



A Retrospective Study of Social Media Marketing on FMCG Products

Dr. Shivendra Singh¹ & Kumar Deepak Raja²

¹Assistant Professor & ²Research Scholar

*Department of Commerce, Mahatma Gandhi Central University
Motihari, Bihar, India*

Email: mvcu2019cmrc6003@mgcub.ac.in

Abstract

Billion people use social media daily, making it one of the most widely utilized technologies of our time. Businesses must understand and communicate with their customers, and social media platforms like Facebook and Twitter make it easy for both groups to do so. While social media has shown to be an effective marketing communication tool, its ever-changing and nascent nature has presented unique obstacles for those working in the field. There is a mix of traditional and online promotion involving social media. It paves the way for companies to have conversations with their clientele. It opens the lines of communication between customers, businesses, and their clientele. The company's success hinges on how successfully it modifies client interactions to further its goals. Marketing experts view it as distinct from more traditional methods of promotion. Most companies put resources into social media because they know it will help them build stronger consumer brands by having a voice in ongoing conversations. It is widely acknowledged as a rather significant trend that more consumers are turning to social media rather than traditional media to learn about brands, goods, and services. This study evaluates the general trajectory of social media in connection to FMCG products; it is, therefore, pretty important. This paper used a deductive approach to evaluate contemporary academic literature and research on social media marketing, which included discussions of the field's origins, shared applications, benefits, drawbacks, and questionable best practices. Additional research is needed to fully understand social media's role in the branding and marketing fast-moving consumer goods in the modern online marketplace. After extensive research, it was discovered that social media is, at least in theory, a formidable competitor in the modern marketing landscape.

Key Words: *FMCG Products, Customer Engagement, Digitalization, Social media*

Introduction

The growing focus on global event development and the widespread use of technology in marketing, advertising, and promotions has led to changes in how businesses focus on their customers (Quelch & Jocz, 2008). According to researchers, innovation has carved up a significant niche in emerging markets and has been labelled as an entire advertising strategy centred on global access to innovation. Simultaneously, advertising and promotion's psychological, emotional, and subsequent aspects are commonly emphasized. Societal factors influence consumer behaviour; therefore, commercials should reflect these factors while being creative. Therefore, even existing organizations need to consider the four fundamental principles when thinking about international growth and cutting-edge technologies. The "IV Ps" of marketing are product, price, placement, and promotion.

According to Rust, Moorman, and Bhalla (2010), many businesses underuse technologies as a foundation for communicating with clients, even though these advances have the potential to enhance consumer engagement, broaden brand recognition, and improve overall marketing. Nevertheless, these results suggest that heavy reliance on digital tools and social media will be the rule rather than the exception in the future. Able businesses organize social media to enhance customer relationships rather than focusing on short-term promotion through innovation. Organizations regularly use Facebook, YouTube, and Twitter as their primary social media channels for advertising and promoting their products.

Organizations value strategies to pull in customers in a way that consistently reintroduces items, boosts their attraction, or identifies social segments to product interactions more than at any other moment in the past. Online live sites have risen to the forefront of product information distribution, including introducing new product lines, brand awareness building, and customer behaviour-shaping tactics (Muntinga, Moorman & Smit, 2011). Social media, through a wide range of interpersonal groups, offers a new way to employ informal advertising to reach a big audience, facilitating consumer-to-customer engagement and improving brand awareness (Kozinets, de Valck, Wojnicki & Wilner, 2010). The term "consumer-generated media" refers to "a diverse spectrum of new online information sources created and used by customers who want to share information with others about any topic of interest"(Kohli, Suri, & Kapoor, 2014). "EMarketer (2013) estimates that nearly one-fourth of the world's population, or 1.73 billion people, use social networking sites. The global audience for social networks is expected to reach 2.55 billion individuals by 2017." (Schivinski, Christodoulides, & Dabrowski, 2016). Social media presents a new chance to employ informal advertising to reach a big audience, allowing for the facilitation of consumer-to-customer interaction and the raising of brand awareness through a variety of interpersonal organizations. In this context, "consumer-generated

media" refers to "a wide range of new online information sources created and used by customers who want to share info with others on any topic of interest."

Social media marketing does not replace traditional advertising channels like print or television. As a result, businesses may have challenges in determining how consumers acquire information and the impact of their commitment to the branding process in consumer goods. While encouraging words in internet chat rooms can be helpful, cutting remarks should be avoided at all costs. Companies that advertise consumer goods on social media platforms can't rely on their followers to keep quiet about their negative experiences with a brand they shared. (Ho-Dac, Carson & Moore, 2013; Kohli, Suri & Kapoor, 2014). Customers all behave at the same moment. Additionally, the discussion and deals that influence the branding strategy are of interest. Little consideration was given to how they may contribute to the branding or advertising. (Kohli, Suri, & Kapoor 2014)

Social networking sites like Facebook have provided another method for showcasing brand-related content and conducting transactions with clients by encouraging user participation. (Shen & Bissell, 2013). This methodology derives its estimates from the dynamics of internet culture and the development of social media. After erotica dominated the internet for a decade, long-distance social networking discourse has taken its place (Shen & Bissell, 2013). And therefore, it's no surprise that 93% of companies now use social media in some capacity to market and brand their products (Shen & Bissell, 2013). According to research by Shen and Bissell from 2013, over 200 million active online clients in the United States spend over 29 hours a year on web-based browsing, product evaluation, and networking. By far, the most significant time is spent on Facebook (almost 7 hours per person each week), making it the social network leader in terms of overall usage. FMCG goods are items purchased by the average person for personal consumption. Consumer goods, also known as final goods, are the end product of production and manufacturing and are what a customer will see on a store shelf. Consumer goods include clothing, food, and jewellery (Cooper, Maitland, Siu & Wei, 2015). Because essential or raw minerals, such as copper, must be processed into usable items, they are not considered consumer goods. Customers in the consumer products sector lack loyalty and frequently switch from one brand to another, necessitating strong marketing (Cooper, Maitland, Siu & Wei, 2015). On the market for consumer goods, there is a lot of fierce competition between retailers. Companies are always changing their business plans and activities to keep up with their customers' changing needs. (Cooper, Maitland, Siu & Wei, 2015).

Purpose of the Study

As a digital platform for social interaction amongst virtual communities with a wide range of faces, Social Media Marketing is quickly becoming the latest and most popular trend. This paper attempts to organise empirical thought into orderly information on this topic.

Methodology

Fast Moving Consumer Products (FMCG), often known as consumer-packaged goods, describe fast-moving consumer goods. Consumable items are included in these commodities, which the customer purchases regularly. It extends to certain technological goods, with packaged goods topping toiletries and other household products. The FMCG sector is the 4th largest economy, with a total market size of US\$ 13.1 billion (Cooper, Maitland, Siu & Wei, 2015).

95.7% of Indian businesses utilize digital media to spread word about their wares and connect with consumers, according to a study by Ernst & Young. While 26.9% use it to spread advertisements, 76.1% use it to spread information about products. Sixteen per cent of the organization used social media for both goals. The capacity to generate leads and the ease with which customers' services can be implemented are the reasons for this high usage (Earnst & Young, 2013). FMCG companies rely significantly on social media channels, part of the digital ecosystem (Earnst & Young, 2013). Social media provides FMCG companies with direct access to their product consumers and the ability to stay on top of their customer's requirements and wishes. Because consumers have access to digital technology, social media is most suited for real-time communication with customers in the FMCG industry. They prefer to research the digital arena before purchasing and seek tips and evaluations from online brand communities. Customers benefit from the ability to directly reach out to brands and make purchase decisions when FMCG companies use social media to communicate with customers (Viridi, 2013). The company benefits from the potential to learn more about its customers and understand their behaviour.

In this study, the term "digitalization" or "web-based social networking" refers to the integration of modern technologies into consumer items, as defined in the following definition: 'Digitalization' is defined as "the process of making use of computers and other electronic devices in all aspects of life" (Businessdictionary.com, 2014), "digitalization" is nothing new in the world of consumer product retailing; in fact, it has been an integral part of retailing and changes in retailing since at least the 1970s. The transformation has been ongoing for decades, with the introduction of personal computers in households and the rise of other digital gadgets, internet advancements, etc. In this way, although consumer products and purchasers have only lately begun to experience digitization modestly and independently of one another, it now definitely involves the retailer-customer interface (Erdogmus & Cicek, 2012).

As a result, try to learn more about how empirical data is discovered and examine the function of social media marketing in the growth of online technology and its impact on consumer items. This paper took a deductive approach and attempted to review the present scholarly literature and research on social media marketing, including its origins, current usage, benefits and drawbacks, and best practices (Poncin & Mimoun, 2014; Stein &

Ramaseshan, 2016; Pantano, 2016). Finally, this work aims to summarize the key facts while making important recommendations for future research. (Taylor, 2016).

Literature Review

Social Media Platform

The phrase "social media" became widespread after creating web-based social-networking platforms like MySpace and Facebook emerged in 2003 and 2004, respectively. Around this time, the term 'Web 2.0' was coined to describe a new method of using the internet as a platform where many users constantly alter content in a participatory and community-oriented manner rather than being created and published by people (Kaplan & Haenlein, 2010). Web 2.0 encouraged the construction of client systems and the advancement of concepts, information, and knowledge among users by presenting community-oriented activities, Wikis, and intuitive websites (Constantinides, 2014). User-Generated Content (UGC) is content that end-users access freely and develop (Kaplan & Haenlein, 2010). It should have been created outside of expert schedules and without a commercial market environment, according to the OECD (2007). The subject of user-generated content (UGC), which participants share their opinions on, can (and frequently is) a company product or service. The latter refers to the content creator. Online networking is a group of web-based programs that expand on the theoretical and practical foundations of Web 2.0 to enable the production and exchange of user-generated content (UGC) (Kaplan & Haenlein, 2010). Online networking can take many different forms, such as collaborative projects (Wikipedia, web journals), content communities (YouTube), interpersonal contact (Facebook), virtual gaming worlds (World of Warcraft), and virtual social worlds (Second Life).(Kaplan & Haenlein, 2010).Amazon and dpreview.com, for instance, now accept UGC on their online business and expert survey sites.

The term "social media" refers to a group of web-based applications that uphold the ideals and creative principles of web 2.0 and allow for the production and sharing of user-generated content. It alludes to the tools and methods that people, organizations, and groups utilize to share information and viewpoints online. Wall & Williams (2007) and Schröder & Hölzle (2010) argue that social media is a social aggregation and insist on this description. As a result, online life, as defined by Wall and Williams (2007) and Tsimonis and Dimitriadis (2014), emanates from the initial's discussions geared toward general opinions over a while, for the most part long enough to be accompanied by adequate human feeling, resulting in close to personal relationships within the cyberspace. The proliferation of useful web-based tools is a further factor that may explain the rise in popularity of online social networking. YouTube, Facebook, Wikipedia, and Instagram are among the most popular uses, nevertheless.

Regardless of the benefits to online life advertising and customers, its activity is less

expensive and time-consuming (Kaplan & Haenlein, 2010). It influences customer behaviour and observation and unites classifications of like-minded people (Kaplan & Haenlein, 2010). (Ernst & Young, 2011).

According to hootsuite.com, internet users have increased 7.6% in the last year to 4.72 billion. It now accounts for almost 60% of the world's total population. According to the data, more than half a billion new users joined social media platforms in a year, bringing the total number of social media users to 4.33 billion as of April 2021. In India, there are four forty-eight million social media users as of January 2021, a rise of 78 million (+21%) from 2020 to 2021. WhatsApp's massive user base in India makes it the country's most popular program overall.

The social media users in India, as per the Bar and Bench report, are as follows:

-Whatsapp-53crore

-YouTube-44.8crore

-Facebook-41crore

-Instagram-21crore

-Twitter-1.75 crore

Social Media in the Time of COVID

Laato et al. (2020) reviewed the literature on how pandemics have influenced human behaviour and discovered that most research has concentrated on how pandemics affect preventative health activities, with only a few studies looking at the impact of pandemics on consumer behaviour. Examining the COVID-19 epidemic concerning consumer behaviour can provide helpful information when consumers are unsure what to do. Mason et al. (2020) investigated changes in US consumers' decision-making behaviours since the start of the COVID-19 pandemic. Since the pandemic began, they discovered an increase in consumers' social media usage for identifying product needs, shopping, and purchasing behaviours.

Consumer Products on Social Media Platforms

A consumer is an individual or company that purchases a product or service and pays for it, whereas a consumer utilizes it. The term "customer" is widely used in ordinary English to describe the buyer or decision-maker. Although she is not the ultimate user, a mother who buys semolina pudding for her minor child is commonly called "the customer." Singh and Sonnenburg (Singh & Sonnenburg, 2018).

Thanks to social media, consumers can now participate in social contact on the internet in a whole new way. Customers use social media for various purposes, including creating content, participating in online communities, and connecting with other customers. According to Lu (2010), advances in the web in recent years have made a variety of new frameworks available to businesses: social media as online networks is one such example.

Buyers nowadays contact several sources of info and experiences that have been sorted based on the data and suggestions of other consumers (Severi, Ling, & Nasermodeli 2014). Mayfield (2011) clarifies that this is crucial because a client's internet presence is a substantial advantage in marketing.

Social media have replaced traditional mass media due to the advancement of information and communication technology (ICT) (Chandrasekara, 2013). One-third of the world's population will need to be active on social media (for example, more than three billion monthly dynamic online networking clients) by 2021, and this rise in client records will be accompanied by a rise in user engagement, with internet users spending an average of 135 minutes per day on informal organizations (Statista, 2018). In 2017, internet-based life accounted for roughly 35 per cent of worldwide digital spending, up from 23% in 2013. (Statista, 2018). Facebook is the most popular online social networking site, with over 2.2 billion monthly dynamic clients as of April 2018, followed by YouTube (1.5 billion) and WhatsApp (1.5 billion) (Statista, 2018). SNS users' dedication to their pages naturally fosters relationships. Through dialogues on social media platforms, stakeholders online make explicit commitments to the company and its products. Customer interaction in relationship marketing includes any combination of buyers and sellers, potential and present clients, non-clients, society, sellers, or stakeholders. Social media sites facilitate this interaction, which benefits both the company and the customer by increasing loyalty and trust whether or not a purchase is made. (Vivek et al., 2012). Interactions enable stakeholder interaction with the firm's products, services, and activities (Configurations of value). With customer involvement, those exchanges would happen. Social network marketing affects client involvement, loyalty, and satisfaction through eWOM (Shoemaker & Lewis, 1999; Kasavana et al., 2010). Direct sales and customer-integrated communication channels like email, social media, and virtual communities build and sustain long-term client retention (Sigala, 2005).

According to research, brands increasingly seek commitment and participation. Customer engagement views customers as active players in value-generating co-creation processes rather than passive recipients of marketing initiatives. Client commitment increases sales, competitive advantage, profitability, emotional connections/attachment, empowerment, and consumer value (Kumar et al., 2010; Hollebeek, 2011).

As a result, many consumer brands are incorporating Social Media Marketing (SMM) into their advertising strategies to reap the benefits of the digital revolution. SMM is associated with relationship building and forming relationships with consumers – present or potential – and is explained as the technique that allows marketing websites, products, and services through online social channels (Weinberg, 2009). (Erdogmus & Cicek, 2012). Social media marketing (SMM) is a set of practices centered on the creation and distribution of information (such as blogs, how-to videos, and product photos) across various online

networking media platforms in order to increase a brand's visibility, popularity, and traffic. (Kim & Ko, 2012). Furthermore, the rise of social search and the growth of online life is playing an increasingly important role in consumer brand communications and commitment (Kim & Ko, 2012; Laroche, 2013).

Discussion

Technological advances and global information integration into simply accessible stages allow customers to associate with any product/brand through several channels. Each track improves the client experience, which leads to consumer engagement. Smart phones and mobile devices allow customers to interact with any company and its product/brand. Customers self-communicate digitally throughout their behaviour. Including awareness, thought, satisfaction, and feedback. 2014 (Priyadarshane)

A corporation must define, implement, and track its social media efforts. Creating competitions to reward loyal customers, keeping customers informed, promoting new offerings, serving as a resource, and handling initial inquiries are all standard practices in the customer service industry. These strategies should complement the company's online and offline marketing efforts.

Organizations expect distinct social media benefits. Customer engagement was significant. Web 2.0 technology and tools are interactive, which could change consumer-vendor relationships and increase customer involvement. Experts have used social media to build long-term social ties with emotional solid attachments and improve corporate performance (Mitic & Kapoulas, 2012; Pagani & Mirabello, 2011; Sashi, 2012). Likewise, word-of-mouth is highly valued by many businesses. Social media on the internet is widely acknowledged as one of the most effective ways to raise brand awareness and expand a company's customer base (Kumar, 2007), "word of mouth," globally.

Online networks act as amplifiers, leveraging customer word-of-mouth and coordinating with more visible web-based advertising (Chan & Ngai, 2011; Dellarocas, 2003; Godes & Mayzlin, 2004; Jalilvand). However, comparable approaches can swiftly spread fury, displeasure, and derision, so companies should be cautious. Market knowledge from client exchanges helps a corporation improve its message, fix mistakes, and minimize damage. Revenue growth through new clients, consumption, or up- or cross-selling is crucial.

This article examines the current state of web-based life from a marketing perspective, which is more concerned with what clients do on these platforms than with the platforms' technologies or services. Today, there are various uses for web-based social networking, including news sources on Facebook and Twitter, private messaging on WhatsApp and WeChat, and dialogue discussions on Reddit. These fall into the following categories:

1. They are interacting and communicate with others online, including family and friends.
2. I was engaging in similar activities with strangers who had like-minded interests.
3. Your ability to access and contribute to computerized content, such as user-generated

content, rumours, and news.

These instances are WOM. According to Lamberton and Stephen, marketing scholars have mainly classed social media in this manner. Online WOM will always be significant in marketing. According to social media, people generate, access, and transmit data via WOM to "strong links," "weak connections," and "strangers."

Conclusion and Future Directions

Considering everything, research shows that retailers can increase brand awareness by being creative and connecting with customers on social media sites. "Growth via web-based social networking (like Twitter, Facebook, MySpace, and LinkedIn) for advertising consumer purchasing decisions has become increasingly important. (Shankar, 2011). According to Curran (2011), social networking sites such as Facebook are superior to other marketing outlets since they maintain information on all their users, ensuring that marketing reaches a seller's specific target market. Internet-based sites are an excellent platform for merchants/organizations to create encounters. They can leverage data stored on social media sites to boost user engagement with their brand (Villarroel Ordenes, 2018). Furthermore, Hill, Provost, and Volinsky's (2006) possibility of a consumer making a purchase can be estimated by a person's social network, according to the findings of this study. This should be doable by analyzing a company's selection of a network and the data available within that platform (like Facebook, Instagram, Pinterest, etc.). Marketers can learn a lot about their target audience through analyzing data gathered from a network, which can then be used to inform their online life strategy for that particular site. (Hill, Provost, and Volinsky 2006). According to the study's conclusions, another important factor in ensuring that web-based advertising is successful is understanding which social media platforms an organization's target market utilizes.

Research argues that organizations should incorporate social media networking sites into their marketing plan or promotional mix since social media sites might be abused for the data they supply on consumer behavior and purchasing expectations (Siriwardana, &Dissanayake, 2018). A business model is the overarching strategy employed by an enterprise to create value for its stakeholders customers, partners, and the business itself (Sorescu, 2011). Mangold and Faulds (2009) state that a company must include online life as a vital part of their integrated marketing plan. Curran (2011) considering that roughly 1 in every 13 people on the earth has a Facebook account, it's possible to find a sizable, eager audience for just about any business or product. Social networking sites are being utilized to improve a company's brand offer and reach a wider audience as a result of "new technologies considering progressively more personal, directed communications, as well as expanded buyer engagement in the production of marketing and brand-related data." (Bilton, 2014). Rather than relying on the tried-and-true promotional mix, as is done in conventional communication models, to create integrated marketing communications, a

new model is required that takes into account all forms of web-based social networking as possible tools in planning and executing integrated marketing statement procedures. Because it supplies a crucial component that organizations have tried to collect for a long time, social media has become a major focus for many businesses feedback (Lovejoy 2017). Buyer feedback on the business model's product, brand, and evolution has constantly been positive. Since most studies have focused on integrating social media marketing into a company plan approach and measuring consumer reactions, more research into which methodologies work is needed. Although a few studies have begun to look at the effects and aspects that influence consumers' responses, previous research hasn't clearly stated if social media advertising is essential to businesses in terms of profitability (Villarreal Ordenes, 2018).

The fundamental objective of this inquiry is to determine how consumer companies utilize social media platforms and how they intend to benefit from them. Companies should be strategic in the implementation of their digital business plans to boost customer engagement, as customer adoption of digital business apps remains a barrier to entry. (Rassool & Dissanayake, 2019). Although well-known and successful brands with a strong presence in online networking span a wide range of market sectors, organizations from a broader range of industries should be contacted to provide a more comprehensive picture of companies' social media activity due to the subjective nature of current studies and the fact that internet-based life is a developing field of exploration, discoveries should be regarded as exploratory. A longitudinal analysis of social media activities is also required to see how businesses change their approaches over time.

Many businesses see customer participation in consumer goods as a substantial benefit of their social media activity. The Marketing Science Institute has also identified it as a top research topic (Bogost 2018). Customers' involvement in this one-of-a-kind situation must be researched consequently, since the number of individuals spending more time on social media continues to rise. (Perry 2018). Satisfaction, trust, full affective commitment, and loyalty are just a few of the relationship outcomes that have been connected to high levels of customer engagement. (Schwarz & Newman 2017). Managers will be able to better design and execute their online networking procedures/plans with the help of future empirical measurements of the influence of commitment on perceptions and viewpoints toward the brand.

Furthermore, from this perspective, when a customer joins a brand's social media fan page, they are not subjected to any sort of examination into their behaviors or goals. Research suggests that customer participation in consumer products should lead to perceived relationship benefits from joining a brand community, which is something that corporations recognize when their clients connect with consumer brands through online networking partnerships. (Mitic & Kapoulas, 2012). Focusing on how customers interact

with online life can recognize relationship advantages and better understand what consumers want from social media interactions and whether such relationship-building activities are successful. In the future, researchers should examine the perceived and hoped-for benefits of customers' social media participation within the context of their relationships with businesses. Customers may get social benefits (Colgate et al., 2005; Yen and Gwinner, 2003) and relevant information benefits (Dholakia, 2004) by participating in community behaviours, which have hitherto been overlooked in an online context. Customers gain from many types of relationships, such as entertainment benefits. Another critical issue associated with an organization's social media usage is the risk of such use and the potential for negative feedback. These dangers include uncontrollable and unpredictable brand fan behaviour on social media, handling critical comments, gossip, word of mouth, and so on. Examining the effects of diverse social media on public policy and society might be a fascinating future direction, even though current study is only interested in how social media can affect consumer brand associations.

References

- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
- Chan, Y.Y. & Ngai, E.W.T. (2011). Conceptualizing electronic word of mouth activity. An input-process-output perspective, *Marketing Intelligence & Planning*, 29(5), 488-516.
- Constantinides, E. (2014). Foundations of social media marketing. *Procedia – Social and Behavioral Sciences*, 148, 40–57.
- Cooper, T., Maitland, A., Siu, A., & Wei, K., (2015), Guarding and growing personal data value, Accenture Institute for High Performance, from <https://www.forbes.com/sites/stevemorgan/2016/01/02/one-millioncybersecurity-jobopenings-in2016/#1e71180b27ea>.
- Curran, K. 2011. Advertising on Facebook. *International Journal of E-Business Development* 1(5) 26-33.
- Dellarocas, C. (2003). The digitization of word of mouth: promise and challenges of online feedback mechanisms, *Management Science*, 49(10), 1407-1424
- Dissanayake, D.,M., R., Siriwardana , A., & Ismail , N. (2019). Social Media Marketing and Customer Engagement: A Review on Concepts and Empirical Contributions, *Kelaniya Journal of Management*, 74-75.
- Erdogmus, I.E. & Cicek, M. (2012). The impact of social media marketing on brand loyalty, *Social and Behavioral Sciences*, 58, 1353-1360.
- Ernst & Young LLP (2013) Social Media Marketing: India Trends Study 2013 - Insights from media-savvy social organizations in India [Online] Available from:

- <https://app.box.com/eyssmmit>
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18(2), 166–181.
- Godes, D. & Mayzlin, D. (2004). Using online conversations to study word-of-mouth, *Marketing Science*, 23(4), 545-560
- Grewal, L. (2019). We trust mobile: The effects of mobile versus nonmobile reviews on consumer purchase intentions. *Journal of Marketing Research*, 56 (5), 791–808.
- Hennig-Thurau, T., Wiertz, C., & Feldhaus, F. (2015). Does twitter matter? The impact of microblogging word of mouth on consumers' adoption of new movies. *Journal of the Academy of Marketing Science*, 43(3), 375–394.
- Herhausen, D. (2019). Detecting, preventing, and mitigating online firestorms in brand communities. *Journal of Marketing*, 83(3), 1–21.
- Hill, S., Foster, P., & Volinsky, C.,(2006), Network-Based Marketing: Identifying Likely Adaptors via Consumer Networks. *Statistical Science*, 21, 256-276.
- Ho-Dac, N., Carson, S., & Moore, W. (2013). The effects of positive and negative online customer reviews: Do brand strength and category maturity matter? *Journal of Marketing*, 77, 37-53.
- Hollenbeck, C. R., & Kaikati, A. M. (2012). Consumers' use of brands to reflect their actual and ideal selves on Facebook. *International Journal of Research in Marketing*, 29(4), 395– 405
- Jalilvand, M.R. & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. An empirical study in the automobile industry in Iran, *Marketing Intelligence & Planning*, 30(4), 460-476
- Kahandawaarachchi,L.K.K., Dissanayake, D.M.R. & Maitra (2016). Role of Relative Agency of Consumers in Brand Building: Conceptual Review for Marketing Implications and Future Studies, *Sri Lanka Journal of Marketing*, 2,(2): 31-53
- Kaplan, A.M., & Haenlein, M., (2010). Users of the world, unite! The challenges and opportunities of social media, *Business Horizons*, 53 (1), 59–68.
- Kim, A.J. & Ko, E., (2012), Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand, *Journal of Business Research*, 65 (10), 1480- 1486.
- Kohli, C., Suri, R., & Kapoor, A. (2014). Will social media kill branding? *Business Horizons*, 1171, 1-10. DOI: 10.1016/j.bushor.2014.08.004
- Kozinets, R., de Valck, K., Wojnicki, A., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74, 71–89
- Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing research's evolution from 2000 to 2015 and a plan for future research. *Journal of Marketing*, 80(6), 146–172.
- Laato, S., Islam, A. N., Farooq, A., & Dhir, A, (2020) “Unusual purchasing behaviour during the early stages of the COVID-19 pandemic: The stimulus-organisms- response – approach. *Journal of Retailing and Consumer Services*, 57,102224. Retrieved

- <https://doi.org/10.1509/jm.15.0420>.
- Lovejoy, B. (2017). Ikea to be Apple launch partner for AR, showing virtual furniture in your own home. , Retrieved from <https://tinyurl.com/yarzp8n>.
- Mitic, M. and Kapoulas, A. (2012). Understanding the role of social media in bank marketing, *Marketing Intelligence & Planning*, 30 (7), 668-686
- Muntinga, D., Moorman, M., & Smit, E. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.
- Pagani, M. and Mirabello, A. (2011). The influence of personal and social-interactive engagement in social tv websites, *International Journal of Electronic Commerce*, 16(2), 41-67.
- Perry, E. (2018). Meet Hear Me Out: the social media platform looking to bring audio back into the mainstream. Retrieved from <https://tinyurl.com/y8yxbzah>.
- Poncin, I., & Mimoun, M.S.B., (2014). The impact of “e-atmospherics” on physical stores. *Journal of Retailing and Consumer Services*, 21 (5), p851–859.
- Quelch, J. A., & Jocz, K. E. (2008). Milestones in marketing. *Business History Review*, 82 (4), 827-838.
- Ranasinghe, S.B., & Dharmadasa, P., (2013). Intention to knowledge sharing: from planned behaviour and psychological needs perspective, *International Journal of Knowledge Management*, 9(4), 33-50
- Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. *Harvard Business Review*, 88(12), 94-101 Sashi,
- CM (2012). Customer engagement, buyer-seller relationships, and social media, *Management Decision*, 50(2), 253-272.
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content - developing and validating a scale that identifies levels of social-media engagement with brands. *Journal of Advertising Research*, 56(1), 1-18. DOI: 10.2501/JAR-2016-000
- Schröder, A., & Hölzle, K. (2010). Virtual communities for innovation: Influence factors and impact on company innovation. *Creativity and Innovation Management*, 19(3), 257–268.
- Severi, E., Ling, K C. & Nasermoadeli, A. (2014). The Impacts of Electronic Word of Mouth on Brand Equity in the Context of social media. *International Journal of Business and Management*, 9(8), 22-46.
- Siriwardana, A., & Dissanayake, D.M.R. (2018). Social Customer Relationship Management (SCRM) in Contemporary Business Era, *International Journal Business and Management Invention (IJBMI)*,7(9), 59-64.