



Influence of Social Networks Recommendations for Consumers Purchase Decision in Retail Setting

P K C Dinesha

University of Ruhuna, Wallamadama, Sri Lanka

Abstract

The paper investigates the relationship between the social media recommendation and consumer purchasing in retail setting. Further, it is observed whether the influence of these recommendations are changed based on the gender of the consumers. The study will contribute to the academia by filling gap of knowledge in influence of information in social networks and consumer purchase decisions in Asian context. For the study a sample was conveniently selected consisting 100 respondents. The survey was employed as the tool to collect primary data by using self-administered questionnaire. Information exchange in social network examines through main three variables: opinion leadership, opinion seeking and pass-along behavior. Through the findings, it was revealed that, all three main variables show a significant positive relationship in consumers' purchasing decisions. However, as further results, gender significantly influences the relationship between main variables: social media recommendations and consumers purchase decisions regards to all three variables. The future research implications have been discussed.

Keywords: Consumer Purchase Decisions, Opinion Leadership, Opinion Seeking Behavior, Pass-Along Behavior, and Social Networks Sites

JEL Classification: M3

Paper Classification: Research Paper

Introduction

Background of the study

Previously the firm uses the physical environment to interact with its customers. But in the recent present there can be seen some trends in connecting with customers via the technology base mechanisms: social media, mobile platforms and e-mail and websites. (Park, 2012) explains that firms use websites to contact customers at home and make various types of recommendations and build up trust throughout social networks and mobile networks. These altered applications have been created to develop communication for consumers with these physical products. In this case, it's supplying recommended sales prices, available designs, quantities, producers, and other products that fit with it. Thus, social network helps to transform consumers purchase



considerations, and facilitates in getting familiar with the product and the store that they are supposed to do shopping (Zhang, 2014). Thereby, this new digital product information helps to enrich physical products to consumers (Von Reischach, Michahelles, , Guinard,, Adelman,, & Fleisc, 2009,).

Customers very rarely make their decisions based on their own judgments only. Sometimes different people and some devices which interact with the customer make some influence on their decision process and the final decisions unknowingly. Throughout the imitation, the shopper gets some influence on other's actions without having any direct connection.

Social media such as Facebook has made a significant influence on consumers' behavior in the current era. (Lang, 2011) indicates that, people regularly spend one –third of their time on social networking by logging on it every day and it causes to change the behavior of consumers. The social networks facilitate connecting the network of people who share common interests and goals (Voramontri, 2019). The Global Retail Report (n.d) (eulerhermes.com) highlights the main key insights on the global retail industry as data management and user experience. It is one of the most important parts of current business models, prices, lead better power for retailers continually acquiring new technology strategy called "Growing global, think local" and is a dominant theme to profiling the future growth. The past extended reviews mostly have discussed electronic recommendations, brand communities, uses of online communication with customers to convey the marketing messages (Najib, 2019), (Sawhney, Verona, Prandell, 2005) (Swedowsky, 2009). Sawhney, Verona, Prandell, 2005; (Swedowsky, 2009). Further, (Bell & Song, S., 2007) explain that several studies have discussed influence of social factors on customer purchase decisions in a different context. The technological effect on the purchase environment has been discussed in selected research studies based on website quality, intention to use and ease of use, not only that, as a platform to enforce these intention (Zhao, 2019). Further, past scholars highlighted that there are a limited number of empirical and theoretical studies that can be found in the adaptation of new technologies: social networks for consumer purchase activities.

Problem Statement

USA industry statistics indicate that most of the consumers (more than 62%) normally tend to consider online reviews and around 98% of them are concerned as a reliable source to get the information. At the same time, around 80% of consumers get affected by their buying decisions from these online recommendations. Currently, consumers intensively utilize social network sites to learn about the brands and patronize retail stores. The social networks' influence has spread out in an inescapable manner throughout the economics (shopping), marketing (brand building), and social (my space) and educational (Kapoor, 2018). At the same time, most of the US retailers are using social networks to communicate marketing mix and its strategies to customers and 40% of retails work as e-retailers and maintains via maintaining the social network pages. Moreover, over 50% of them are carrying out fan pages on Facebook (Zhao, 2019). As a result of that, the traditional retail industry has transferred into "social shopping" or an e-retailing by helping consumer technology, customer reviews, mobile capabilities, and social networking sites. Thereby, social networks and its recommendations caused to shape consumer behavior (Dutton, Helsper, and Gerber, 2009).It's a very emerging area to study. There is a lack of studies about the influential effect of the social network recommendation for the consumer in-store behavior in the retail setting. The significant conceptual gap can be seen in the context of the respective area in the Asian context. . There is not any study conducted in Sri Lankan context, especially focusing no different customer profiles so far. Furthermore, majority of research studies in Sri Lankan context have focused on ICT and its infrastructural support for the industry rather than platform.

Nevertheless, steady growth in internet usage has exhibited several irregularities. Due to several reasons such as high cost, the personal usage has been limited though it covers wide area and internet connectivity and e-mail software are readily available (Herath, Bandara,, Samarajeewa, , & Wijesundara, , 2008).

Moreover, Herath (2008) cited from Gunawardene & Wattedgama, (2003) mentioned approximately 300,000 Internet users in Sri Lanka. Herath (2008) noted the significant growth of the internet usage in 52% during the year 2001. There is not any study conducted in Sri Lankan context especially focusing on different customer profiles so far.

Accordingly, the research problem was derived to study the influence of social network recommendations for consumers purchase decisions in a retail setting and the proposed research study focuses on, how social network recommendations influence purchase decisions in a retail setting.

Thereby, the study aims to investigate the effect of social network recommendations for purchase decisions in retail setting depending on gender base influence. The objectives of the research are:

Research Objectives

- To examine about the relationship between social networks recommendations and consumers purchase decision in retail settings.
- To explore the moderating effect of gender on the relationship between social network recommendations and consumers purchase decision in retail settings.

Literature Review

Social Network Recommendations and Purchase Intention

Past researchers mentioned that information on social media have significantly impacted consumers' attitudes and their decision making process and they more usually engaged with internet for purchase and bargain for products (Ananda, Hernández-García, , Acquila-Natale, , & Lamberti, , 2019) Accordingly, social network sites have become a popular platform to meet consumers and sellers virtually by giving some advantages of posting personal information, uploading the photographs, sending and receiving the messages, joining two groups, and blogging at three times. Accordingly, social network sites help consumers share their views about a product, brand, and the firm with other consumers who are similar to themselves (Pookulangara & Koesler, , 2011). Consumers tend to highly satisfy their some of hedonic needs such as peers' approvals, self-expression and entertainment desires than the traditional media (Men & Muralidharan, 2017). Further, (Pookulangara & Koesler, , 2011) further indicate that, social network is a significant factor which directly impacts consumers and their perception for purchase intention. Consumers tend to use the social interaction during the primary stages of their search intention (E Vance and Chi, 2009) as well as while getting opinions and recommendations (Ellison & Boyd, 2013). Sen and Leman (2007) mentioned that hedonistic products that received negative comments are less useful than the utilitarian items that got similar comments. But however, some negative ideas help to gain positive reactions on brand awareness and purchase likelihood (Berger, Sorensen, and Rasmussen, 2010). Besides that, throughout the social media communication, people tend to frequently refer to brand that naturally influences purchase intention of it (Wolmy & Mueller, 2013). Further they indicate that there is a fairly examined area of adaptation for a recommendation of social network sites and its influence on consumer purchase behavior. In order

to study about the gap, the following hypothesis were derived,

H1: There is a significant positive relationship between social networks recommendations and consumers purchase decision in retail settings.

Further, Shu-Chuan Chu & Sejung Marina Choi (2011) have identified three main aspects of information exchange in social network sites as, opinion leadership, opinion seeking, and pass-along behavior.

Opinion Leadership

Opinion leadership and opinion seeking have been identified as significantly influencing dimensions for consumers' new product adaptation and diffusion (Moran & Muzellec, 2017). Further, these two factors have been identified as a significant component for social influences (King, Racherla, & Bush, 2014). (Chu & Kim)(2011) explain that individuals with a high level of opinion leadership characteristics have ability to make a greater influence for other's attitudes and behavior. An online opinion leader has some characteristics of high-level involvement, innovativeness, exploratory behavior, and self-perceived knowledge —(Chu & Yoojung, 2011). Same authors further explain that online platforms work as a tool which gives greater opportunities to share product related information and get self-expression for consumers by recommending desired products and services. An online recommendation that is received in strong strength from both experts and regular people, can make a similar level of influence for consumers (Mortazavi, Esfidani, & Barzoki, , 2014). Further, consumers like twice to purchase the product which received positive recommendations from others. Consequently, it is noted as,

H1a: There is a significant positive relationship between opinion leadership on social network and consumers purchase decision in retail setting.

Opinion Seeking Behavior

Consumers always prefer to get recommendations from others about new products for different reasons. As explained by Jalilvand & Samiei, (2012) consumers motivated to seek suggestions from others mainly reason to reduce risk, access as ease of way to information, for unplanned buying, to get a lower price, collect data of some offline stimulations, and to get the repurchase information .Opinion seeking is one of the important factors for marketers and advertisers as it signals intention to purchase the (López & Sicilia, , 2014). Moreover, the emergence of micro blogs has enhanced the ability of form together as friends to discuss brands, share updates and experience, and offer advice for people (Gillian & Laurent, 2017), but , unverified information shared in social media has affected the credibility of eWOM (Moran & Muzellec, 2017).The influence of online information can be determined based on the motivation for opinion seeking and links in online relationships (Monge and Contractor, 2003). Further, more consumers prefer to look for information or the recommendation, especially before the purchase of high involvement products.-(López & Sicilia,, 2014): Moreover, the same authors point out that, consumers tend to generate recommendations and information by involving discussion boards, which can be influenced their potential purchases. Thus, it is hypothesized that,

H1b: Opinion seeking on social network significantly influences consumers purchase decision in retail setting.

Pass-along Behavior

Online pass-along behavior is also another important source of information sharing in social

media (Chu & Kim,, 2011) . They further explain that the more favorable features of online context highly facilitate pass along behavior of viewers. Pass along behavior of users on social network sites is a useful tool to seek and share information related to products and brands. The larger volume of product information is being available and shared through digital technologies to review seekers form current to past, consumers (Reichelt, Sievert & Jacob, 2014; Moran, Muzellec & Nolan, 2014).

H1c: Pass-along behavior on social network significantly influences consumers purchase decision in retail setting.

Gender influence for accepting of social network recommendations

Gender differences in the usage of social network sites are not an uncovered area to date in research studies. However, the importance of group belongings and forms of usage are fairly studied areas yet. Moreover, teenage boys and girls display similar usage on the internet, but use for different purposes.

Thereby boys search more for features and entertainment and girls use social network sites for relationships (Huang, Hood, , & Yoo, , 2013).Further, (Barker & Ota, , 2011) explains while boys use SNS to make new friends and the girls try to keep up their contact with friends via the social media. Furthermore, girls are more involved in chatting than boys in social network sites and they mostly talk about romantic relationships, secret things, deep feelings, new fashions, and recently purchased items. Accordingly, the female generally use social networks to communicate with close peers and males are more interested to use it to seek information. Further, men and women generally display different attitudes towards motivation for internet use, sharing of information on social network sites and attitudes towards the advertisement on social networks (Sheehan, 1999; Weiser, 2000; Wolin and Korgaonkar, 2003). Men consider other evaluations in an overconfident attitude while women look for others' opinion as opportunities for them to learn more. Also, women gave more weight to the opinion of others with regards to purchase decisions and finally it's factoring to overall decision making process.

Thus the hypothesis posited that,

H2a: Gender moderates the relationship between opinion leadership on social network and consumers purchase decision in retail setting.

H2b: Gender moderates the relationship between Opinion seeking on social network and consumers purchase decision in retail setting.

H2c: Gender moderates the relationship between Pass-along behavior on social network and consumers purchase decision in retail setting

Methodology

This study will reveal the influence of social network recommendations for consumers in-store behavior in retail setting out of the independent variables of, opinion leadership, Opinion seeking, and Pass-along behavior. The current study can be categorized as descriptive research which has been conducted as quantitative research by using the survey method, anonymously and used statistical methods to analyze the purpose. The sample was selected conveniently, based on demographic variables such as age, gender, and educational level. It consisted of 100 respondents with a 90.9% response rate (100/110* %) of the younger generation from 18years to 26years including undergraduate from Faculty of Management and Finance, the University of Ruhuna who came from different places in Sri Lanka. According to the TRCSL survey, more than

6 million active social media users are in Sri Lanka currently. Further, among them, more than 1.5 million users are in the age between 10-22years. Ultimately, the undergraduate was focused due to the applicability of the phenomenon interested in the study. The self-administered questionnaire which was built up focusing on demographic factors as the first part and the second section consisted of questions related to the usage of social networks (opinion leadership, opinion seeking, and pass-along behavior) and its influence for consumers in-store behavior in a retail setting (usages intention, and product purchase). Further, the questions used measurement by a Likert scale of 1 to 7 which represents, 1- strongly disagree to 7- strongly agree in the second section of the questionnaire.

Table 1: Measurement of the Variables

Opinion leadership	Persuade, advice, What I told , opinion take into account, influence to contact, turn to me for advice,
opinion seeking	Ask, talk to contact, get opinions, and feel comfortable with gotten opinion, importance of Contact opinion.
pass-along behavior	Tend to pass, commenting, pass along to my other, reviews, and pass along interesting information.

Source: *Study Survey (2019)*

The present study performs the analysis on derived hypothesis relevant to the relationship between purchase intention and social network recommendations for consumers in-store behavior as well as the moderating effect as follows. H1: There is a significant positive relationship between social network recommendations and consumers' purchase decisions in retail settings, H2a, b, c; Gender moderates the relationship between opinion leadership, opinion seeking, and pass-along behavior on social network and consumers purchase decision in a retail setting. Further correlation and regression models were applied to test the relationships of variables.

Data Analysis

As presented in frequency statistics, around 53 percent (53%) of the respondents were males in this sample. Further, majority of respondents represented the age category 21-23 (49 %) in this sample and other age categories (18-20 and 24-26) representing respectively (32 % and 19%) from the respective sample. Majority of the respondents, 38 percent (38 %) indicated that their communicating with friends in social media networks is less often. At the same, around 37 percent (37%) of respondents communicate with friends in social networks in high frequency.

Validity of the measurement was extracted to ensure the stability and the consistency with which the instrument measures the concept and helps to assess the "goodness" of measures (Sekaran, 2013). Thereby, Bartlett's Test provides statistically significant results (Chi-Square 2821.236, dof: 153, sig.000) by indicating the sufficient correlation among the variables and the advocacy of the sample strived through Kaiser-Meyer-Olkin. (KMO).771 (> 0.5). Accordingly Overall Cronbach's Alpha was 0.965. There are two analysis performed in this research. Correlation and regression analysis was applied to test the relationship between the two variables: relationship between social network recommendations and consumers purchase decision in retail setting. Moreover, hierarchical regression analysis was employed to measure moderating effect of gender with relationship.

Table 1 a: Correlation result between the social network recommendation and purchase intension of consumers.

Dimensions	Coefficient of Correlation	Sig.
Average OPL	.904	.000
Average OSEEKING	.933	.000
Average PAB	.842	.000

Source: Study Survey (2019).

Hypothesis 01 (H1) examined the relationship between opinion leadership on social network sites and consumers' purchase decisions in a retail setting. In the correlation model, opinion leadership, opinion seeking, and pass along behavior on social networks were taken as independent variables and consumers purchase decisions in a retail setting as the dependent variable. According to the Table 01a, the derived correlation value for opinion leadership with respective sample is .904. Accordingly, opinion leadership shows the significant relationship with the consumer purchase decision in the samples ($p=.000$). Regards to the opinion seeking, respondents are displaying significant relationship with the dependent variable ($p= .000$) and correlation value is 0.933. Moreover, the respondents represent .842 Correlation values for the factor of pass-along behavior upon consumer purchase decisions in a retail setting. As the same groups designate the significant relationship between these two variables with respective P values (.000). Accordingly, both male and female consumers highly consider others ideas given through social media and suggestions which they get from others and information that they shared to others related to products throughout social media sites while they make the purchase decisions in a retail setting.

For further study about this hypothesis, the study applies the regression analysis. The overall model was significant ($R^2 = .818$, and F value, respectively 281.809). Accordingly, around 89% of consumers' purchase decisions in this sample depend on recommendation they received throughout the social network. The findings concluded that both variables indicate a significant relationship with each other. Accordingly, when consumers make purchase decisions in retail setting, they tend to consider others ideas given through social media and suggestions they get from others and information that they shared to others related to products throughout social media sites. In order to analyze the hypothesis, the regression model was applied there and findings pointed out, the various inflation factors (VIF) for all variables should be less than 05 (Rogerson, 2001) (VIF for all variables 3.5) and all tolerance value was well below 1, indicating the freedom of multicollinearity of the variables in the regression model. Further, Durbin-Watson close to 2.0 is consistent with no serial correlation between the independent variables.

Table 2: Moderating effect of gender on relationship between Opinion Leadership and purchase decisions.

	β	R2	Adj R2	Change R2	F Chang	df1	df2	Sig.
Opinion Leadership.	.904	.818	.816	.818	.904	1	98	.000
Gender	-.017	.818	.814	.000	.138	1	97	.711
Opinion Leadership. X Gender	-.261	.821	.815	.003	.143	1	96	.234

Source: Study Survey (2019).

H2a, H2b, and H2c examined the moderating effect of gender on the relationship between social media recommendation and consumer purchase decisions in retail settings. To test the moderating effect, a hierarchical regression analysis was performed. As explained in the literature

review, social media recommendation has been examined throughout three variables: opinion leadership, opinion seeking, and pass along behavior in the social networks.

First, hierarchical regression analysis was performed to test for the linear and interaction effect of Opinion Leadership and the influence of gender for consumer purchase decisions in a retail setting. Variables were entered into the model in the following order: Opinion Leadership, Gender, and Opinion Leadership. X Gender. The Table 02 shows the result of hierarchical regression analysis for the linear and interaction effect on consumers purchase decisions. As explained by Liao and Wang, (2009), R2 change shows the significant moderating effect of moderator.

As reported in Table 02, Opinion Leadership accounts for 81.8 percent of the variance in consumer purchasing decisions, $R^2=.818$, $F(1,98) = .904$, $p=.000$. When the variety of gender was added into the regression, the effect made by independent variables remained constant in 81.8 percent (R^2 change=.000, $\Delta F(1,97) = .138$, $p=0.711$). Finally the interaction term between opinion leadership and gender was added to the regression model, which accounted for a significant proportion (82.1 percent) of the variance in impulse purchasing.

Accordingly, the variance of the consumer purchasing decision depends on the opinion leadership for 82.7% and doesn't change with gender (0%). Further, the dependency of consumer purchase decisions on the interaction effect of these two variables has increased up to 82.1%. As indicated in the findings, hypothesis 02a (H2a) was not accepted. Thereby, meaning consumers consider the recommendations they receive through the social media while they make purchase decisions but these considerations tend to change their decisions significantly.

Table 3: Moderating effect of gender on relationship between Opinion seeking and purchase decisions.

	β	R2	Adj R2	Change R2	F Chang	df1	df2	Sig.
Opinion Leadership.	.933	.870	.869	.870	65.644	1	98	.000
Gender	-.047	.872	.869	.002	1.512	1	97	.222
Opinion Leadership. X Gender	-1.107	.914	.912	.042	47.455	1	96	.000

Source: Study Survey (2019).

Hypothesis 02b has assumed gender moderates the relationship between Opinion seeking on social networks and consumers' purchase decisions in a retail setting. In order to test the linearity and the interaction effect of gender, the hierarchical regression analysis was performed. Three Variables were entered into the model in the following order: Opinion seeking, Gender, and Opinion Seeking. X Gender. Consumer purchase decision at retail setting regards this group changed with 87percent (87%) who form the opinion through the social media. Its indicated with the $R^2= .870$, $F(1,98) = 65.664$, $P=.000$. As a result of the second independent variable gender, the variance of the consumer purchase decision with this variable has enhanced up to 87.2 percent (87.2%) (Change $R^2=.002$, $\Delta F(1,97) = 1.512$) but gender doesn't make a significant influence as an independent variable in this relationship ($p=0.222$). Due to the interaction effect (Opinion Seeking X Gender) the proportion of variance has increased up to 91.4 percent (91.4%) (Change $R^2=.042$, $\Delta F(1,96) = 47.455$, $P=.000$).

According to the findings, the variance of the consumer purchasing decisions in retail settings depend on the opinion that they collected through social media in 87% and 87.2% as per gender

of the consumer. Though the gender displays insignificant influence as an independent variable in this relationship, when the interaction variable was added to the model, both independent variables (opinion seeking and gender) in the third model became significant (Change R2=.042, $\Delta F(1, 96) = 47.455, P = .000$).

Accordingly, the interaction variable represents 91 percent of variance and shows a significant impact (sig. 0.000) on consumer purchasing decisions. As indicated in the findings, both the main effect 'opinion seeking' and interaction effect only display significant influence on the dependent variable, while gender does not ($\beta = -.047, p = .222$). Thereby, hypothesis H2b is supported by the findings.

Table 4: Moderating effect of gender on relationship between pass-along behavior and purchase decisions.

	β	R2	Adj R2	Change R2	Sig.
Pass-along behavior(PAB)	.842	.709	.706	.709	.000
Gender	-.260	.758	.753	.049	.000
Pass AB. X Gender	-1.693	.820	.815	.062	.000

Source: Study Survey (2019).

Table 04 represents the findings of hierarchical regression analysis to test the moderating effect of gender on the relationship between pass along behavior in social network sites and consumer purchase decisions in retail settings. Variances were entered into the model in the following order: pass-along behavior, gender, and PAB X gender. In the first model, variable pass-along behavior accounted for 70.9 percent (70.9%) of variance in consumer purchase decisions in the sample. After adding the second independent variable gender for the model that predicting value has uplifted to 75.8 percent (75.8%). Finally, with the interaction effect (PAB X gender) that value has gradually increased to 82 percent (82%). In all three models, these variables have displayed a significant influence on the dependent variable (for all three variables $P = .000$). But, both main effect gender and interaction effect indeed negative effect with respectively ($\beta = -0.260$ and $\beta = -1.693$) on the consumer purchase decisions.

Result and Discussion

The study intended to understand how social media recommendations can influence consumer purchases in a retail setting with an emphasis on the influence of gender bias. In order to address the research questions, the study employed correlation analysis to study the relationship between the two main variables: social network recommendations and consumer purchase decisions in a retail setting. Secondly, this study implies the moderating effect of the influence of gender of the consumer on the associations of the above-mentioned constructs. In correlation analysis all three variables displayed significant relationship with consumer purchase decisions in retail setting respectively (opinion leadership .910 and $P = .000$, opinion seeking .941 and $P = .000$ and pass along behavior on social network .842 and $P = .000$). The findings of the current study are lined with the past research suggestions like; there is a positive significant relationship between these two variables; opinion leadership and opinion seeking to support with that, the opinion of others may significantly influence consumers' potential purchase decisions (López & Sicilia,, 2014). Moreover, when consumers make purchase decisions in a retail setting, they tend to consider others' ideas given through social media and suggestions which they get from others and information that they shared with others related to products throughout social

media sites. According to the findings of moderating effect analysis, gender shows a significant moderating effect related to opinion leadership, opinion seeking, and pass-along behavior (respectively: $P=.000$, $P=.040$, $P=.000$). Moreover, this effect ($\beta=-.385$, $\beta=-.0230$ and $\beta=-1.830$) makes a negative influence on consumers' purchase decisions. Further, the result that social network recommendation is perceived differently, men mean it as overconfident attitude while women consider it as opportunity to learn was suggested by Sheehan(1999); Weiser(2000); Wolin and Korgaonkar (2003). Therefore, when the consumer makes purchase decisions in a retail setting they consider recommendations that they received through social media. Further, based on the gender they convert into negative reactions.

Conclusion

This study examined the relationship between social media recommendation and consumer purchase in a retail setting with an emphasis on the influence of gender bias. In another words, measures the moderating effect of gender for the purchase decisions of consumers. According to the findings, all three variables in information exchange in social network sites displayed a highly significant positive relationship with consumer purchase decisions in a retail setting. Among the variables, pass- along behavior indicated the strongest relationship with the dependent variable. According to the findings of moderating effect analysis, gender shows significant moderating effect related to the opinion leadership, opinion seeking and pass-along behavior. Therefore, when consumers make purchase decisions in a retail setting they consider recommendations that they received through social media and based on gender convert into negative reactions.

The findings of the current study will be contributed to the academia by filling gap of knowledge in influence of information in social networks on consumer purchase decisions in Asian context. A further result of the moderating effect fills the significant conceptual gap which fairly examines the area. According to the findings of the study, marketers and practitioners should consider how male and female consumers perceive information in a different manner when they promote their products and brands through social media. Further, based on the gender it converts into negative reactions so that, social media promotion which is specially focused on women should be conveyed in a more trustworthy manner.

References

- Ananda, A. S., García, H., Natale, E., A., & Lamberti, L. (2019). What makes fashion consumers "click"? Generation of eWoM engagement in social media. *Asia Pacific Journal of Marketing and Logistics*.
- Ananda, A. S., Hernández-García, Á., Acquila-Natale, E., & Lamberti, L. (2019). What makes fashion consumers "click"? Generation of eWoM engagement in social media. *Asia Pacific Journal of Marketing and Logistics*.
- Ananda, A. S.-G.-N. (2019). What makes fashion consumers "click"? Generation of eWoM engagement in social media. *sia Pacific Journal of Marketing and Logistics*.
- Barker, V., & Ota, H. (2011). Mixi diary versus Facebook photos: Social networking site use among Japanese and Caucasian American females. *Journal of Intercultural Communication Research*, 40(1), 39-63.
- Bell, D. R., & Song, S. (2007). Neighborhood effects and trial on the Internet: Evidence from online grocery retailing. *Quantitative Marketing and Economics*, 5(4), 361-400.
- Chu, S. C., & Kim, J. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.

- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75.
- Chu, S.-C., & Yoojung, K. (2011). "Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites." *International Journal of Advertising*, 30, no. 1 (2011): 47-75.
- Ellison, N. B., & Boyd, J. (2013). Sociality through social network sites. *The Oxford handbook of internet studies*, 151-172.
- eulerhermes.com. (n.d.). Retrieved March 2020, from https://www.eulerhermes.com/en_global.html/economic-insights.html.
- Herath, H. M. (2008). *Factors affecting online purchase decisions of Sri Lankan consumer: with special reference to Western province*.
- Herath, H. M., Bandara, D., Samarajeewa, P., & Wijesundara, D. (2008). The effect of plant growth regulators on anther culture response and plant regeneration in selected Sri Lankan Indica rice varieties, Japonica varieties and their inter-sub specific hybrids.
- Huang, W. H., Hood, D., & Yoo, S. (2013). Gender divide and acceptance of collaborative Web 2.0 applications for learning in higher education. *The Internet and Higher Education*, 16, 57-65.
- Jalilvand, M. R., & Samiei, J. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*.
- Kapoor, K. K. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531-558.
- King, R. A., Racherla, P., & Bush, J. (2014). What we know and don't know about online word-of-mouth: A review and synthesis of the literature. *Journal of interactive marketing*, 28(3), 167-183.
- Lang, N. P. (2011). Do mucositis lesions around implants differ from gingivitis lesions around teeth?. *Journal of clinical periodontology*, 38, 182-187.
- López, M., & Sicilia, M. (2014). eWOM as source of influence: the impact of participation in eWOM and perceived source trustworthiness on decision making. *Journal of Interactive Advertising*, 14(2), 86-97.
- López, M., & Sicilia, M. (2014). eWOM as source of influence: the impact of participation in eWOM and perceived source trustworthiness on decision making. *Journal of Interactive Advertising*, 14(2), 86-97.
- Men, L. R., & Muralidharan, J. (2017). Understanding social media peer communication and organization-public relationships: Evidence from China and the United States. *Journalism & Mass Communication Quarterly*, 94(1), 81-101.
- Moran, G., & Muzellec, L. (2017). eWOM credibility on social networking sites: A framework. *Journal of Marketing Communications*, 23(2), 149-161.
- Moran, G., & Muzellec, L. (2017). eWOM credibility on social networking sites. *Journal of Marketing Communications*, 23(2), 149-161.
- Mortazavi, M., Esfidani, J., & Barzoki, A. (2014). Influencing VSN users' purchase intentions. *Journal of Research in Interactive Marketing*.
- Najib, S. & Siddiqui, D. A. (2019). Moderating Effect of Culture on Consumers' Usage of Social Networks and Its' Impact on Online Purchase Intentions. *Journal of Marketing and Consumer Research*, 55, 26-41.
- Park, J. G. (2012). Multidimensional trust building in e-retailing: Cross-cultural differences in trust formation and implications for perceived risk. *Journal of Retailing and Consumer Services*, 19(3), 304-312.

- Pookulangara, S., & Koesler, K. (2011). Cultural influence on consumers' usage of social networks and its impact on online purchase intentions. . *Journal of Retailing and Consumer Services*, 18(4), 348-354.
- Swedowsky, M. (2009, 08 09). *A SOCIAL MEDIA "HOW TO" FOR RETAILERS*. Retrieved 5 16, 2020, from nielsen.com : <https://www.nielsen.com/us/en/insights/article/2009/a-social-media-how-to-for-retailers/>
- Von Reischach, F., Michahelles, F., Guinard, D., Adelman, R., & Fleisc. (2009,). An evaluation of product identification techniques for mobile phones. In *IFIP Conference on Human-Computer Interaction*, pp. 804-816.
- Voramontri, D. &. (2019). mpact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
- Zhang, K. Z. (2014). Examining the moderating effect of inconsistent reviews and its gender differences on consumers' online shopping decision. *International Journal of Information Management*, 34(2), 89-98.
- Zhao, L. L. (2019). Social media and Chinese consumers' environmentally sustainable apparel purchase intentions. *Asia Pacific Journal of Marketing and Logistics*.
-

Author's Profile

P K C Dinesha is a Senior Lecturer at the Department of Marketing, in the University of Ruhuna, Sri Lanka. She is having an experience of ten years, both teaching and research activities in the major areas of consumer behavior, retail management, and international business. She completed her master's studies in International Management at the University of Adger, Norway, and at the University of Sri Jayawardanapura, Gangodawila, Nugegoda. Sri Lanka. Number of research publications in these respective areas has been published by the author in the national and international journals in the past. She has been appointed as the Honorary Advisory Member of the Scholarly Social Science and Humanities Research Association (SSHRA).
