarizing the data checking with the group to ensure that they agreed with the interpretation. The key findings of the study were that the teenagers avoid advertising on the social networking sites, teenagers were annoyed by the advertisements that suddenly pop up or make noise, they accept the advertising as the cost of being able to use the sites for free, they
enjoyed the advertisements that engaged them with games and they would not give out personal information to win prizes from these games.\textsuperscript{[24]}

Man-Ling, et. al, (2010), proposed to determine the alternative types of online shopping motivations to address the online shopping context, by integrating previous studies and characteristics of online shopping. Besides, adolescents usually formed their judgments and made decisions based on not only their own evaluation but also others’ perceptions and thus, their involvement and subjective norm were treated as moderating effects. The findings indicated that shopping motivations of role enactment, sensory stimulation, and choice optimization were significantly and positively associated with utilitarian shopping perceptions. Social interaction and emotional utility were positively and significantly related to hedonic perception. The variables for the study were Shopping motivation, shopping perception, involvement, subjective norm, online shopping. In addition, our results support the moderating effect of involvement on the relationships between sensory stimulation and hedonic perception, emotional utility and hedonic perception, as well as choice optimization and utilitarian perception.\textsuperscript{[25]}

Rebecca J. Larson, (2009), examined the perception, brand awareness, communication, the balance of power has shifted from traditional media to the new social media and there were variables which were examined like customer loyalty, increased sales, desire for long term profitability and the new media technologies that were changing the way communication and information sharing occur. On the basis of various case studies, the conclusion had been drawn that viral marketing was here to stay and the tools, techniques and support were available to embrace and profit from the incorporation of the viral marketing and social media into an integrated marketing and communications strategy.\textsuperscript{[26]}

Fue Zeng et. al, (2009), investigated the impacts of social identity and group norms on community users' group intentions to accept advertising in online social networking communities. By outlining how this type of group intention could influence community members' perceptions and value judgments of
such advertising, this study delineated possible mechanisms by which community members may respond positively to community advertising. The authors tested the proposed theoretical framework on a sample of 327 popular online community users in China and obtain general support. The 327 study participants, recruited by a snowball procedure by four research assistants, vary in age from 22 to 31 years (mean age = 26.7 years). Each participant was enrolled as a member in his or her most visited community site for at least three months and spent at least four hours a week there. On average, participants (48.8% female, 90% between 20 and 29 years of age) had been members of their communities for 1.56 years and spent 6.2 hours a week in them. The first CFA model (Model 1) includes evaluative social identity, affective social identity, cognitive social identity, group norms, and group intentions. The second CFA model (Model 2) includes perceived ad value, perceived ad relevancy, and responses to community ads.\textsuperscript{27}

Eduard Cristobal, et. al, (2007), The objectives of this article were to develop a multiple-item scale for measuring e-service quality and to study the influence of perceived quality on consumer satisfaction levels and the level of web site loyalty. First, there was an explanation of the main attributes of the concepts examined, with special attention being paid to the multi-dimensional nature of the variables and the relationships between them. This was followed by an examination of the validation processes of the measuring instruments. The variables for the study were Internet, Electronic commerce, Customer satisfaction, Consumer behavior, User studies. The 461 samples were taken for the study through the simple random sampling and the data were collected through Personal interview; semi-structured questionnaire. The validation process of scales suggested that perceived quality is a multidimensional construct: web design, customer service, assurance and order management; that perceived quality influences on satisfaction; and that satisfaction influences on consumer loyalty. Moreover, no differences in these conclusions were observed if the total sample is divided between buyers and information searchers.\textsuperscript{28}

Catherine Demongeot, et. al, (2006), used the theory-building approach to
understand how consumers perceive their experience of the navigation of an online shopping environment and it has identified the facets which make up their experimental intensity. The study had taken the think-alouds with in-depth interviews; four dimensions of experiential intensity were found i.e. a shopping navigation as an experience, a tool, an environment and a dialogue between shopper and website. The study had focused on various variables like the experiences, vividness, interactivity, aesthetics, experiential intensity, context familiarity, product presence, visual impact, site-user understanding. Verbalizations of experiential elements were present among all 19 respondents. The study concluded that the consumers’ perceptions of the experiential qualities of retail web sites were strongly anchored in the context of the shopping activity. [29]

George N. Ladorlos, et. al, (2006), examined the factors determining e-consumers re-purchasing behavior in the e-business to consumer market through the theory of planned behavior (TPB) this study adopted a quantitative methodological approach within the context of the online CD, Books, Music, Magazines and DVDs purchasing industry. They had surveyed 211 consumers who had been the prior consumers of the same product range. They had also analyzed the consumer behavior on the internet, online brand loyalty, the factors affecting the consumer’s online purchase decision, price, trust and security, convenience, experience of the e-commerce. It had also tested the experience hypotheses that are H1: the more experience the consumer has with the internet the weaker the consumers’ beliefs about the importance of security in their purchasing decision. H2: the more experience the consumer has with the internet the weaker the consumers’ beliefs about the importance of the price in their purchasing decision. Convenience: H3: high perceived convenience on an e-tailer’s site positively influences consumers’ attitude to purchase commodities online. Security: H4: high perception of security on an internet site positively influences consumers’ trust. Price: H5: the stronger the perceived price/value for a consumer in an e-retailer, the greater the attitude to purchase. Trust: H6: High perceived trust in an e-retailer positively influence consumers’ attitude to buy. The effect of attitude on intent, attitude to buy, H7: The more positive the consumers' attitude towards an e-retailer, the stronger

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their intent to re-purchase. Data were collected by using self-administrated questionnaires distributed using purposive sampling. Therefore, a ‘typical case’ sample of consumers who have previously purchased CD, books, music, magazines and DVDs online was used (N=211). As a test for reliability of construct measurement, Cronbach’s alpha is typically used (Nunally, 1967). Therefore, the attitude variable data was measured for reliability using Cronbach’s alpha – this was selected due to the large number of question items that were used to evaluate the consumers’ attitude towards e-brand loyalty. Exploratory factor analysis was conducted as a means of data reduction, to see if the face validity of the items held (Pallant, 2001). The items of the attitude scales were subjected to principal component analysis (PCA) using SPSS. Prior to performing PCA the suitability of data for factor analysis was assessed. The Pearson correlation matrix was used to state the relationship between the variables in the research model and illustrate the relationship between the factors constituting the overall attitude variable, and the other overall variables used for this study. Preliminary analysis was performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. This study investigated the factors determining consumers’ intent to re-purchase in the online environment, specifically within the commodity market. The primary research undertaken for the purpose of this study enabled a further exploration of consumers’ experience, beliefs, attitudes and intent to purchasing and repurchasing. Overall, the results of this primary research for Hypotheses 3, 4, 5, 6 and 7 were in line with the expectations stated. However, Hypotheses 1 and 2 were not supported by this study’s primary research despite being supported in previous research studies.

Noreen Siddiqui, et al. (2003), highlighted the difference in retail and the consumer perception of fashion web sites. Whereas of the concern include the overall web page design, level of interactivity, absence of information about fashion trends and the inconsistency across web sites. The paper concluded that the fashion retailers were utilizing the internet mainly as a communications channel only and were failing to add value to their brand. Fashion web sites were not utilizing the benefits of the virtual medium and were failing to create an exciting online offer. Retailers did not recognize the
importance of online positioning or the potential to integrate online and offline marketing activities.\(^{[31]}\)

### 3.1.3 SEARCH AND SHOPPING BEHAVIOR:

Hsiu-Hua Cheng, et. al, (2013), explored antecedents of intention to participate in online group-buying and the relationship between intention and behavior. The research model was based on planned behavior theory, electronic word-of-mouth, network embeddedness, and website quality attitude. An online survey was administered to 373 registered members of the ihergo website. Data was analyzed using the partial least squares method, and analytical results demonstrated that for potential consumers, experiential electronic word-of-mouth, relational embeddedness of the initiator, and service quality attitude influence intention to engage in online group-buying; for current consumers, intention to attend online group buying is determined by the structural and relational embeddedness of the initiator, system quality attitude positively affects intention, and intention positively affects online group-buying behavior. This study proposed a new classification of electronic word-of-mouth and applies the perspective of network embeddedness to explore antecedents of intention in online group-buying, broadening the applicability of electronic word-of-mouth and embeddedness theory.\(^{[32]}\)

Robert J. Kauffman, et. al, (2012), studied the dynamics of one instance of dynamic pricing - group-buying discounts - used by MobShop.com, whose products' selling prices drop as more buyers place their orders. They collected and analyzed changes in the number of orders for Mob Shop-listed products over various periods of time, using an econometric model that reflects our understanding of bidder behavior in the presence of dynamic pricing and different levels of bidder participation. The variables for the study were: bidding, dynamic pricing, electronic markets, group-buying discounts, Internet-based selling, market microstructure, online retailing, pricing mechanisms. They found that the number of existing orders has a significant positive effect on new orders placed during each three-hour period, indicating the presence of a positive participation externality effect. They also found evidence for expectations of falling prices, a price drop effect. This occurred
when the number of orders approaches the next price drop level and the price level for transacting will fall in the near future. The results also revealed a significant ending effect, as more orders were placed during the last three-hour period of the auction cycles. They also assessed the efficacy of group-buying business models to shed light on the recent failures of many group-buying Web sites.\(^{[33]}\)

Steven D'Alessandro, et. al, (2012), investigated the impact that perceived risk and trust had on online purchasing behavior, in particular the nature of purchasing associations within the expensive, complex, high risk and credence products such as gemstones. This study applied the models of Jarvenpaa et al. (1999) and van der Heijden et al. (2003) to develop a conceptual framework for determining the relationship between perceived risk, trust, and the online purchasing behaviour of gemstone buyers. The study further indicated the relationship between these three salient constructs. The conceptual model suggested that a number of factors influence perceived risk, type of internet marketing strategy sellers' use, and privacy and security concerns. Propositions in the model include internet fraud protection as an antecedent of trust. The model also proposed that perceived risk has a negative impact on trust, on online purchasing behaviour, and that trust had a positive impact on the online purchases. In order to develop the measures and increase the validity of the study preliminary research was conducted with 79 gemstone sellers in Thailand. In depth interviews were used to develop the questionnaire items of the study. Out of 1,055 potentials, 160 were inactive, resulting in 895 live e-mail addresses. From these 895, 134 people replied, representing a 15 per cent response rate. This response rate is within the acceptable range for online surveys. An online survey of purchases of Thai gemstones was used to collect the data. Partial Least Squares was used to test the conceptual model of the study. Key variables for the study were Internet marketing, Internet retail, Organizational buying behaviour, Perceived risk, PLS, Trust, Consumer behavior. The results of this study suggest that the type of internet marketing strategy used by the seller (the place strategy) and the buyer's privacy and security practices influence a buyer's perceived risk to purchase gemstones.
Rainer olbrich, et. al, (2011) determined the dependent variable CLICK OUT. This variable was binary coded. The paper focuses on the variables like Online Consumer Search Behavior and Purchase Conversion where the measuring conversion rates had become crucial. The view time will increase the likelihood of a click-out, The average view time per page was to decrease the likelihood of a click-out, The number of product-detail sites was to decrease the likelihood of a click-out, The average view time per product-detail site was to increase the likelihood of a click-out, The number of each direct-search feature (a-g) was to decrease the likelihood of a click-out, The number of home pages will decrease the likelihood of a click-out, The overall average product rating will increase the likelihood of a click-out. In addition to the tracking of transactions, such as purchases or, in this case, click-out, click stream data also facilitates tracking earlier consumer actions, such as browsing and searching. The interpretation of the regression coefficients is somewhat tricky. Therefore, we interpreted the logistic regression results using the concept of odds ratio. The odds of an event occurring is the probability that the event will occur, divided by the probability that it will not. An odds ratio was computed by exponentiations the parameter estimated for the predictor variable, and can be interpreted as the multiplicative change in the odds for a one unit change in the predictor variable. The study shows that social-shopping features have a low level of usage. Their novelty constitutes a possible explanation. Despite the low usage, they found that user-generated social-shopping features have a significant impact on purchasing behavior, both negative and positive. The results also showed that user behavior was consistent with rational considerations involving time constraints and cost-benefit trade-offs.

Tammy R. Kinley, et. al, (2010), determined whether the degree of involvement with shopping for clothing affects the frequency with which Gen Y consumers seek the opinions of others when making clothing purchases for themselves; the non-personal sources that influence the frequency of clothing
purchase: and certain shopping behaviors. Written questionnaires completed by students at a university in the southwestern region of the USA. Most of the participants were determined to be high involvement shoppers who sought opinions of female friends and co-workers, used most of the non-personal idea sources, shopped more often, spent more money, and were more comfortable shopping for clothing. Generation Y consumers who were more involved with shopping for clothing tend to consult a variety of resources prior to purchase, particularly other females and marketing delivered via various media. Retailers and clothing manufacturers took advantage of visual merchandising opportunities and social networking avenues as well as traditional advertising and promotion outlets.¹³⁶

Domingos, et. al. (2010), identified the understanding the influence on buyer behavior when he/she was exposed to publicity in the Internet. Thus, fourteen variables were identified from the bibliography research undertaken on this subject and a new one added: the click through. This variable represented the decision power of the user to access (or not) information when he/she was stimulated by publicity in the Internet. In this way, this study established the variables that motivated and determined managers’ behavior by measuring the degree of linear association amongst them. The total distribution of the sample was done in the different activity sectors like textiles related products, mechanical engineering, foot were, wood, electronics. The total sample size was 1444 and the questionnaire received back was 153. The result was the development of an Internet buyer behaviour model of B2B.¹³⁷

Wen-Chin Tsao, et. al. (2010), studied the personality trait, hedonic motivation, utilitarian motivation, search intention. The hypotheses had been tested on various dimensions like neuroticism, hedonic purchase motivation, utilitarian purchase motivation, extraversion, agreeableness, openness, search intention. Total of 734 questionnaires were handed out, and 429 (58.4%) valid responses were received. The sample size was at least five times the number of variables being observed, which met the suggested range of five to ten times (Hair, 1998) Three methods-exploratory factor analysis (EFA), Cronbach’s reliability, and confirmatory factory analysis (CFA)-were used to select and
assess the final items that would be used for testing the hypotheses. When consumers have higher degrees of neuroticism, agreeableness, or openness to experience, they tend to be utility-motivated to shop online. This study found that the big five personality traits, save conscientiousness, have varying degrees of influence on hedonic purchase motivation and on utilitarian purchase motivation, and this influence applies to shopping in both physical stores and virtual online stores. This study found that conscientiousness does not have a significant influence on online purchase, and the paper suspected that it was because of the manifestation of their personality cautiousness, regularity, responsibility, high self-requirement, efficiency, and goal-orientation and the existence of online purchase risk, which make them, shun buying on the Internet in favor of buying from physical stores.\textsuperscript{[38]}

Sung-Bum Kim, et. al, (2010), This study argues that social network services play a pivotal role in a college students' trip information search behavior. Thereby, this study's primary objective was to identify antecedents that influence college students' behaviors to use Social Networking Sites in searching for travel information. The variables for the study were social network services, U.S. college students, information search behavior. The online survey was provided to college students in the Midwest United States. Hierarchical regression analysis was employed to test the hypotheses. The results indicate that social life documenting and community forum participation were the key factors affecting behaviors to use Social Networking Sites for travel-related information seeking. It is also observed that interaction to others on the systems significantly increase the use of SOCIAL NETWORKING SITES. Implications and suggestions for future research were discussed. Of a 212 survey responses, a total 156 students' responses were identified as valid samples for this study, creating a response rate of approximately 74\%. Table 1 shows that the respondents' demographic characteristics. The total valid sample size was 156 individuals. Among these, 58.4\% (n = 87) of the respondents were male and 41.6\% (n = 62) were female. In terms of class position, juniors were the largest responding group (30.3\%), while seniors, sophomores, and freshmen accounted for 29.6\%, 23.2\%, and 16.9\%, respectively.\textsuperscript{[39]}

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Su-Chao Chang et al. (2010), This study aimed to examine the relationship between the antecedents and consequences of both dedication-based and constraint-based factors on information systems post adoption using online shopping as an example. To test the hypotheses the main whereas was the intentions to continue online shopping which was finalized through a pilot study and was verified by the cronbach’s alpha. The results indicated that the antecedents of constraint-based influences - the effectiveness of online shopping websites (perceived operational competence and communication) and the perceptions of online shoppers’ closeness in the relationship (customer relationship investment and perceived cohesion) - have indirect positive effects on online shoppers’ continuance intention toward online shopping websites, as mediated by their trust in the online shopping website and their perceptions of the switching cost. The final questionnaire was distributed onsite to 800 current online Chang and Chou 375 shopping customers in eastern China during February 2009. All respondents were asked to provide the name of online shopping websites that they had purchased products from and at least once during the past 12 months. Respondents indicating online purchasing experience were instructed to answer all the questions in the questionnaire. Completed questionnaires were received from 605 members of the original sample, a response rate of 75.6%. Fifty-six indicated that they had not used the online shopping service during the 3 months prior to the survey. The data was analyzed through the confirmatory factor analysis which also showed that constraint-based influences had a more significant effect than dedication-based influences (satisfaction and perceived usefulness) on the continuance intention toward online shopping websites. The paper verified the antecedents and effects of both constraint-based and dedication-based influences on online shoppers’ continued online shopping behavior. Moreover, this article validated the causal relationship between perceived cohesion and trust as well as relationship investment and perceived switching costs in the e-commerce setting.⁴⁰

Ankur Kumar Rastogi, (2010), attempted to analyze the features related to the buying behaviour of online shoppers. Consumer buying behaviour in respect
of online shopping was studied using different socio-economic variables. It also provided a support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness. Conclusions derived from the analysis could be used as useful guide for market orientation. The outcomes of the study suggested that assessment of consumer buying behaviour can contribute to a better understanding of consumer buying behaviour in respect of online shopping. Samples were collected from consumers and buyers of online shopping in which the total sample size of respondents were 200. Survey method was adopted for this study. For the purpose of the survey, a structured questionnaire was prepared and distributed to the consumers and buyers to study about their preference and satisfaction of online shoppers (online buyers). This research showed that online shopping was having very bright future in India. Perception towards online shopping was getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options.\[41\]

Sang m. lee et. al, (2009), examined flow and its effects on online consumer behavior in a unified model which drewed upon theory of planned behavior (TPB). This study took a positivist view of online consumer behavior. TPB plays a theoretical foundation of the research model in the study. There were 288 respondents and their complete questionnaires were used for data analysis and model testing. College students represent a major online consumer group. The four important dimensions of flow (concentration, enjoyment, time distortion, telepresence) were explored in terms of their antecedent effects on online consumer behavior. The variables for the study were online consumer behavior, flow, concentration, enjoyment, time distortion, telepresence, TPB, TAM Results of this empirical study show that flow influences online consumer behavior through several important latent constructs. The findings of this study provided a general guideline for both consumers and e-commerce vendors on how to improve their buying and selling practices. Findings of this research not only extend the existing knowledge of flow and its antecedent
effects on online consumer behavior but also provided new insights into how flow could be conceptualized and studied in the e-commerce setting.\cite{Senecal2003}

Sylvain Senecal, et. al, (2003), found that consumers in directed-purchase visits exhibit a more focused online shopping behavior by viewing less product category pages, viewing more product detail pages within a category, spending more time on each page, repeating visits to product pages. A convenience sample of 293 subjects was recruited by e-mail. The e-mail stated that two researchers from a large business school were conducting a study on electronic commerce and that participants had a chance of winning one of the products about which the experiment was designed. The majority of subjects were between the ages of 18 and 29 years (84%). Fifty-one percent were female, almost one third were working full time (32%); 25% of subjects were full-time students and another 33% were part-time workers and students. On average, subjects had been using the Internet for 4.6 years and currently used it 17 hours per week. The only independent variable measured was consumers' online decision-making process. Based on their click stream data, consumers were assigned to one of the following groups: 1) did not consult the product recommendation (NC), 2) Consulted, but did not follow the product recommendation (CNF), 3) Consulted and followed the product recommendation (CF). Out of the 293 participants, 77 correctly guessed the goal of the experiment data from the remaining 216 participants was used. In order to test the hypotheses, a MANOVA was performed using consumers' decision-making process and the product type as independent variables and their click stream measures as dependent variables. Contrary to the product type, the decision-making process of consumers was not manipulated but observed. As expected, the number of subjects in each decision-making process group was not equal. Out of the 216 participants, 85 decided not to consult the recommendation, 49 decided to consult and follow the recommendation, and 82 decided to consult but not to follow the product recommendation. Following Keppel (1991), observations were randomly discarded in order to have 49 participants in each group and perform a MANOVA without risking violations of the normality and homogeneity of
variance assumptions. Thus, the final sample size to test all hypotheses was 147 subjects. Results of the MANOVA suggest that there was no interaction between the decision-making process and product type. They were found to have a more linear navigation pattern, visit fewer pages, visit fewer product detail pages, and revisit a smaller proportion of pages they visited in order to select a product.\[43\]

### 3.1.4 ADVERTISING EFFECTS:

Nawel Ayadi et. al, (2013), explored the control mechanisms that consumers used when confronted with repeated temptations in an online private sales context. Using qualitative research methods, this study differentiates four segments of consumers, according to their reactions to repeated purchase temptations: myopic, self-regulated, hyperopic, and dispassionate by individual personal interview of 36 respondents. It also isolates the mechanism that consumers used to resist temptations. Previous literature has focused on control mechanisms implemented in isolated temptation situations; this article extended that approach by examining online private sales, in which setting consumers receive frequent solicitations. Thus, it addresses in detail how control evolves when consumers confront repeated temptations.\[44\]

Mehdi et. al, (2012), provided some insights regarding the adoption of internet advertising by Iranian small and medium-sized enterprises. The recent negative trends leading to a lack of competitive advantage in small businesses and the advantages of internet advertising makes it imperative to study various factors affecting this whereas of marketing. The variables for the study were Internet advertising, Adoption, Product involvement, Internet publishers, Small to medium-sized enterprises, advertising. This study reviewed 59 previous related studies, resulting in a comprehensive theoretical framework which explained the advantages of internet advertising for small to medium-sized enterprises (SMEs). Via questionnaire, the paper compiles 346 Iranian experts’ opinions in order to test the validity and applicability of variables in Iran. A structural equation model and LISREL software were used to analyze the data. A total of seven latent variables of internet advertising adoption were examined: advertising agencies, internet publishers, small and middle-sized
enterprises, government role, e-commerce development and user types. The paper found that these constructs successfully explain internet advertising adoption by incorporating readiness and globalization stages. The small and medium-sized enterprises were found to be the most significant for explaining internet advertising adoption.[45]

Payam Hanafizadeh, et. al, (2012), They have intended to provide some insights regarding the adoption of internet advertising by the Iranian small and medium-sized enterprises and the recent negative trends leading to a lack of competitive advantages amongst the different businesses. The study has made analysis over the latent variables like advertising agencies, publishers on websites, product involvement, and government role. By using the structural equation model and the casual model analysis they have developed the different hypothesis on the variable of e-commerce development, user type, government role, product involvement and advertising agencies. They had concluded that they should create the direct routes, ports and the channels by using the banners and other forms of internet advertising in order to grab the more internet users towards their websites. [46]

Catherine Tucker, (2011), investigated how internet users' perception of control over their personal information affects how likely they were to click on online advertising. The paper used data from a randomized field experiment that examined the relative effectiveness of personalizing ad copy with posted personal information on a social networking website. The website gave users more control over their personally identifiable information in the middle of the field test. They obtained daily data from the NPO on how well each of the ads performed for the duration of the experiment. There were 79 different ad campaigns for which we obtained daily data on the number of times they were shown and the number of clicks. In total these ads were shown to 1.2 million users and they received 1,995 clicks. When a user clicked on the ad, they were taken to the NPO's Facebook page. [47]

Michael A. Stelzner,(2011), found that marketers placed high value in social media. Measurement and integration were top wereas marketers want to master, Social media marketing takes a lot of time, Video marketing on the
rise, Marketers seek to learn more about Facebook and blogging. The top benefits of social media marketing. A significant 2278 people provided their open-ended responses. They have studied various variables like the demographic features i.e. age, gender and other variables like search engine optimization, email marketing, online advertising, event marketing. The largest group who took the survey was self-employed (33%) followed by people working for a company with up to 100 employees (30%). 19% of people taking the survey worked for businesses with 100 or more employees. [48]

Nick Pernisco, (2011), focused on various issues like social media and companies, social media harassment, the importance of being literate, methods advertisers use on social media sites, balancing social media advertising with user freedoms and the social media changing social interactions and the global advertising. The study concluded that there were various issues of the e-marketing which were needed to be focused to improve the marketing all over the global businesses. [49]

P. Sri Jothi et. al, (2011), analyzed the effective communication strategy through social networking sites, to study the effectiveness of brand communication through social networking sites from its users and communicators, to find the impact of interaction through these communication among Indian users (with reference to Face book, Twitter and Orkut). To analyze and find the effectiveness of communication strategy in developing brand, communication through social networking sites was done with the survey method and content analysis in the research. The survey method helped to identify the reach of the brand among its target audience, ways of impact, usage of these social networking sites and access to these form of communication. And the content analysis is another method used to analyze the communication strategy of different social networking sites with certain parameters among top three Indian social networking sites which were tabulated with results. This research study adopted survey and content analysis in order to find the effectiveness and the impact of communication in branding any product or the service among the target market through social networking.
sites like Facebook, Twitter and Orkut. Survey was conducted randomly among Facebook, Twitter and Orkut user community, by sending questionnaire through online to collect the individual opinion from the respondents. The study found that all the respondents that is, 100% of respondents have profiles on Facebook. And also, 88% respondents of the same group have profiles on Orkut, 62% respondents have connected to Twitter and 37% of users have account on other social networking sites. The finding of the study states that the audiences respond more to interactive marketing than the traditional ads followed in internet advertising. Almost everyone is communicated through social networking sites. Nearly 70% of the audience has impact through ads in social networking sites and half of them access these ads e.g. games, quiz, events, etc. Users remember the brand by the way they advertise. They respond to any new form of advertising which interest them. Social networking sites will become the primary whereas for highly targeted marketing and advertising. Social networking sites present an unmatched opportunity to build brand. Users of Facebook and Orkut were of same age group and category. In Twitter, people do not show much interest because it’s just like a micro-blogging site.\[50\]

Christopher Chan, (2011), examined the effectiveness of using online advertising on the social networking site Facebook in encouraging university students to connect with their library’s Facebook page. In total, 102 new fans were recorded over the two-month campaign period. A two-month paid Facebook advertising campaign was conducted. Using the tools provided by Facebook Adverts, the campaign was targeted only at current students at the university who were not already connected with the library’s Facebook page. At the conclusion of the campaign, the statistics recorded by Facebook Adverts were used to assess how effective the advertisement had been in attracting new connections. The campaign statistics showed that the advertisement was shown frequently to the targeted user group, and that the click through rate for the advertisement was high. Furthermore, the advertisement accounted for over half of the new connections made to the library’s Facebook page during the campaign period.\[51\]
Kumar, et. al, (2010), focused on the social network advertising, direct advertising and the advertisements effectiveness with the help of reach, prominence, uniqueness, purpose, customizability and data and personal experience. They had focused on the main reasons for the social networks used as advertising tools as the cost efficiency, large reach, targeted advertising, time spent online. The objective of the study was to determine the impacts of advertisements on social networking sites and to determine the criteria for successful advertising and social networking medium. There were certain criteria/variables which were the part of the study were age group filtering, enlightening ads in celebrities' pages, attracting the users towards their motive, seasonal ads, best use of calligraphy, the place and time to advertise and the appearances of the site and advertisements. The survey was conducted on 80 people on the bases of these criteria and they concluded that the company should apply such marketing techniques which make the product introduced which can earn enough revenue. They had also mentioned that an advertisement in a website was unable to convey the actual Intel to use then the need for an advertisement is not fulfilled.[52]

Fahri Karakaya et. al, (2010), studied the different tools of advertisement used as the television, radio and print media and their comparison with the online advertisements as the opinion polls and comments generated by the internet users. On the basis of certain hypothesis like value placed on online sources of information about the customer were experience positively impacts consumer opinion about online media making a difference in customer were, value placed on online sources of information about customer were experience positively impacts consumer engagement of online activity. For measurement purpose, the survey instrument included questions using five point likert scales to capture data on consumer use of social media to learn about customer were, and the availability of the sources of information and different motivational factors for a customer through social media. A descriptive statistics of the variables measuring the value of social media, consumer opinion, consumer online engagement and consumer decision on choosing brands on the basis of factor analysis, construct reliability and validity. The hypothesis were accepted that there is a strong positive relationship between the consumer
engagement in online activity and consumer decision to choose brands/companies based on the customer experiences shared online. The conclusion for the study was that the companies can utilize the information provided by consumers through different online channels which shows the customers about the concerns of the company and the companies can also get better idea about the consumers whether they were satisfied or not and can take the corrective actions. [53]

Eric K. Clemons, (2009), founded that the social networking sites had an impact on the traditional advertisements and the current advertising techniques and also focuses on the future of the advertising. The modern consumer views the net as transparent and naturally occurring community postings and the recommendations of known friends outweigh paid placements and paid reviews. Placements of products in movies or in video games were likely to be ignored; the presence of advertisements directly into movies or video games be resented. [54]

Cece salamon-lee, (2009), found about the charges for the advertisements on the social networking sites and the misconception was that social media was free the social media was charging certain amount for the advertising on the various social networking sites. While this may be for the tools, the true cost was the time and people power to develop, implement, monitor, respond and measure a social media program. [55]

Rohan Miller, et. al, (2009), found some way to follow their target audiences, many new media opportunities were presented to advertisers. However, they were still social media pioneers. While the boom in social marketing appears persuasive with an estimated 70% of consumers visiting a social website for information, other research points out that 90% of WOM conversations still occurred face to face or by phone, and only 7 percent occurs online. In contrast to traditional advertising media such as television, there were measurement and consumer behaviour modelling issues that needed to be addressed before marketers that measure and manage their media investments were able to fully embrace the opportunities and navigate the risks presented by social media. Ultimately, advertisers will be forced beyond the “oldschool”
approaches to adopt many of the principles and techniques of relationship marketing in order to effectively use social media and likely the multiple niche co-creations of products and services. By tapping into or creating their own online social networks, social media marketers could influence a brand community and potentially influence consumer behavior. The paper concluded that advertising effectiveness in the rapidly digitalizing world of television was improved through the adoption of synergistic paradigms of multiple-niche co-creation.\[56\]

Irena Pletikosa Cvijikj, et. al, (2009), described a system for evaluating the behavioral impact of Facebook on the decision making process. They had developed Thing Book, a prototype Facebook application for creating repositories of things and sharing opinions with friends. The variables for the study were Social networks, Social influence, Consumer behavior, Internet of Things. The paper described initial results obtained from an online survey. At the time this paper is being written, the Facebook Developer application statistics show a total number of 534 active users and they had added 220 things to their repositories. Initial evaluation had been done based on a survey integrated within the Thing Book application. The survey was conducted with 33 participants, 26 of them were male and 7 female. The majority of the participants (25) were aged between 18 and 25 years. The rest of the participants belong to the 26-35 age groups. These results confirmed the existing statements from sociologists that people see their friends as the most reliable source of information. The results indicated that friend’s opinion on a product plays a bigger role than whether a friend possesses a product. The majority of the participants advised their friends during the purchase decision making process. The participants agreed that they can use Thing Book to share their product experiences with friends. This paper had described a Facebook application that allowed sharing information about products among friends, as a tool for analyzing the impact of friends on consumer behavior. Initial results obtained from the survey have confirmed our expectations, that friends were considered as the most reliable source compared to other sources of information.\[57\]
Mrinal Todi, (2008), emphasized on why social networks were important to businesses as an advertising medium and attempt to review the current advertising methods that were in place. There were major two objectives on which the research has been carried out they were, to establish the importance of social networks as an advertising medium and to determine the criteria for the successful advertising on this new medium. The variables for the study were the large reach, cost efficiency, targeted advertising, time spent online for which they found out certain reasons they were the reach, prominence, customizability and the data and personal experience. The researcher has also studied the Facebook, my space, you tube and the advertising campaigns of the different companies and the criteria for the successful advertising on social networks which were like the unobtrusively, creativity, time when they were engaged. The study has concluded that the advertising on social networking sites that went beyond the traditional banner ads and it has gone beyond the traditional marketing factors and it has found that mostly successful cases in order to draw its hypotheses about successful criteria for online advertising. Unfortunately, time constraints and lack of information prevented the testing of these hypotheses against more unsuccessful cases. This was one which cannot be ignored in future research. 

Anindya Ghose, et. al, (2008), found that the search engines which were used for the advertising purpose and the variables under the study were impressions, clicks, orders, click through rate, conversion rate, cost per click, lag rank, log profit, retailer, brand, length, landing page quality and competitor price. The sample size for the study was 9664 and the methods for data analysis used were mean and standard deviation, coefficient estimates on click-through rate, unobserved heterogeneity estimates in the click-through model, Coefficient Estimates on Conversion Rate, Unobserved Heterogeneity Estimates in the Conversion Model, Coefficient Estimates on CPC, Unobserved Heterogeneity Estimates in the CPC Model, Unobserved Heterogeneity Estimates in the Keyword Rank Model. 

Ishat, (2001) examined how branding was affected by the following Web purchase-related factors: security, brand name, word-of-mouth, good online
experience, quality of information, and form of advertisement. The major goal of this research was to assist practitioners and researchers who were interested in the strategic aspects of both brand trust and familiarity on the Internet. Quantitative research was the systematic scientific investigation used to measure the feelings and thoughts of people, and actions of the way and why things were done. A sample of 120 respondents was selected. Judgmental sampling was used to select the groups of respondents who spend around 3-4 hours daily on the internet on average. Statistical tools used for analysis included z-test that helped in checking the significance of the importance of the factor chosen. Further, convenience sampling technique was used to contact the respondents. Availability and willingness of the respondents to answer were the main reasons for using convenience sampling. ANOVA-one way classification technique was applied to check whether the respondents from three defined usage categories differed in their responses for the factors. The study obtained six random samples of 20 respondents each and then we compared the sample of 120 respondents on the basis of demographics and the overall Web experience and trust scales used in the study. Thus, we can be reasonably being assured that the data set used in our study was not biased.

3.1.5 CONSUMER ATTITUDE TOWARDS SOCIAL NETWORKING SITES ADVERTISEMENTS:

Essi Pöyry, et. al, (2013), examined the distinguish between consumers’ hedonic and utilitarian motivations for using company-hosted Facebook pages and relates them to two types of community usage behavior: browsing and participation. The effects on variables closely linked to business performance were examined. Analysis of data collected from 1162 members of a travel agency’s Facebook page reveals that hedonic motivations indicate a higher propensity to participate in the community whereas utilitarian motivations relate more strongly to merely browsing the community page. The participating members, however, did not show intentions to buy from the host company or refer it to others, while the browsers do.

Zeljka Hadija, et. al, (2012), found that main sources of information that helps advertisers understand the ways in which advertisements were perceived
online. Results were reached through qualitative research. Personal in-depth interviews, utilizing Zaltman Metaphor Elicitation Technique (ZMET), were conducted among 20 college students. Interviews consisted of using screenshots of advertisements in online social networks to uncover respondents' reactions it was generally concluded that the users of online social networks did not dislike advertisements, but they simply did not notice them. Other content found in online social networks mitigates the attractiveness of the advertisements. Hence, the respondents reported that the brand recognition in online social networks was found to be much lower than the one created through other media channels.\[62\]

Eda Atilgan-Inan, et. al, (2011), revealed the factors that gave rise to the formation of the behavioral intention of young consumers shopping on the Internet. The study specifically aimed to highlight the relative importance of predictor variables such as attitude towards the behavior, subjective norms, perceived behavioral control, and intention. Also, it extended the theory of planned behavior to young consumers shopping over the Internet. The study analysed the predictor variables of planned behavior among 281 university students aged 18-24 and selected on the basis of convenience. The research employed structural equation modeling to investigate the causal relationships in accordance with the theory of planned behavior. The findings depicted that subjective norms were the most influential predictor variables of behavioral intention among young consumers shopping on the Internet. The practical implication of the research was that the marketing strategies of e-commerce organizations should concentrate more on subjective norms, as young consumers were more others-oriented and need more social approval. The variables were consumer behavior, planned behavior, internet, young consumers, The Information and Communication Technology (ICT) Usage Survey indicated that the 16-24 age groups contained the highest proportion of computer and Internet usage (Turkish Statistical Institute, 2009). Including over 7 million young consumers (aged between 15-24 years) (Turkish Statistical Institute, 2009), university students constitute the major (Acikalin et al., 2009) and homogeneous segment within this age group. 'Homogeneous segments were preferred because they typically provide a stronger test of
theory' (Calder et al., 1981, p.200). Data for the research were collected from a sample of university students at a Turkish university using a convenience sampling procedure. A self-administered structured questionnaire was developed to collect quantitative data pertaining to the various aspects of planned behaviour of young consumers purchasing electronic equipment over the Internet, since the ICT survey found that the most popular purchases on the Internet were electronic devices (mobile phones, cameras, TVs, DVD players, etc.) during the 12 months covered in the survey (April 2008-March 2009). The attributes were derived from the 'Sample TpB Questionnaire' developed by Ajzen (2006) to test the theory of planned behaviour. The student responders provided evaluations on 'attitude towards the behaviour' factor by answering eight items that were measured on a five-point semantic differential rating scale with bipolar adjectives (e.g., pleasant/unpleasant; good/bad). One set of the bipolar adjectives (i.e., foolish/wise) was derived from the work of Taylor and Todd (1995). Other measures for the model – 'subjective norms' (six items), 'perceived behavioural control' (four items), 'intention' (three items), and 'behaviour' (one item) – were measured on a five-point Likert scales (1 = strongly disagree; 5 = strongly agree). Five open-ended questions were also included for demographic information. At the end of the data collection period, a total of 281 usable questionnaires (a 89.2 per cent response rate) were obtained, which is well above the critical sample size of 200 for developing structural equation models (Hair et al., 1998). The sample was in the 18-24 age group with a mean of 20.19 years old. In terms of gender, 56.6 per cent of the sample was female and 43.4 per cent of the sample was male. Segment within this age group. 'Homogeneous segments were preferred because they typically provide a stronger test of theory' (Calder et al., 1981, p.200). Data for the research were collected from a sample of university students at a Turkish university using a convenience sampling procedure. A self-administered structured questionnaire was developed to collect quantitative data pertaining to the various aspects of planned behaviour of young consumers purchasing electronic equipment over the Internet, since the ICT survey found that the most popular purchases on the Internet were electronic devices (mobile phones, cameras, TVs, DVD players, etc.) during the 12 months covered in the survey (April 2008-March 2009). The attributes
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Harry Zhang, et. al, (2010), examined a study on a focus group which was conducted with a total of 25 participants to explore and identify the privacy and user acceptance issues associated with targeted advertising. Three scenarios were studied: one providing advertisements and coupons to a mobile device based on shopping behaviors, another delivering advertisement to a mobile device based on location and online activities, and the third presenting TV advertisements based on viewing patterns. It was found that targeted advertising was generally preferred to non-targeted advertising but users wanted to control the type, quantity, frequency, range, and context of the advertisements received. It was also important that advertisements be based on personal data that users were willing to share and that targeting not be intrusive or embarrassing. Targeted advertisements that offered discounts or financial benefits were most preferred. [64]

Ying Wang, et. al, (2009), investigated the beliefs about and attitudes toward online advertising among Chinese consumers and the relationship between belief factors and the consumers’ behavioral responses to online advertising, the data were collected from the students of a large metropolitan university in China. A total of 202 questionnaires provided usable data and were analyzed using the AMOS. Five belief factors that underlie Chinese consumers’ ATOA were identified as the entertainment, information seeking, credibility, economy and the value corruption. The data were analyzed through the comparative fit index, goodness to fit index and the incremental index to
assess the model fit and the root mean square residual and the root mean square error of approximation. The study concluded that the measurement model of belief factors fit the sample satisfactory.\textsuperscript{[65]}

Shen Han Qut, et.al, (2009), found that customer attitudes toward technology and internet usage they might or might not be confused toward integrator positioning. Competitor positioning could be used both in a positive or negative way. Both involved building on existing brand value and awareness of a competitor. E-marketers wanted to utilize integrator positioning for providing everything a consumer needs in a particular product category, industry, or even in general. E-marketers must try to invite user-generated content to capitalize on the popularity and success of online social networking sites.\textsuperscript{[66]}

Puneet Manchanda, (2009), found in his research that on building empirical models to address such strategic marketing issues as the role and use of social media, resource allocation, word-of-mouth marketing, and customer relationship management are very important. He had also focused on marketing strategy problems in the online media, pharmaceutical, high-tech, gaming, and insurance industries. The article showed the views of the author in the implication of the social networking sites and its implications in the industry. They had found out that just becoming part of the brand community seemed to causally increase the amount spent by brand community participants by about 25 percent.\textsuperscript{[67]}

Li Guo, (2008), analyzed factors influencing consumers' online purchasing behaviors. By means of questionnaire survey and AHP (Analytic Hierarchy Process), the author performed an empirical analysis of the hierarchy model of influencing factors of online shopping which was built by domestic scholars, and gets the relative importance of these influencing factors. The results show that: security of online shopping, prices, and commercial credits were primary factors influencing consumers' purchasing behaviors, and genders education levels of consumers, and designs of store were the secondary ones. The variables for the study were Online shopping, Consumer purchasing behavior,
Influencing factor, AHP. They also focused on The Hierarchic Model for Influencing Factors of Online Consumers' Purchasing Behaviors.\textsuperscript{[68]}

Pradeep Korgaonkar, et. al, (2006), investigated if consumer online patronage is influenced by product category and online store type. Building on the prior work in this wereas by the authors and other researchers the study collected data in two phases to investigate the study hypotheses. To test the hypotheses the ANOVA was applied which defined the significant interaction effect of online retail store type and product class on preference to shop online. The dimensions for the study were perceived value, information services, convenience, order services, Internet retailer reputation, security/privacy, merchandise assortment and home shopping. The study results suggest that consumers' online patronage is differed based on product type. Interaction effects of the online stores and product type were significant too. Additionally, the rank order of importance of the Internet attribute varied among the three types of online retailers.\textsuperscript{[69]}

Gurvinder S Shergill, et. al,(2005), This paper is part of larger study, and focuses on factors which online New Zealand buyers keep in mind while shopping online. It also investigates how different types of online buyers perceive websites differently. This research found that website design, website reliability/fulfillment, website customer service and website security/privacy were the four dominant factors which influence consumer perceptions of online purchasing. The four types of online New Zealand buyers; i.e., trial, occasional, frequent and regular online buyers; perceived the four website factors differently. These buyers have different evaluations of website design and website reliability/fulfillment but similar evaluations of website security/privacy issues, which imply that security/privacy issues were important to most online buyers. The significant discrepancy in how online purchasers perceived website design and website reliability accounts for the difference in online purchase frequencies. A structured questionnaire was used for this research, as the data collection method involved a mall intercept survey. As items in the questionnaire included demographic questions respondents were allowed to gather information and work at their own pace.
through a self-administered questionnaire [McDaniel and Gates, 2002]. The questionnaire was divided into three sections, which were used to collect online buyers' behavioral and attitudinal information, demographic information, and also to measure their perception of online shopping. The structured questionnaire consisted of fixed-alternative questions. Respondents were given a number of alternative responses to choose from. The fixed-alternative questions allowed for standardized administration. This research indicates that the least satisfying aspect to buying online is still website security/privacy, which rated the lowest factor mean of 3.13. This result is consistent with the findings from the annual report of Taylor Nelson Sofres [2002]. The report highlighted security issues as the main reason for people choosing not to purchase online, yet the industry has done little to address these concerns over recent years. [70]

Marcel Creemers, et. al, (2003), explored factors that influenced consumer's intentions to purchase online at an electronic commerce website. Specifically, they investigated online purchase intention using two different perspectives: a technology-oriented perspective and a trust-oriented perspective. The paper summarized and reviewed the antecedents of online purchase intention that have been developed within these two perspectives with the conceptual model. An empirical study in which the contributions of both perspectives were investigated is reported. The paper focused on the perceptions of 228 potential online shoppers regarding trust and technology and their attitudes and intentions to shop online at particular websites. The data was analyzed with the Cronbach’s alpha and exploratory factor analysis to examine the reliability and unidimensionality of each construct. In terms of relative contributions, the researcher found that the trust-antecedent 'perceived risk' and the technology-antecedent 'perceived ease-of-use' directly influenced the attitude towards purchasing online. The result of this research suggests that perceived risk and perceived ease-of-use were antecedents of attitude towards online purchasing. [71]

Chanaka Jayawardhena, et. al, (2003), examined the literature concerning consumers' purchasing on the internet and reports on a project that contained
qualitative findings with the help of quantitative data to uncover consumer purchase orientations for the financial services. The study focuses on the e-information search for e-marketing, e-evolution, e-post purchase evaluation. The variables for the study were the consumer behavior, electronic commerce, internet and financial services. The clusters of consumers by the purchase orientation on the basis of the loyalty, control, price, convenience, number of members and the proportion of sample. The findings showed support for the literature concerning similarities in the treatment of consumer purchase orientations and gender. The conclusions take into account the need for e-retailers to recognize that online financial services consumers have a significantly higher level of control in the purchase process and were motivated by this in using the internet.\(^\text{[72]}\)

Tzy-Wen Tang, et. al, (2003), explored the role of trust in consumer online purchase behavior. This study undertook a comprehensive survey of online customers having e-shopping experiences in Taiwan and we received 1258 valid questionnaires. The variables for the study were Trust, technology acceptance, perceived ease of use, perceived usefulness and intention. The empirical results, using structural equation modeling, indicated that perceived ease of use and perceived usefulness affect have a significant impact on trust in e-commerce. Trust also had a significant influence on attitude towards online purchase. However, there was no significant impact from trust on the intention of online purchase. The study also focused on the trust and technology acceptance model for testing on the familiarity, organizational reputation, trust, perceived size, perceived performance, propensity to trust and enjoyment, with purposive sampling method, a total of 3360 questionnaires were distributed through the 120 Executive MBA students and 4 lecturers of National Dong Hwa University in Taiwan. 2035 questionnaires were returned. We set a critical standard to define the "valid questionnaire". A questionnaire having more than 10 items clicked continually in the same score was considered to be invalid. Although the critical standard reduced the number of questioners, it could improve the quality of valid questionnaires. Eventually, 1258 valid questionnaires were collected. The net response rate is 37.8%. With descriptive statistic analysis, there was a relatively even split
between males (46%) and females (54%) respondents. The majority of respondents' age from 21-35 years old representing 69% of the whole responses. Furthermore, most respondents possess a college degree or above (88%). In terms of occupation, the respondents reveal a quite even distribution: student (19%), service trades (20%), finance (15%), government/military (14%), business (12%) and industries (9%). It implies that online shopping service depends not only on the operational characteristics of websites, its PU and PEOU, but also, and possible to a greater degree on consumer trust toward the websites. [73]

Anthony D. Miyazaki et. al, (2001), found that in the paper of the 189 respondents who were eligible for the study, 162 (85.7%) agreed to complete the survey. Because two surveys were not usable, the final sample was 160 for an effective response rate of 84.7 percent. Respondent ages ranged from fifteen to seventy-five years old, with a mean of 34.5 (median of 34). Gender was almost equally balanced (52% male, 48% female). Education levels ranged from grade school to graduate degree with a median of four-year degree. To test the hypotheses regarding consumer concerns about online shopping, it was necessary first to classify the responses into appropriate categories. Respondents provided a total of 269 concerns, which were classified by two researchers without respect to other data, but with consideration of the focus of the study. The test of H1a and H2a involved a multiple regression analysis with the three Internet experience measures (one for duration and two for frequency) and the two remote purchasing method measures (for telephone and mail-order shopping) serving as predictor variables, with perceived risk serving as the criterion variable. [74]

3.2 RESEARCH GAP:
Advertisements on Social Networking Sites have been gaining importance for the reasons of large numbers of users who may view the content of advertisements for the product of their interest. On the basis of literature review, it is observed that online shopping is increasing day by day. Moreover, the number of users of social networking sites as well as number of such sites are also increasing at tremendous speed. It is also observed that, the marketing
departments of large corporate houses are redesigning their marketing strategies aiming to target the users of social networking sites as they may constitute the part of their target markets

THEORETICAL GAP:
It is also observed from literature review that very few researches have been carried out to study the effectiveness of advertisements appearing on social networking sites. It is very useful to have an in depth study of buying behaviour of users of social networking sites who view the advertisements of various products appearing on social networking sites. Therefore, the researcher has selected the topic to contribute in the area of influences of consumer products' advertising appearing on social networking sites on buying behavior of respondents i.e. users of social networking sites

PERIODICAL & GEOGRAPHICAL GAP:
The study has been undertaken in three major states in western India namely Gujarat, Maharashtra and Goa. On the basis of literature review, it is observed that, during recent past, no in depth studies have been carried out in the area of influence of consumer products' advertisements on social networking sites on buying decision making in various states located in western part of India. The researcher has made an attempt to fill this periodical as well as geographical gap by carrying out the study during the period 2011-2013 for the selected cities of three prominent states namely Gujarat, Maharashtra and Goa of western India.

Considering the above, the present study is justified from the point of view of selection of the topic, period and geographical coverage of the area.

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