

Influence of Social Media Regarding Trust and Privacy on Consumer Buying Behaviour

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ABSTRACT

The pervasive growth of social media platforms has significantly transformed the way individuals interact, communicate, and consume information. As the number of social media users surpasses 4.2 billion worldwide, these platforms have become influential channels in shaping consumer behaviour. This research explores the profound impact of social media on consumer buying behaviour, with a particular focus on trust and privacy considerations.

The purpose of this study is to investigate how social media influences consumers' purchasing decisions. To achieve this objective, a comprehensive design and methodology were adopted, incorporating with documentary methods. Through in-depth interviews, surveys, and analysis of user-generated content, this research delves into the various ways consumers engage with social media when researching products, comparing prices, and reading reviews before making purchase choices.

The results and findings of this research highlight the crucial role of social media in influencing consumer behaviour. It uncovers that positive word-of-mouth reviews and testimonials from satisfied customers, influencer marketing, and user-generated content significantly impact consumers' trust and perception of brands. Additionally, the study reveals the effectiveness of interactive content and personalized marketing in driving engagement and fostering brand loyalty. Furthermore, the research identifies trust as a critical factor in the relationship between social media marketing and brand equity. The study underscores that brands can enhance trust and credibility through direct interaction with customers, addressing concerns, and upholding brand values. Conversely, a lack of trust due to deceptive practices on social media can negatively impact brand equity and loyalty.

The findings also reveal that approximately 20-30% of global consumers have made purchases through social media. As businesses strengthen their presence on these platforms and consumers become more comfortable with e-commerce transactions, this percentage is expected to rise. In conclusion, this research highlights the significance of social media in shaping consumer behaviour, with trust and privacy as central elements. By providing insights into the effective strategies employed by businesses to influence buying decisions, the study contributes to the understanding of consumer behaviour in the digital era. Ultimately, it emphasizes the importance for companies and brands to establish a positive image, build customer relationships, and employ ethical practices to succeed in the dynamic landscape of social media-driven consumerism.

Keywords: Social Media, Consumer Buying Behaviour or intention, Trust and Concern of Privacy,

1. Introduction

1.1 Research Background

Social media has become a major source of news, entertainment, and communication for many people and has revolutionized the way people interact and connect with each other. The percentage of people using social media worldwide was approximately 54.6% of the total population, according to the Digital 2021 Global Overview Report by We Are Social and Hootsuite. This equates to around 4.2 billion social media users worldwide. Social media is an online platform that enable users to interact and share content with others, such as text, images, videos, and links. Some examples of social media are Facebook, Twitter, Instagram, LinkedIn, and Snapchat. The main purpose of social media is to allow users to connect with friends, family, and other people with similar interests, share information and express themselves creatively Loanas (2020).

According to Voramontri (2019), social media has a significant impact on consumer buying behavior by providing information and shaping opinions through user-generated content, advertisements, and influencer marketing. In general, it allows consumers to research products, compare prices, and read reviews before making a purchase decision (Voramontri, 2019). Additionally, social media platforms often have features that allow businesses to target specific demographics, increasing the chances of conversation between different segment of consumers in the market. The rise of mobile devices has also made it easier for consumers to shop online while they are on social media, leading to an increase in impulse purchases.

Ebrahim (2020) argued that trust is a crucial factor in understanding the impact of social media marketing on brand equity and brand loyalty. Trust in a brand can be strengthened by both positive experiences and word-of-mouth recommendations from friends and influencers. Social media provides an opportunity for companies to build trust and credibility by interacting directly with customers, addressing their concerns, and showcasing their brand values. On the other hand, a lack of trust in a brand can have a negative impact on brand equity and brand loyalty, particularly if the brand engages in deceptive or unethical practices on social media. Moreover, responding to customer questions, comments, and reviews on a timely and engaging manner helps to build trust and loyalty towards the social media platform.

The percentage of people buying products online through social media varies depending on the region, age group, and product category (Alsare, 2019). However, a recent study found that approximately 20-30% of consumers globally have made a purchase through social media (Alawan, 2020). The number is expected to grow as more businesses increase their presence on social media platforms and consumers become more comfortable with making purchases through these channels. The exact percentage may also vary depending on the specific platform, as some platforms are better suited for e-commerce and have higher conversion rates than others. Privacy concerns have also become increasingly significant in the digital age. As individuals share personal information and engage with brands on social media, questions surrounding data security and privacy violations have gained prominence (Maria,2019). Consumers are becoming more conscious of their digital footprints and the potential misuse of their data by companies. Consequently, the level of perceived privacy and data security on social media platforms can significantly influence consumer behaviour, including their willingness to share personal information and engage with brands.

Before making a purchase, more than 77% of consumers look at user reviews. If a business has reviews, it immediately gains credibility and trust (even if they are bad). Online reviews outlook to customers the intellect that your business is genuine and delivers a real product or facility. Customers from all around the world consult these evaluations as sources of information before making a purchasing decision. Additionally, they use these reviews to develop a perception of the brand. Even if the reviews are negative, how the business chooses to respond to them can still be very important for its brand image. Companies and brands use social media to reach potential customers and influence their buying decisions in several ways: Firstly, creating and sharing educational and engaging content to establish brand authority and build trust with consumers.

1.2 Research Problems

In today's digital age, where social media has become a ubiquitous part of daily life, understanding the intricate relationship between social media usage, trust, privacy concerns, and their influence on consumer buying behavior has become paramount for businesses and marketers (Kalieb, 2020). While there is substantial evidence suggesting that social media plays a significant role in shaping consumer decisions and trust dynamics, there remains a need for a comprehensive investigation into the nuanced factors, mechanisms, and regional variances that mediate these interactions. Moreover, in an era where online reviews and customer feedback have immense sway, it is essential to explore how trust and privacy perceptions on social media platforms impact consumers' evaluation of brand equity and brand loyalty. Therefore, this research aims to delve into the multifaceted aspects of social media's impact on consumer buying behavior, trust-building strategies employed by businesses, and the evolving landscape of online commerce through social media channels. According to a survey conducted by Global WebIndex in 2021, 43% of internet users aged 16-64 reported using social media to research or purchase products online. However, this percentage can vary significantly depending on the age, gender, and location of the users, as well as the type of social media platform being used. Additionally, digital marketing leverages the psychology of persuasion and the principles of human decision-making to create compelling messages that drive conversions (Jkung, 2019) This research seeks to address the complex interplay between social media, trust, privacy, and consumer choices. By examining the extent to which trust is influenced by online interactions, user-generated content, influencer marketing, and brand engagement strategies, we aim to shed light on the mechanisms through which social media fosters or hinders consumer trust. Additionally, we will investigate the impact of privacy concerns on trust development and its subsequent effects on consumer purchasing decisions. However, it is important to note that social media can also spread false information and misleading reviews, so consumers must be cautious and critical when using it to inform their purchasing decisions.

Palalic, (2021) Through a multidisciplinary approach encompassing psychology, marketing, and data analysis, this study will endeavor to provide actionable insights for businesses seeking to optimize their social media strategies. By understanding how social media users navigate trust and privacy considerations, companies can tailor their approaches to enhance brand credibility, foster consumer loyalty, and ultimately drive successful e-commerce outcomes. According to Njuguna (2018), online promotion is vital for interacting with customers, piquing their curiosity, and raising their awareness of a brand. However, various difficulties, such as a customer's mindset, are influencing how consumers choose to respond to online advertisements (Dolega,2021). This research problem delves into the core issues surrounding your topic and

sets the stage for an in-depth investigation into the influence of social media on trust, privacy, and consumer buying behavior, highlighting its relevance and potential impact on businesses and consumers alike.

1.3 Objectives of the study

This research study refers to explore the function and influence of social media on consumer buying and evaluate the problem and privacy related issue in influencing consumer buying behavior. This study is to provide suggestions to overcome all the difficulties and promote the positive factor that they can engage more in digital media and make it more informal. Therefore, the objective of the studies are as follows:

- i. To Examine how trust and concern of privacy should be considered during Purchasing.
- ii. To Examine the factor that effects the purchasing intention of buyers.

1.4 Scope of the study

The study would examine and draw a map of how social media affects the decision-making process of consumers and the role it plays in influencing their purchase decisions, how social media influences the awareness and attitudes of consumers towards various products and services, the study would explore the impact of demographic factors, such as age, gender, income, education, and cultural background, on the influence of social media on consumer behavior. Further on the other hand it shows an upright and effective way to reduce all the problems and challenges we are facing regarding purchasing on digital media.

2. Literature Review

2.1 Use of social media

The study by Voramontri (2019), finds that social media is a tool for users to connect with others, they believe that social media platforms like Facebook, Twitter, Instagram, and LinkedIn offer users the ability to interact with people from all over the world and form new relationships. It is easy to understand and use they believe that social media enables users to share their thoughts, opinions, and experiences with others, creating a sense of community and fostering creativity with social media platforms offer users the ability to build a personal or professional brand, connect with potential customers, and generate sales some factor which influences social media buying provides users with a platform to share their experiences and opinions about products and services. This social proof can significantly influence consumer behavior. This personalization can influence consumer behavior by exposing them to products and services that are relevant to their interests and needs.

Ebrahim 2020 Consumers can use social media platforms to access information about products, services, and companies. This can help them make informed decisions when making purchases or choosing services, consumers can use social media to reach out to companies for customer service or support (Bugasana,2020). This can include asking questions, reporting issues, or making complaints overall the use of social media for consumers in many ways like reading reviews of products, accessing information, purchasing decisions and etc. It shows a positive relationship between social media and consumers.

False Information: Social media platforms can spread false or misleading information, which can negatively impact consumer buying behaviour.

Privacy Concerns: Many consumers are concerned about their personal data and privacy being exploited or misused on social media platforms.

Addiction to Comparison: Social media encourages consumers to compare their lives to others, leading to feelings of inadequacy and dissatisfaction.

Lack of physical interaction: Social media platforms are not replacing traditional brick-and-mortar shops and stores, which can cause a loss of trust for the consumer and also a lack of tactile experience which is important for some products.

Cyberbullying: Social media can be a breeding ground for cyberbullying, which can have negative effects on self-esteem and mental health.

FOMO (Fear of Missing Out): Social media can create a fear of missing out (FOMO) on experiences, events, and products, leading consumers to make impulsive buying decisions.

Algorithm Bias: Social media algorithms can show users biased content, leading to limited exposure to diverse opinions, perspectives, and products.

Fake Reviews: According to alwan. (2020), Consumers may be influenced by fake reviews and ratings, which can be misleading and harm the reputation of a brand.

Impulse buying: Social media platforms are designed to be addictive, and users are constantly exposed to new products and deals. This can lead to consumers buying products on impulse, without fully considering the purchase

Addiction and Distraction: Social media can be addictive and distracting, taking away time and attention from other important tasks and responsibilities (Saleham ,2018).

2.2 Consumer Buying Behaviour

Purchase Intention

Loanas (2020) Purchase intention refers to the willingness and readiness of consumers to make a purchase decision. Several factors influence purchase intention in the context of social media. Kaur et al. (2021) found that engaging and interactive content on social media positively affects purchase intention. When consumers find content on social media engaging, informative, or entertaining, they are more likely to express a higher purchase intention toward the products or services promoted within that content. Furthermore, Lu et al. (2019) emphasized the role of social influence on purchase intention. Social media allows users to observe what their peers are purchasing and endorsing. When consumers see their friends or social media connections buying and recommending products or services, it can significantly influence their own purchase intention. In conclusion, understanding the factors that influence trust, privacy concerns, and purchase intention on social media is essential for businesses looking to leverage these platforms effectively and build meaningful relationships with their target audience. By Aragoncillo (2018) consumer buying behaviour refers to the process that individuals go through when making a purchase. Social factors such as family, friends, culture, and reference

groups can also influence consumer behavior. For example, a person's family and friends can influence their purchasing decisions by providing recommendations or sharing their own experiences. Similarly, a person's culture and reference groups can influence their perceptions and beliefs about products and brands. Psychological factors such as perception, motivation, learning, and beliefs can also influence consumer behavior. By understanding the factors that influence consumer behavior, marketers and businesses can develop effective marketing strategies that appeal to consumers' needs and preferences. M Singh, (2018), this can help them to create products and services that better meet the needs of their customers, and to develop marketing campaigns that are more likely to persuade consumers to make a purchase.

It involves a series of steps and factors that influence the decision-making process. Here are the common stages of consumer buying behavior.

Problem Recognition: The first stage of consumer buying behavior is recognizing the need for a product or service. This can be triggered by an internal stimulus such as hunger or thirst, or an external stimulus such as an advertisement or a recommendation from a friend.

Information Search: Once consumer recognizes the need for a product or service, they will begin to search for information to help them make a decision. They may use different sources such as search engines, social media, and product reviews, or ask for recommendations from friends and family.

Evaluation of Alternatives: The consumer will then evaluate the available alternatives by comparing the features, benefits, and prices of different products or services. They may also consider factors such as brand reputation, quality, and availability.

Purchase Decision: Once the consumer has evaluated the alternatives, they will make a decision on which product or service to purchase. This may be influenced by factors such as price, availability, and the level of satisfaction with the product.

Post-Purchase Evaluation: After purchasing a product or service, the consumer will evaluate their level of satisfaction with the purchase. According to al.Alwan (2020) this can influence their future purchase decisions and their perception of the brand. The factors that influence consumer buying behavior include personal, psychological, and social factors. Personal factors include age, income, lifestyle, and personality. Psychological factors include motivation, perception, learning, and attitudes. Social factors include the influence of family, friends, culture, and social status. Marketers can use this understanding of consumer buying behavior to develop effective marketing strategies that appeal to consumers' needs and preferences. Overall, the aim of studying consumer buying behaviour is to develop a better understanding of how individuals make purchase decisions and to use this knowledge to create products and services that better meet the needs of customers and to develop marketing strategies that are more likely to persuade consumers to make a purchase.

2.3 Trust

In the recent study, Pop and R.A Dabija (2020), found that trust is an important factor in consumer buying from social media. Social media platforms have become a popular channel for consumers to make purchase decisions, but with the rise of online scams and fraudulent activities, consumers can be wary of buying from unknown sources. Consumers are more likely to make a purchase from a company they perceive as trustworthy. Factors that can contribute to a company's perceived trustworthiness include their reputation, customer service, and transparency about their policies and practices regarding data privacy and security. Here are some reasons why trust is important in consumer buying from social media:

Ebrahim (2020) 1. Reputation: Consumers are more likely to buy from businesses that have a good reputation. Social media platforms allow consumers to check the reputation of a business by reading reviews, comments, and ratings. If a business has a good reputation on social media, it can build trust with consumers.

2. Influencer Marketing: Influencers have become an important source of information and inspiration for consumers. When consumers trust an influencer's recommendations, they are more likely to buy the products they promote.

3. Security: Social media platforms have taken measures to ensure the security of their users. Consumers are more likely to trust social media platforms with robust security measures to protect their personal information.

4. Social Proof: Social media platforms provide social proof in the form of likes, shares, and comments. When consumers see that other people are using and liking a particular product, it can build trust and influence their own purchase decision. Transparency: Social media allows businesses to be more transparent with their customers. When businesses are open and transparent about their products and services, it can build trust with consumers (Lakshmana P. 2018). Overall, trust is an important factor in consumer buying from social media. Building trust with consumers can lead to more sales, customer loyalty, and positive word-of-mouth marketing. Businesses can build trust with consumers by being transparent, providing excellent customer service, and maintaining a good reputation on social media platforms.

2.4 Privacy Concern

According to Jozani and Ayaburi, (2020), privacy concerns can have an impact on consumer buying behaviour on social media. Consumers are becoming more aware of the privacy risks associated with sharing personal information on social media, and are becoming more cautious about the types of information they share. Here are some ways privacy concerns can impact consumer buying behavior on social media. Privacy concerns can erode trust between consumers and businesses on social media. Consumers are more likely to trust businesses that are transparent about their data collection practices and take steps to protect their personal information (M.Y zhang, 2019). Social media's targeted advertising, driven by data and analytics, customizes ads based on users' interests and demographics. While this approach can be highly effective, it has raised privacy concerns among consumers who worry about data breaches and third-party access to their information. This hesitancy to share reviews and ratings on social media platforms can limit the valuable information available to help other consumers make informed purchase decisions. The study delves into the impact of privacy concerns on consumer buying behaviour on social media. To address these concerns, businesses need to build trust by being transparent about their data collection practices and taking concrete steps to protect consumers' personal information. Simultaneously, social media platforms must enhance their security measures to safeguard user data. This approach is crucial because social media significantly influences consumer purchasing behaviour on a global scale.

2.4 Past Research

Past research on consumer buying behavior has provided valuable insights into the factors that drive purchase decisions, as well as the strategies that marketers can use to influence consumer behavior. there has been a significant amount of research on consumer purchase intention over

the years their are respective articles highlight the importance of trust and privacy in shaping consumer buying behaviour or purchase intention, particularly in the context of e-commerce and mobile commerce. Research in the realm of consumer buying behaviour has furnished valuable insights into the determinants of purchase decisions and the tactics marketers employ to influence consumer conduct. A substantial body of work has been dedicated to scrutinizing these intricacies over the years, elucidating the pivotal role that trust and privacy play in moulding consumer buying behaviour, particularly within the domains of e-commerce and mobile commerce.

Pauline M. Dibben and Christine Anew (International Journal of Bank Marketing, 1999) delved into the sphere of trust within consumer relationships with financial services providers, encompassing banks and insurance companies. Their research illuminated the indispensable role trust occupies in forging enduring bonds with customers, underscoring the imperative for businesses to emphasize trustworthiness by delivering dependable and transparent services.

Consumer buying behaviour varies depending on the complexity of the purchase. In cases of complex buying, as elucidated by Ayaburi,(2020) decisions entail a deliberate and meticulous process. These purchases typically involve high costs, possess long-term ramifications, and necessitate a significant degree of customization or personalization. Complex buying necessitates meticulous strategic planning, patience, and a profound comprehension of the requisites and priorities of all stakeholders participating in the decision-making process.

In a study titled "Privacy and Online Behavioural Advertising: Perceptions and Reactions of Online Users" (M. Borroni 2018). the impact of online behavioural advertising on consumer privacy perceptions and reactions was scrutinized. The research findings underscored that consumers harbour a general scepticism toward online behavioural advertising, with privacy and data protection concerns wielding substantial influence over consumer attitudes in this domain. Collectively, these studies underscore the significance of trust and privacy concerns in shaping consumer attitudes and behaviours, particularly in the realms of e-commerce and online shopping. Businesses seeking to allure and retain customers within these settings should prioritize the cultivation of trust and the resolution of privacy concerns. The intricate interplay between complex buying and privacy concerns reflects a multifaceted landscape, shaped not only by individual consumer preferences but also by the actions and policies of the companies and institutions involved in the transaction.

3. Conceptual framework

The conceptual framework presented in this section aims to provide a comprehensive and integrated perspective on the influence of social media on purchase intention, with a specific focus on the roles of trust and privacy. It is essential to recognize the intricate interplay between these factors in shaping consumer behaviour within the dynamic digital landscape. In today's digitally-driven world, social media plays a paramount role in shaping consumers' lives and their purchase decisions. Consumers often turn to online platforms for various purposes, including researching products, comparing prices, reading reviews, and seeking recommendations. Social media platforms serve as information hubs where consumers gather insights and opinions about products and services from peers, influencers, and brands.

Digital media play a important role in consumer life and choices. Consumers often read online reviews of products before making a purchase decision. Positive reviews can increase the

likelihood that a consumer will buy a product, while negative reviews can turn them off. Privacy concerns and online purchasing behavior: A review" by Liang Chen, Yan Zhang, and Jianghua Zhou, published in the Journal of Retailing and Consumer Services (2019). According to this article privacy takes a big place in digital media buying, Consumers also want to feel confident that their personal and financial information is secure when making a digital purchase. Websites that offer secure checkout and payment processes, as well as clear privacy policies, can help increase consumer confidence in the security of the transaction.

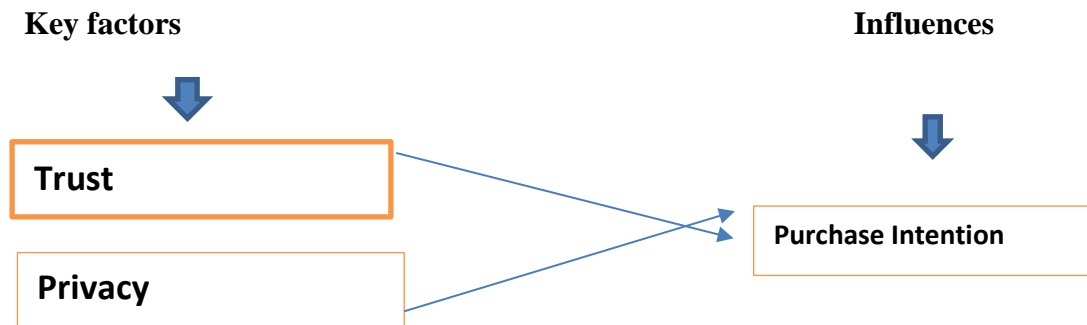


Figure. Conceptual framework of the factor which influence consumer buying behaviour.

4. Methodology Content Analysis

The scope of the study is to analyze and collect information about all the factors from the book, journal, article, etc. which are related to digital media on consumer buying in every aspect whether it is positive or negative. In our study on the Influence of Social Media Regarding Trust and Privacy on Consumer Buying Behaviour, we employed a content analysis methodology to systematically examine and interpret data from various social media platforms. This approach allowed us to uncover patterns, themes, and insights related to trust, privacy, and consumer buying behaviour.

5. Result and Discussion

Our research on the Influence of Social Media Regarding Trust and Privacy on Consumer Buying Behaviour reveals that trust and privacy perceptions profoundly influence consumer choices on social media platforms. We find that various social media features, including user-generated content and influencer marketing, are influential factors. Findings indicate that trust and privacy perceptions on social media significantly impact consumer choices. Features like user-generated content and influencer marketing play pivotal roles. Regional and demographic variations in trust and privacy perceptions are noted. Businesses can use these insights to enhance social media strategies and build trust. Comparisons with existing literature enrich our understanding, while acknowledging study limitations prompts future research. Moreover, regional and demographic differences in these perceptions are evident. These findings offer actionable insights for businesses aiming to improve their social media strategies by building trust. Our work also contributes to the existing literature and identifies avenues for future research. Understanding social media's role in shaping trust, privacy, and consumer behaviour is pivotal in the modern digital landscape.

6. Recommendation

This study found out when it comes to consumer buying behavior, trust and privacy concerns are two important factors that can influence purchase decisions. The insights derived from this study underscore the pivotal role of social media in influencing consumer behaviour, particularly in the context of purchase intention, trust, and privacy. Building on these findings, we offer the following recommendations for businesses and marketers seeking to leverage social media effectively.

Cultivating Trust

- **Deliver Excellent Customer Service** Investing in responsive and empathetic customer service on social media platforms is essential. Promptly address customer queries, concerns, and issues to build trust with your audience.
- **Enhance Transparency:** Be transparent about your business practices, data collection methods, and privacy policies. This transparency can alleviate consumer concerns and enhance trustworthiness.
- **Leverage Influencer Marketing:** Collaborate with trustworthy influencers whose values align with your brand. Influencer marketing can be a potent tool to foster trust and reach a wider audience.
- **Maintain a Positive Reputation:** Actively manage your social media reputation. Encourage satisfied customers to share their positive experiences, as positive reviews and testimonials contribute significantly to building trust.

Addressing Privacy Concerns

- **Transparent Data Practices:** Clearly communicate how you collect, use, and protect user data. Being forthright about data practices can mitigate privacy concerns.
- **Responsible Targeted Advertising:** Implement targeted advertising practices that respect user privacy boundaries. Avoid overly invasive advertising tactics that may deter users.
- **Robust Data Security:** Invest in robust data security measures to safeguard user information. Prioritize cybersecurity to protect both your users and your brand's reputation.

Conclusion

In summary, this research delves into the multifaceted relationship between social media, purchase intention, trust, and privacy. The findings illuminate the profound influence of social media on consumer behaviour and emphasize the critical importance of trust and privacy in this digital landscape. The absence of findings and discussion sections in this paper is acknowledged. Given the extensive literature review and conceptual framework established, further research is needed to generate empirical findings and insights from data collection and analysis. Future studies should aim to systematically investigate and present research outcomes, offering a comprehensive understanding of the nuanced dynamics at play.

In conclusion, this study contributes valuable insights into the influence of social media on purchase intention, highlighting trust as a foundational element and privacy concerns as a potential barrier. Businesses and marketers can leverage these insights to refine their strategies, ultimately building lasting customer relationships in the digital age. Strengthening trust,

addressing privacy concerns, and staying attuned to evolving consumer behaviours are essential steps toward success in the dynamic landscape of social media-driven consumerism.

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