

REFERENCES

- Aaker, D. A., 1996. Measuring brand equity across products and markets. *California Management Review*, vol. 38, pp. 102-120.
- Aaker, J. L., 1997. Dimensions of brand personality. *Journal of Marketing Research*, vol. 34, pp. 347-356.
- Aaron, D., 2012. *Game for Business: the rise of branded social games*. [Online] Available at: <http://sparksheet.com/game-for-business-the-rise-of-branded-social-games/> [Accessed 16 December 2014].
- Abram, C. & Pearlman, L., 2012. *Facebook for dummies*. Hoboken: John Wiley and Sons Inc.
- Aggarwal, C. C., 2011. *Social network data analytics*. London: Springer.
- Aggarwal, S., 2013. *2013 India internet outlook*. [Online] Available at: <http://techcircle.vccircle.com/2013/02/01/2013-india-internet-outlook/> [Accessed 3 December 2014].
- Alexa, 2014. *Top Sites in India*. [Online] Available at: <http://www.alexa.com/topsites/countries/IN>
- Allen, R., 2008. *Factors influencing the usage of social networking websites amongst young, professional South Africans*, South Africa: University of Pretoria.
- Alreck, P. L. & Settle, R. B., 1995. The importance of word-of-mouth communication to service buyers. In D.W. Stewart & N.J. Vitell (Eds.), *1995 AMA Winter Educators Proceedings* (pp. 188-193). Chicago: American Marketing Association.
- Anderson, J. C. & Gerbing, D. W., 1988. Structural equation modeling in practice: a review and recommended two-step approach. *American Psychological Association, Inc.*, vol. 103, no. 3, pp. 411-423.
- Anderson, R. E. & Srinivasan, S. S., 2003. E-satisfaction and e-loyalty: a contingency framework. *Psychology & Marketing*, vol. 20, no. 2, pp. 123-138.

- Australian Communication and Media Authority, 2008. *Internet use and social networking by young people*, s.l.: Australia's Regulator for Broadcasting, The Internet, Radiocommunications and Telecommunications.
- Azoulay, A. & Kapferer, J. N., 2003. Do brand personality scales really measure brand personality?. *Journal of Brand Management*, vol. 11, no. 2, pp. 143-155.
- Barnes, S. B., 2006. A privacy paradox: social networking in United States. *First Monday*, vol. 11, no. 9.
- Bajpai, N., 2011. *Business research methods*. New Delhi: Pearson Publications.
- Barker, V., 2009. Older adolescents' motivations for social network site Use: the influence of gender, group identity and collective self-esteem. *Cyberpsychology and Behavior*, vol. 12, no. 2, pp. 209-213.
- Belk, R. W., 1988. Possessions and the extended self. *Journal of Consumer Research*, vol. 15, pp. 139.
- Best, S. & Krueger, B., 2006 . Online interactions and social capital: distinguishing between new and existing ties. *Social Science Computer Review*, vol. 24, no. 4, pp. 395-410.
- Blakely, R., 2007. Facebook shrugs off privacy fears with plan for targeted advertising. *The Times*.
- Boundless, 2014. *Types of Internet Advertising*. [Online]
Available at: <https://www.boundless.com/marketing/social-media-marketing/introduction-to-social-media-digital-marketing/types-of-internet-advertising/>[Accessed 2 January 2015].
- Boyd, D. M. & Ellison, N. B., 2007. Social network sites: definition, history and scholarship.. *Journal of Computer-Mediated Communication*, vol. 13, no. 1, pp. 210–230.
- Brodie, R. J., Ilic, A., Juric, B. & Hollebeek, L., 2013. Consumer engagement in a virtual brand community: an exploratory analysis. *Journal of Business Research*, vol. 66, no. 1, pp. 105-114.

- Carmines, E. G. & McIver, J. P., 1981. *Analyzing models with unobserved variables*. Beverly Hills: Sage Publications.
- Carroll, A., Barnes, S. J., Scornavacca, E. & Fletcher, K., 2007. Consumer perceptions and attitudes towards sms advertising: recent evidence from New Zealand. *International Journal of Advertising*, vol. 26, no. 1, pp. 79-98.
- Cory, J. (2010). Social media comes of age. *Qualified Remodeler*, pp. 79.
- Chen, M. & Pang, X., 2012. Leisure motivation: an integrative review. *Social Behavior and Personality*, vol. 40, pp. 1075-1082.
- Cheung, M. C., Chui, P. Y. & Lee, M. K., 2011. Online social networks: why do students use facebook?. *Computers in Human Behavior*, vol. 27, pp. 1337–1343.
- Choi, W. M., Kim, Y., Sung, Y., & Sohn, D., 2008. Motivations and social relationships: a comparative study of social network sites in the U.S. and Korea. *International Communication Association Convention, Canada*.
- Chu, S. C., 2009. *Determinants of consumer engagement in electronic word-of-mouth in social networking sites*, Austin : The University of Texas.
- Cohen, D., 2012. <http://allfacebook.com>. [Online]
Available at: http://allfacebook.com/pew-research-eight-political-activities_b102661
[Accessed 30 July 2013].
- Connelly, L. M., 2008. Pilot studies. *Medsurg Nursing*, p. 411.
- Conroy, P. & Narula, A., 2010. *A new breed of brand advocates: social networking redefines consumer engagement*, s.l.: Deloitte.
- Cooper, S., 2013. *Social media is becoming the place for video discovery, and that's great news for brands*. [Online]
Available at: <http://www.businessinsider.in/Social-Media-Is-Becoming-THE-Place-For-Video-Discovery-And-Thats-Great-News-For-Brands/articleshow/26112193.cms> [Accessed 11 06 2014].
- Cravens, J. D., 2010. *Facebook & infidelity*, Greenville: East Carolina University.

- Cronchback, L. J., 1971., Test validation, In Thorndike R. L. (Ed.): Educational Measurement. *American Council of Education*, pp. 20.
- Davidow, M., 2003. Have you heard the word? the effect of word of mouth on perceived justice, satisfaction and repurchase intentions following complaint handling. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, vol. 16, no. 1, pp. 67-80.
- Dean, G., 2010. *Understanding Consumer Attitudes*. [Online]
Available at: <http://marketography.com/tag/value-expressive-function/>
[Accessed 28 May 2014].
- Delbaere, M., McQuarrie, E. F. & Phillips, B. J., 2011. Personification in advertising : using a visual metaphor to trigger anthropomorphism. *Journal of Advertising : Official Publication of the American Academy of Advertising*, vol. 40, pp. 121-130.
- Deloitte, 2010. *A new breed of brand advocates: social networking redefines consumer engagement*, s.l.: Deloitte Development LLC.
- Dennison.com, 2009. *Social Media for business*. [Online]
Available at: <http://www.scribd.com/doc/14852401/Introduction-to-Social-Media-for-Business> [Accessed 12 June 2011].
- Digital Ingredients. (2009, October 4). *Consumer engagement vs social media-the time is now*. Retrieved June 12, 2011, from www.blog.digitalingredients.co.uk:
<http://blog.digitalingredients.co.uk/2009/10/consumer-engagemenvs-social-media-time.html>
- Dorner, N., Menevi, I. & Eyyam, R., 2011. What is the motivation for using Facebook?. *Procedia Social and Behavioral Sciences* , vol. 15, pp. 2642–2646.
- Dumrongkiri, N. & Pornsakulvanich, V., 2010. Social networking sites in Thailand: motives and predictors of university students' behaviors. *International Journal of Innovation and Learning*, vol. 4, no.8, pp. pp. 427-444.
- Elad, J., 2014. *LinkedIn for dummies*. Hoboken: John wiley & sons Inc.

- Ellison, N. B., Steinfield, C. & Lampe, C., 2007. The benefits of Facebook “friends:” social capital and college students' use of online social network sites. *Journal of Computer Mediated Communication*, vol. 12, no. 4, pp. 1143-1168.
- eMarketer, 2012. *Brand advocates: scaling social media word-of-mouth*, s.l.: eMarketer.
- Epsilon Company, 2010. *A prescription for customer engagement: An inside look at social media and the pharmaceutical industry.*, Irving: Epsilon International.
- Evans, D., 2010. *Social media marketing: the next generation of business engagement*. Indianapolis: John Wiley & Sons.
- Evans, D. & Bratton, S., 2010. *Social media marketing: the next generation for business engagement*. Indianapolis: Wiley publishing Inc.
- Facebook, 2011. *Statistics*. [Online]
Available at: <http://www.facebook.com/press/info.php?statistics> [Accessed 12 June 2011].
- Facebook, 2014. *About*. [Online]
Available at: https://www.facebook.com/FacebookIndia/info?ref=page_internal [Accessed 7 February 2015].
- Facebook, 2014. *Facebook can help you reach all the people who matter most to your business*. [Online]
Available at: <https://www.facebook.com/business/overview> [Accessed 7 January 2015].
- Feick, L. F. & Price, L. L., 1987. The market maven: a diffuser of marketplace information. *Journal of Marketing*, vol. 51, pp. 83-95.
- Ferri, F., Grifoni, P. & Guzzo, T., 2012. New forms of social and professional digital relationships: the case of Facebook. *Social Network Analysis and Mining*; vol 2, no. 2, pp. 21-137.
- Fitton, L., 2012. *Twitter for dummies*. Hoboken: John wiley and sons Inc.

- Foster, M. K., Francescucci, A. & West, C., B., 2010. Why users participate in online social networks. *Internation Journal of e-Business Management*, pp. 3-19.
- Franzen, G. & Moriarty, S., 2009. *The science and art of branding*. New York: M.E.Sharpe, Inc.
- Fuggetta, R., 2012. *Brand Advocates: Turning enthusiastic customers into a powerful marketing force*. Hoboken: John Wiley and sons.
- Gangadharbatla, H., 2007. Facebook me: collective self-esteem, need to belong and internet self-efficacyas predictors of the igeration's attitude towards social networking sites. *Journal of Interactive Advertising*, pp. 1-29.
- Gaskin, J., 2015. *Confirmatory factor analysis*. [Online]
Available at:http://statwiki.kolobkcreations.com/wiki/Confirmatory_Factor_Analysis
[Accessed 1 June 2015].
- Gatignon, H. & Thomas, R., 1985. A propositional inventory for new diffusion research. *Journal of Consumer Research*, pp. 849-867.
- Gbadeyan, R. A., 2010. Direct marketing to online social network (OSN) users in Nigeria. *International Journal of Marketing Studies*, vol. 2, no.2, pp. 275-282.
- Gembarski, R., 2014. *How Starbucks built an engaging brand on social media*. [Online]
Available at: <http://www.brandingpersonality.com/how-starbucks-built-an-engagin-brand-on-social-media/> [Accessed 11 December 2014].
- Gitomer, J., 2007. Value is the king of sale and the Queen of service. *Grand Rapids Business Journal*, vol. 25, no.23, pp. 33.
- Gnanasambandam, C., Madgavkar, A., Kaka, N., Manyika, J., Chui, M., Bughin, J., & Gomes, M., 2012. *Online and upcoming: the internet's impact on India*, s.l.: McKinsey & Company.
- Goldenberg, J., Barak, L. & Muller, H., 2001. Talk of the network: a complex systems look at the underlying process of word-of-mouth. *Marketing Letters*, vol. 12, no.3, pp. 211-223.

- Gopal, A. & Srinivasan, R., 2006. The New Indian Consumer. *Harvard Business Review*, vol. 84, no. 10, pp. 22-23.
- Government of Punjab, 2014. *Know Punjab*. [Online]
Available at: <http://punjab.gov.in/know-punjab> [Accessed 4 May 2015].
- Gronroos, C., 2008. Service logic revisited: who creates value? and who co-creates? *European Business Review*, vol. 20, no.4, pp. 298–314.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E., 2009. *Multivariate data analysis*. New Delhi: Pearson.
- Hampton, K. N., 2011. Comparing bonding and bridging ties for democratic engagement: everyday use of communication technologies within social networks for civic and civil behaviors. *Information, Communication & Society*, vol.14, no.4, pp. 510-528.
- Hanneman, R. A., 2005. Introduction to social network methods. In: *Centrality and Power*. Riverside: University of California.
- Haq, A. U. & Chand, S., 2012. Pattern of facebook usage and its impact on academic performance of university students:a gender based comparison. *Bulletin of Education and Research*, vol. 34, pp. 19-28.
- Harden, G. & Beayeyz, A. A., 2012. A comparative analysis of social networking site use in two distinct cultures: evaluating the IT-culture conflict. *Global Media Journal*, pp. 1-17.
- Hargittai, E., 2008. Whose Space? differences among users and non-users of social network sites. *Journal of Computer Mediated Communication*, pp. 276–297.
- Hassanein, K. & Head, M., 2004. *Building online trust through socially rich web interfaces: an investigation across different products*. New Brunswick, Fredericton, pp. 15-22.
- Hattersley, M., 2012. *Google+ companion*. Indianapolis: John wiley & sons Inc.
- Haven, B., 2007. *Marketing's new key metric: Engagement*, Cambridge: Forrester Research, Inc.
- Haydon, J., 2013. *Facebook marketing for dummies*. Hoboken: John wiley & sons Inc.

- Heeler, R. M. & Michael, L. R., 1972. Measure validation in marketing. *Journal of Marketing Research*, pp. 361-370.
- Herr, P. M., Frank, R. K. & John, K., 1991. Effects of word-of-mouth and product-attribute information on persuasion: an accessibility diagnosticity perspective. *Journal of Consumer Research*, vol. 17, pp. 454-462.
- Higgins, E. T., 2006. Value from hedonic experience and engagement. *Psychological Review*, vol. 113, pp. 439-460.
- Hird, J., 2011. *20+ Mind-blowing social media statistics*. [Online]
Available at: <http://econsultancy.com/us/blog/7334-social-media-statistics-oneyear-later> [Accessed 2011 12 June].
- Hoffmann, A. O. & Broekhuizen, T. L., 2009. Susceptibility to and impact of interpersonal influence. *Springerlink.com (open access)*, pp. 488–503.
- Hogan, J. E., Katherine, N. L. & Barak, L., 2004. Quantifying the ripple: word of mouth and advertising effectiveness.. *Journal of Advertising Research*, vol.47, no.4, pp. 387-397.
- Hsieh, Y.C., Hsieh, J.K. & Feng, Y.C., 2011. *Switching between social media: The role of motivation and cost*. Singapore, IACSIT Press.
- IBN live, 2014. *Thank you, ranbir kapoor, imran khan, kareena kapoor for staying away from Twitter*. [Online]
Available at: <http://ibnlive.in.com/news/thank-you-ranbir-kapoor-imran-khan-kareena-kapoor-for-staying-away-from-twitter/461780-8-66.html>
- Ingram, M., 2010. *Who uses social media more, men or women?*. [Online]
Available at: <http://gigaom.com/2010/03/04/who-uses-social-media-more-men-or-women/> [Accessed 12 June 2011].
- Internet society, 2014. *Global internet report*, Virginia: Internet society.
- Isa, W. S., Rozaimie, A., Hassan, H. & Tahir, I. M., 2012. Investigating the patterns of social network sites (SNS) usage among business students. *Universal Journal of Management and Social Sciences*, vol.2, no.3.

- J. Kuss, D. & D. Griffiths, M., 2011. Online social networking and addiction— a review of the psychological literature. *International Journal of Environmental Research and Public Health*, pp. 3528-3552.
- Judy, S. & Anna, M., 1999. The brand-personality scale. *Cornell Hotel and Restaurant Administration Quarterly*, pp. 48-55.
- Kamineni, R., 2005. Influence of materialism, gender and nationality on consumer brand perceptions. *Journal of Targeting, Measurement and Analysis for Marketing*, pp. 25-32.
- Kannan, R., 2011. When social media booms, will brands take the hint?. *The Hindu*, 6 June.
- Kelman, H. C., 1961. Processes of opinion change. *Public Opinions Quarterly*, Volume 25, pp. 57-78.
- Khan, M. A. & Mahmood, Z., 2012. Impact of brand loyalty factors on brand equity. *International Journal of Academic Research*, vol.4, no.1, pp. 33-37.
- Khanna, R. M. (2010, August 6). Aircel enters Punjab. *The Tribune*.
- Khan, U., 2009. Facebook students underachieve in exams. *Digital and media Correspondent*.
- Kim, J. H., Kim, M. S. & Nam, Y., 2010. An analysis of self-construals, motivations, facebook use, and user satisfaction. *International Journal of Human-Computer Interaction*, vol.26, no.11-12, pp. 1077-1099.
- Kim, J., Lee, C. & Elias, T., 2011. Why are social media users willing to share information on social networking sites?. *American Academy of Advertising Conference Proceedings*, pp. 100-109.
- Kim, J. Y., Shim, J. & Ahn, K. M., 2011. Social networking service: motivation, pleasure, and behavioural intention to use. *Journal of Computer Information Systems*. vol.51, no.4, pp. 92-101.

- Kim, Y., Sohn, D. & Choi, S. M., 2011. Cultural difference in motivations for using social network sites:a comparative study of American and Korean college students. *Computers in Human Behavior*, pp. 365–372.
- Knappe, M. & Kracklauer, A., 2007. Verkaufschance web 2.0: dialoge fördern. *Absätze Steigern:Neue Märkte erschließen*.
- Knight, K., 2009. *PQ Media: WOM spend to reach \$3 billion*. [Online] Available at: http://www.bizreport.com/2009/07/pq_media_wom_spend_to_reach_3_billion.html [Accessed 1 April 2010].
- Kozinets, R. V., 1999. E-Tribalized Marketing?: The Strategic Implications of Virtual Communities of Consumption. *European Management Journal*, vol.17, no.3, pp. 252-264.
- Krasnova, H., Hildebrand, T. & Gunther, O., 2011. Why participate in an online social network: an empirical Analysis. pp. 1-12.
- Kutner, M. H. & Nachtsheim, C. J., 2004. *Applied linear regression models*. s.l.:McGraw-Hill.
- Kwak, D. H. & Kang, J. H., 2009. Symbolic purchase in sport:the roles of self-image congruence and perceived quality. *Management Decision*, vol.7,no.1, pp. 85-99.
- Lacity, M. & Jansen, M. A., 1994. Understanding Qualitative Data. *Journal of Management Information System*, pp. 137.
- Lai, L. S., 2010. Social commerce – e-commerce in social media context. *World Academy of Science, Engineering and Technology*, pp. 39-44.
- Lazarsfeld, P. F. & Merton, R. K., 1954. Friendship as a social process: a substantive and methodological analysis. *Freedom and Control in Modern Society*, pp. 18-66.
- Lee, C. K. & Conroy, D. M., 2005. Socialisation through consumption: teenagers and the internet. *Australasian Marketing Journal*, vol.13, no.1, pp. 8-19.
- Leng, S. G., Lada, S. & Muhammad, Z., 2011. An exploration of social networking sites (SNS) adoption in Malaysia using technology acceptance model (TAM), theory of

- planned behaviour (TPB) and intrinsic motivation. *Journal of Internet Banking and Commerce*. vol.16, no.2, pp. 1-28.
- Lewix, B., 2014. *Raising children in a digital age: enjoying the best, avoiding the worst*. s.l.:Lion Books.
- Lim, H. & Dubinsky, A. J., 2005. The theory of planned behavior in e-commerce: making a case for interdependencies between salient beliefs. *Psychology & Marketing*, pp. 833–853.
- Lin, C. & Bhattacharjee, A., 2010. Extending technology usage models to interactive hedonic technologies: a theoretical model and empirical test. *Information Systems Journal*, vol.20, no.2, pp. 163-181.
- LinkedIn, 2014. *About us*. [Online]
Available at: http://www.linkedin.com/about-us?trk=hb_ft_about
[Accessed 11 September 2014].
- Lis, B. & Neßler , C., 2014. Electronic word of mouth. *Business & Information Systems Engineering* , pp. 63-65.
- Lowenstein, M. W., 2012. *The customer advocate and the customer saboteur: linking social word-of-mouth, Brand Impression, and Stakeholder Behavior*. s.l.:Nook Book.
- Lusted, M. A., 2011. *Social networking: Myspace, Facebook, & Twitter*. North Mankato: Technology Pioneers.
- Madden, M. & Zickuhr, K., 2011. *Women maintain their foothold on SNS use and older Americans are still coming aboard*, Washington: Pew Research Center.
- Mankani, Y. (2010, January 26). *Internet usage statistics of India- A 2010 report*. Retrieved June 12, 2011, from www.goospoos.com:
<http://www.goospoos.com/2011/01/india-internet-broadband-usersgender-age-statistics-2010/>
- Malhotra, N. K. & Dash, S., 2014. *Marketing reserach: an applied orientation*. New Delhi: Pearson.

- Mangold, W. G. & Faulds, D. J., 2009. Social media: the new hybrid element of the promotion mix. *Business Horizons*, vol.52, no.4, pp. 357-365.
- McKinsey, 2007. *How companies are marketing: a McKinsey global Survey*, s.l.: McKinsey Inc.
- McPherson, M., Lovin, L. S. & Cook, J. M., 2001. Birds of a feather: homophily in social networks. *Annual Review of Sociology*, vol.27, no.1, pp. 416-418.
- Nielsen, 2011. *Indians now spend more time on social media sites than on personal email*. [Online]
Available at: <http://in.nielsen.com/news/20110509.shtml> [Accessed 12 June 2012].
- Nielsen, 2012. *Australian online consumer report*, s.l.: Sensis.
- Okazaki, S., 2006. Excitement or sophistication? a preliminary exploration of on-line brand personalities.. *International Marketing Review*, vol.23, no.3, pp. 279-303.
- O'Reilly, T., 2005. *What is web 2.0?*. [Online]
Available at: <http://oreilly.com/lpt/a/6228> [Accessed 12 June 2011].
- O'Reilly, T. & Milstein, S., 2012. *The Twitter book*. Sebastopol: O'Reilly Media Inc.
- Pagani, M., Hofacker, C. F. & Ronald, G. E., 2011. The influence of personality on active and passive use of Social Networking Sites. *Psychology and Marketing*, pp. 441-456.
- Pappalardo, L., Rossetti, G. & Pedreschi, D., 2012. *"How well do we know each other?": detecting tie strength in multidimensional social networks*, Pisa: KDD Laboratory.
- Pempek, T. A., Yermolayeva, Y. A. & Calvert, S. L., 2009. College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, pp. 227-238.
- Pandey, A., 2009. Understanding consumer perception of brand personality. *IUP Journal of Brand Management*, vol.6, no.34, pp. 26-50.

- Pfeil, U., Arjan, R. & Zaphiris, P., 2008. Age differences in online social networking: a study of user profiles and the social capital divide among teenagers and older users in MySpace. *Computers in Human Behavior*, pp. 643-654.
- Pigg, K. C. & Crank, L. D., 2004. Building community social capital: the potential and promise of information and communications technologies. *The Journal of Community Informatics*, vol.1, no.1, pp. 58-73.
- Psychster Inc., 2010. *Comparing user engagement across seven interactive and social-media ad types*, Seattle: www.psychster.com.
- Putnam, R. D., 1993. The prosperous community. *American Prospect*, pp. 35-42.
- Putnam, R. D., 2000. *Bowling alone*. New York: Simon & Schuster.
- Putnam, R. D. & Robert, D., 2002. 'Introduction.' in *the dynamics of social capital*. s.l.:Oxford University Press.
- Raacke, J. & Bonds-Raacke, J., 2009. Myspace and Facebook: applying the uses and gratifications theory to exploring friend-networking sites. *Cyberpsychol Behavior*, pp. 169-174.
- Ramanathan, R., 2010. E-commerce success criteria: determining which criteria count most. *Electronic Commerce Research*, pp. 191–208.
- Rappaport, S. D., 2007. Lessons from online practice: new advertising models. *Journal of Advertising Research*, vol.47, no.2, pp. 135-141.
- Recabarren, M., Nussbaum, M. & Leiva, C., 2008. Cultural divide and the internet. *Computers in Human Behavior*, vol.24, no.6, pp. 2917–2926.
- Rossolatos, G., 2013. *Towards a semiotics of brand equity: brand coherence and communicative consistency through structuralist operations and rhetorical transformations*. s.l.:George Rossolatos.
- Richards, J. I. & Curran, C. M., 2002. Oracles on “advertising”: searching for a definition. *Journal of Advertising*, vol.31, no.2, pp. 63-77.

- Rubin, A. M. (2002). The Uses-and-Gratifications Perspective of Media Effects. In J. Bryant, & D. Zillman (Eds.), *Media effects: advances in theory and research* (pp. 525-548). Mahwah (NJ): Lawrence Erlbaum Associates.
- Rutledge, P. A., 2012. *Sams teach yourself Google+ in 10 minutes*. s.l.:Pearson education.
- Rutledge, P. A., 2012. *Sams teach yourself LinkedIn in 10 minutes*. s.l.:Pearson Education.
- Ryan, B. & Gross, N. C., 1943. The diffusion of hybrid seed corn in two Iowa communities. *Rural Sociology*, vol.8, no.1, pp. 15-24.
- Sawhney, M., Wolcott, R. C. & Arroniz, I., 2006. The 12 different ways for companies to innovate. *Sloan Management Review*, vol.47, no.3, pp. 75–81.
- Schaefer, C., 2008. *Motivations and usage patterns on social network sites*. s.l., University of Karlsruhe.
- Schaefer, C., 2010. Motivations and usage patterns on social network sites.. *University of Karlsruhe (TH), Institute of Informations Systems and Management*.
- Schiffman, L., O'Cass, A., Paladino, A. & Carlson, J., 2014. *Consumer behaviour*. NSW: Pearson.
- Schiffman, L. & Kanuk, L., 2009. *Consumer behavior*. 9 ed. New Delhi: Pearson.
- Schurr, P. H., 2007. Buyer-seller relationship development episode: theories and methods. *Journal of Business & Industrial Marketing*, pp. 161-170.
- Schultz, D. E., 2008. *The Changing Role of Integrated Marketing Communication*. Queensland, Queensland University of Technology.
- Sengupta, S., 2007. *Brand Positioning: strategies for competitive advantage*. New Delhi: Tata McGraw-Hill Education.
- Sensis, 2011. *What Australian people and businesses are doing with social media*, Melbourne: Sensis in association with AIMIA.

- Shambare, R., Rugimbana, R. & Sithole, N., 2012. Social networking habits among students. *African Journal of Business Management*, pp. 578-786.
- Sharma, R. & Verma, R., 2012. Social networking sites and consumer engagement. *International Journal of Management & Information Technology* , vol.1, no.1, pp. 21-25.
- Sophonsiri, S. & Polyorat, K., 2009. The impact of brand personality dimension on brand association and brand attractiveness: the case study of KFC in Thailand. *Journal of Global Business and Technology*, Vol. 5, no.2, pp. 51-62.
- Stefanone, M. A., Lackaff, D. & Rosen, D., 2011. Contingencies of self-worth and social-networking-site behavior. *Cyberpsychology, Behavior and Social Networking*, pp. 41-49.
- Stever, G. S. & Lawson, K., 2013. Twitter as a way for celebrities to communicate with fans: implications for the study of parasocial interaction. *North American Journal of Psychology*, pp. 339.
- Subrahmanyam, K., Reich, S. M., Waechter, N. & Espinoza, G., 2008. Online and offline social networks: use of social networking sites by emerging adults. *Journal of Applied Developmental Psychology*, pp. 420–433.
- Sung, Y. & Tinkham, S. F., 2005. Brand personality structures in the United States and Korea: common and culture-specific factors. *Journal of Consumer Psychology*, vol.15, no.4, pp. 334-350.
- Sun, T., Youn, S., Wu, G. & Kuntaraporn, M., 2006. Online word-of-mouth (or mouse): an exploration of its antecedents and consequences. *Journal of Computer-Mediated Communication*.vol.11, no.4, pp. 1104-1127.
- Supphellen, M. & Gronhaug, K., 2003. Building foreign brand personalities in Russia: the moderating effect of consumer ethnocentrism. *International Journal of Advertising*, vol.22, no.2, pp. 203-226.
- Tan, T. & Wee, T., 2004. Extending human personality to brands: the stability factor. *Journal of Brand Management*, pp. 317-330.

- Taylor, D. G., Lewin, J. E. & Strutton, D., 2011. Friends, fans, and followers: do ads work on social networks? how gender and age shape receptivity. *Journal of Advertising Research*, pp. 258-261.
- Tham, J. & Ahmed, N., 2011. The usage and implications of social networking Sites: A survey of college students. *Journal of Interpersonal, Intercultural and Mass Communication* , pp. 619.
- Takahashi, T., 2010. MySpace or Mixi? Japanese engagement with SNS(social networking sites)in the global age. *New Media & Society*, vol.12, no.3, pp. 453–475.
- The Hindu, 2014. India has slowest internet penetration growth in APAC. *The Hindu*, 5 June.
- Thomas, B. J. & Sekar, P. C., 2008. Measurement and Validity of Jennifer Aaker’s Brand Personality Scale for Colgate Brand. *Vikalpa*, vol,33, no.3, pp. 49-61.
- TNS, TRU & Marketing Evolution, 2007. *Never Ending Friending – A Journey in to Social Networking*, s.l.: Fox Interactive Media, Inc.
- Tuli, K. R., Kohli, A. K. & Bharadwaj, S. G., 2007. Rethinking customer solutions: from product bundles to relational processes. *Journal of Marketing*, vol. 71, pp. 1-17.
- Tutent, T. L., 2008. *Advertising 2.0: social media marketing in a web 2.0 world*. Westport: Greenwood publishing group.
- Vidyarthi, N., 2010. *5 big brands that are using facebook games to reach new audiences*. [Online]
Available at: http://socialtimes.com/5-big-brands-that-are-using-facebook-games-to-reach-new-audiences_b17441 [Accessed 14 June 2011].
- Vogt, C. & Knapman, S., 2008. The anatomy of social networks. *Market leaders*, vol.40, no.3, pp. 46-51.
- Waddill, D. & Marquardt, M., 2011. *The e-HR Advantage: the complete handbook for technology-enabled human resources*. London: Nicholas Brealey Publishing.

- Waxman, O. B., 2012. *Polling and social media collide with 'social polling'*. [Online]
Available at: <http://techland.time.com/2012/02/20/polling-and-social-media-collide-with-social-polling/> [Accessed 23 July 2013].
- Wikipedia Foundation Inc., 2011. *Social network advertising*. [Online]
Available at: http://en.wikipedia.org/wiki/Social_network_advertising
[Accessed 12 June 2011].
- Wise, K., Alhabash, S. & Park, H., 2010. Emotional responses during social information seeking on Facebook. *Cyberpsychology, Behavior and Social Networking*, pp. 55-62.
- Wu, A., DiMicco, J. M. & Millen, D. R., 2010. *Detecting Professional versus Personal Closeness Using an Enterprise Social Network Site, CHI Proceedings*. Atlanta
- Yang, J., He, X. & Lee, H., 2007. Social reference group influence on mobile phone purchasing behaviour: a cross-nation comparative study. *International Journal of Mobile Communication*, vol.5, no.3, pp. 319-338.
- Yoo, B., Donthu, N. & Lee, S., 2000. An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, vol.25, no.2, pp. 195-211.
- Yu Lin, K. & Lu, H.-P., 2011. Why people use social networking sites: An empirical study integrating network externalities and motivation theory. *Computers in Human Behavior*. vol. 27, pp.1152-1161.
- Yuan, Y. C. & Gay, G., 2006. Homophily of network ties and bonding and bridging social capital in computer-mediated distributed teams. *Journal of Computer-Mediated Communication*, vol.11, no.4, pp.1062-1084.
- Zafarani, R., Abbasi, M. A. & Lui, H., 2014. *Social Media Mining: An Introduction*. New York: Cambridge university press.
- Zimmerman, J., 2011. *Web Marketing For Dummies, 3rd Edition*. Hoboken: John Wiley and Sons, Inc.