

Impact of Social Networking Sites on Customers Purchasing Behavior of Food Items: A Study on University Students

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Abstract

The rapid development of technology has transformed the global food and beverage business throughout time. Due to the enormous industrial change that has occurred today, customers are looking for information that is easily available. The outcome, a variety of platforms—most notably social media—have affected customers' pre-purchase judgments. However, few studies have been conducted in Bangladesh that concentrate on Consumers buying habits, particularly among students attending various public and private universities, and especially in the food business. Therefore, the purpose of this research is to investigate how social media affects customer purchase Behaviors of different university students. Therefore, this research has taken into account newly suggested aspects that influence customers' buying behavior, such as E-WOM, social site network feedback (SNSF), increased information accessibility or information search, and experience. According to a theoretical framework built on earlier research, there is a gap in understanding how Consumers use online social networks to make buying Behaviors. This study employed a survey questionnaire as its quantitative research approach. The research makes use of 104 respondents' data, which gathers information on model variables as well as user demographics. Social media influencers are crucial to Consumers' use of social media as a tool when making choices about what to buy. This study advances our knowledge of how social media functions and the key role that influencers play in shaping Consumers behavior and purchase Behaviors. The empirical data are organized by

information type and presented under the research topics. Testing for validity and reliability was done prior to completing the statistical analysis of the replies. Findings from the regression analysis and route analysis may be helpful to many stakeholders in making Behaviors about how to market their services in the industries

Keywords: *Global food, Social site network feedback, University students.*

INTRODUCTION

The modern marketing literature has conducted extensive studies on Consumers buying Behaviors. The process that begins when a customer detects a need, looks for alternatives, weighs them, and finally chooses a particular product or service (Alnsoura, M.,2018).).

Therefore, the process that customers go through before making a purchase may be understood as a sequence of phases. There are many different components to it, including what to purchase, when to buy, where to buy from, which brand or model to buy, what payment method will be utilized, and how much to spend. Purchase Behaviors are likely to be influenced by how customers feel about a company's products and reputation. To put it more simply, a customer's buying habits are often impacted by their earlier experiences with a business's products and services, in addition to how effectively the purchased item can satiate the customer's requirements. Marketers may also influence clients' buying behavior by developing advertising and marketing methods that provoke a response in them. Recent growth in online media channels has made it possible for companies to advertise their products and affect consumers' purchase decisions. Several channels have emerged the outcome of the growth of technology for communication and information (Lee, J. and B. Hon, I., 2016.). Social networks are now being used much more often, both as an informational resource and as a sales channel. Social networks have changed their platforms in the present environment the outcome of the epidemic, giving various businesses a more direct B2C link with the customer. With this, you can sell whatever goods you want to the client, including fast food, more directly and successfully (Marc Lim, W. and Rasul, T., 2022.). Creating a social media marketing plan makes it easier to identify customer profiles, preferences, and how they view certain items, giving the Consumers trust in the manufacturer and a positive shopping experience. Additionally, social networks provide more direct communication between the vendor and the buyer (Nieto Sotelo, E., 2017.), which is crucial

for food establishments as they are able to expand their reach and provide a positive experience for both the Consumers and the seller. Regarding the rise in social network use in Peru, more and more business owners are turning to the media to spread the word about their products, which they do even more during pandemics. According to research by IPSOS, Peru ranked third in the index of entrepreneurship, and up to the pandemic, 59% of Peruvians had started at least one business endeavor. Bedoya claims that by utilizing social commerce, it is feasible to increase client loyalty without paying exorbitant prices and create a closer bond between the parties. Prior research suggests that few studies have looked at the processes through which marketing on social media features may influence purchase Behaviors. The bulk of past studies on digital marketing focused on its direct impact on Consumers behavior. In certain research, brand equity and social media marketing efforts were mediated by brand trust. Other researchers (Weaver, P., 2017) confirmed that brand trust mediates the relationship between social media marketing characteristics and brand loyalty. Furthermore, a number of academics discovered that brand link between marketing on social media elements and purchase intention is mediated by trust. (Reyes-Menendez, 2019). Brand trust has often been employed in research as a mediator between several elements. The empirical research lacks adequate data to demonstrate whether brand trust truly mediates the connections between social media marketing elements and purchasing Behaviors. Previous research on how food companies use social media to advertise and how customers act hasn't gotten much attention. Ingenious technology and imaginative minds dominate the planet. Marketers continuously come up with innovative ways to communicate their ideas and influence consumers to buy products and services. The internet was expected to bridge the gap between clients and marketing firms when the 21st century initially started (Court, D.,2009).

Electronic media, in the opinion of business organizations, may help in the promotion of their products and services, which also will ultimately be advantageous to them. Companies need to rely on technology to sustain in the commercial sector(Moro Sundjaja, A., 2017.). One of the newest marketing trends is digital marketing, which encompasses mobile-smart marketing, social media platforms, smartphone applications, and mobile websites. In the study,social media sites and mobile apps are extensively used for interpersonal communication (Dudovskiy,2013). Furthermore, the usage of social networking sites is growing every day. Statista (Kulimula,2020), on the other hand, confirmed that at the end of

the third quarter of 2017, Twitter had 330 million followers, while Facebook was said to have 207 billion profiles (Naaman,2011.).

Objective of the study

This research is going to serve the following purposes:

- To determine the key variables that influence Students Purchasing behavior of food items.
- To identify the specific consumers specially students who purchase fast food items.
- To assess the potential problem that create problem, including consumer desire to buy.

RESEARCH METHOLODGY

Research Instrument

To conduct this research, I have taken Five variables and those are Social Network Site Feedback (SNSF). Information search, electronic word of mouth (EWOM), experience, and customer purchase Behavior (CPB). I treated the customer purchase Behavior as a dependent variable, while the other four variables were treated as independent variables.

Constructs	No. of Items	Sources
Customer purchase Behavior (CPB)		Lee (2013)
Electronic word of mouth (EWOM)	2	Constantinides and Fountain (2008)
Social Network site feedback (SNSF).	2	Silverman (2004), Lee (2013)
Experience,	5	Constantinides and Fountain (2008)
Information search	2	Silverman (2004), Lee (2013)

Figure 1

Type of Data, Source, and Collection Method

For this particular research, I have chosen *quantitative data* because it would provide me with the actual cause and effect of the **Impact of Social Networking Sites on Customer Purchasing Behavior of Food Items. A Study on University Students.**

I have basically worked on *primary data* as it provided me with raw data so that I could manipulate it according to my intended purpose. For this, I have developed a self- administrated questionnaire. The study is cross-sectional in nature. I used the *survey method*

to collect primary data using a *structured questionnaire*. I have used *close-ended questions* and kept them simple so that respondents could understand them easily.

Sample Populations and Elements

The target population consists of all young students aged mostly 10 to 30 from various public and private universities. All these young people (both male and female) are my sample's elements. The questionnaire was sent to 120 current and former female students of Dhaka university. Of them, 104 responded and provided usable data through the online survey.

Techniques and Size

Because of resource constraints it was not possible to work on each of Target population. So, I have used a *convenient sampling technique* for selecting the sample size, which consists of 104 young students. I have used Google Forms for filling up the survey papers and collecting data from different respondents. These forms were circulated via different social media sites- Facebook, Messengers.

In my questionnaire in the first section, I collected some data about my target segment demographics like gender, age, and monthly earnings (Figure-3). And in the second part, I asked several questions related to the objectives of the study and all the questions attached in the appendix section. In this questionnaire, the 5-point Likert scale is used where I coded Strongly Agree = 1, Agree = 2, Neutral = 3, Disagree = 4, Strongly Disagree = 5.

Gender	Male (68.9%)
	Female (29.1%)
	Prefer not to say (1.9%)
Age	10-20 (17.5%)
	20-30 (80.6%)
	30-more (2.9%)
Monthly Incomes	0-5000 (37.9%)
	5000-10000 (35%)
	10000-15000 (16.5%)
	15000-20000 (6.8%)
	20000-More (5.9%)

Figure2

Research Variables

Dependent Variable- Customer purchase Behavior.

Independent Variables- Electronic word of mouth-**EWOM**, Social Network Site Feedback-**SNSF**, Information Search-**IS**, Experience-**Exp.**)

Research Tools

For analyzing primary data, the following tools are used:

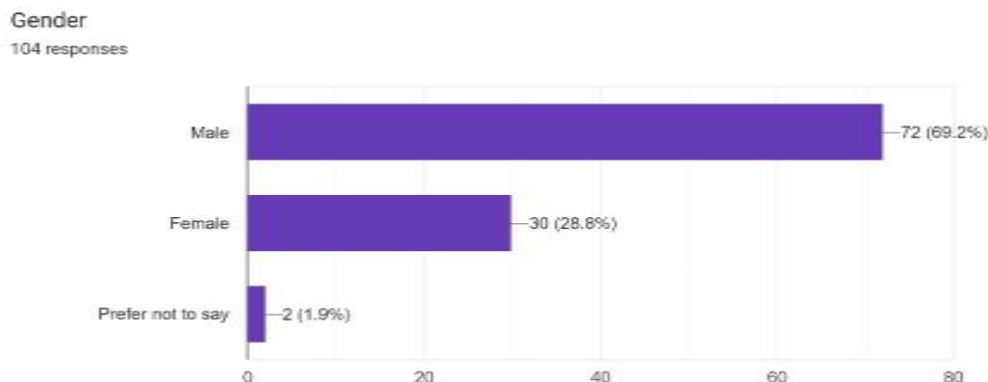
- Frequency Distribution
- Co-Relation Analysis
- Regression Analysis
- Co-efficient Analysis
- Hypothesis Testing
- Descriptive Analysis

RESULTS AND DISCUSSION

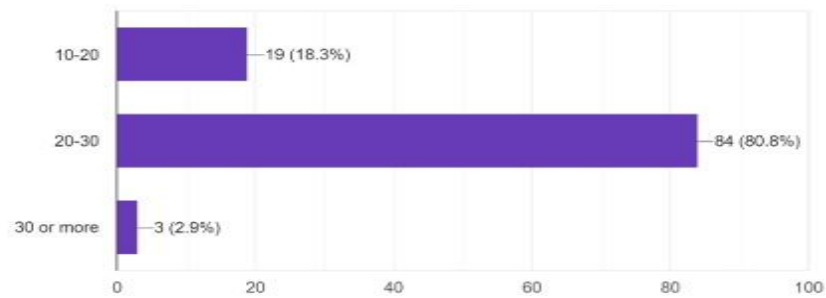
Results

Frequency Distribution

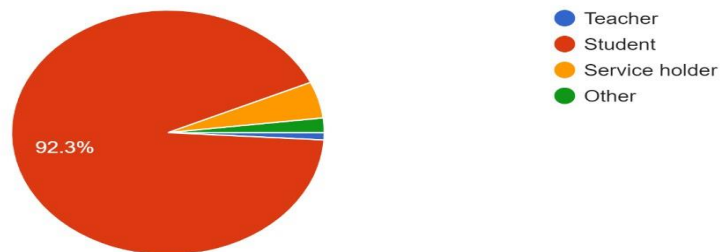
The study was carried out on 104 respondents, among whom 72(69.2%) were male, 30 (28.8%) were female, and the remaining 2 participants didn't want to reveal their gender. And among the respondents, maximum respondents are students, and their age is between 20 and 30 years old, which is almost 80.8%. The remaining are between 10 and 20 or 30-plus. The data of those participants is given below.



Age
104 responses

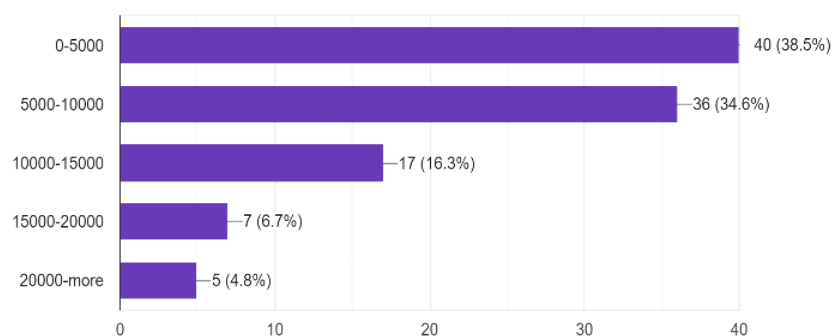


Profession
104 responses



The income level of my target respondents is mostly concentrated in 0-5000 and 5000–10,000 TK and the percentages are 38.5% and 34.6% respectively. As their income level is low, they only order food online less than 3 times a month, which is 78.8%. 14.4% of respondents ordered online 4–7 times a month.

Income
104 responses



Frequency of ordering food on online(Month)

104 responses

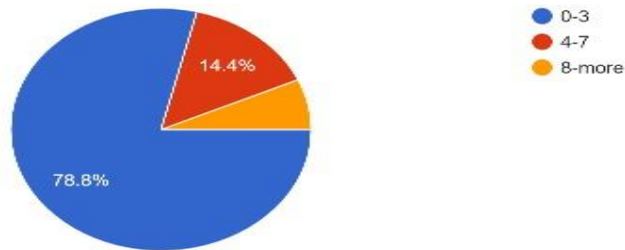
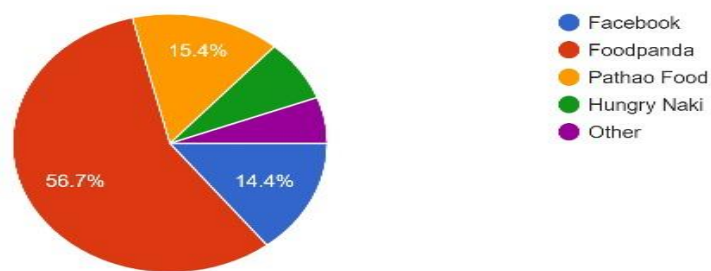


Figure 3

Among the 104, Almost 56.7% and 15.4% students preferred to order food on Food panda and Pathao Food, and many of them also ordered food on Facebook (14.4%) on different pages where different sellers sell food from their home-made or restaurant. And as a majority of them, almost 79%, use Facebook as their primary social networking site, most of them found information from this Facebook about different restaurants and foods.39.45% use Instagram, 16.3% and 15.4% are used Snapchat and twitter respectively.

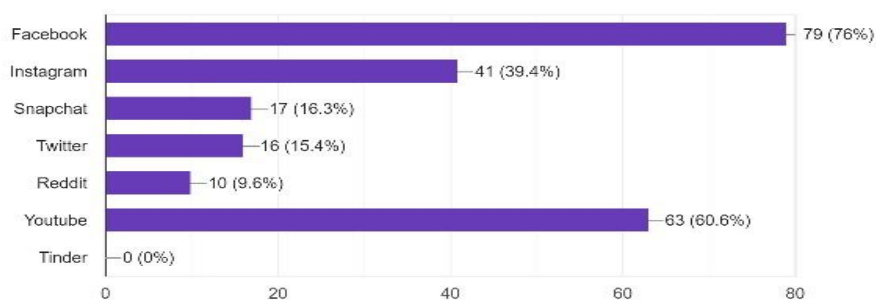
The site you used most for ordering food

104 responses



Which of the following social media sites you're using on a daily basis?

104 responses



Among these 104 respondents, different factors affect their purchasing Behaviors. Like the majority of them are motivated by price (36.5%), some by quality (30.8%), and others are service, packaging, delivery system (18.3%) etc.

Factor affecting you to choose food

104 responses

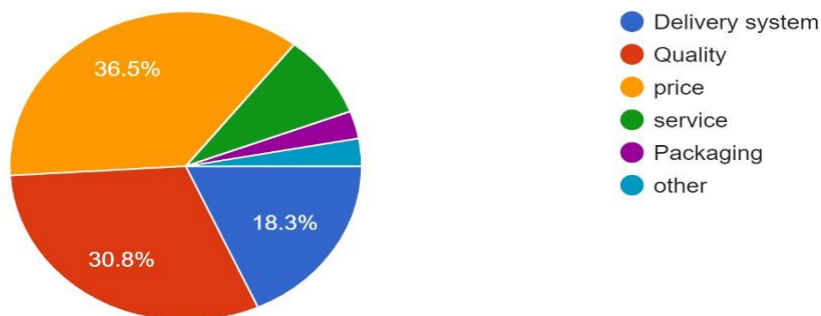


Figure 4

Reliability and Validity Analysis

IBM Statistical SPSS 20 was used for data analysis. In this analysis, I have taken responses from 104 people through Google forms and selected 4 independent variables which may affect the customer's purchase intention. To identify the importance of all of the variables, I have conducted regression analysis. R square and P value are also used to evaluate the impact on customer purchase intention. In order to improve the questionnaire and make it more user-acceptable, pilot testing among 15 participants was also conducted. Pilot testing was required to make the questionnaire more user-centric and confirm the validity of the study. The researcher sought Professor Dr. Sheheli Parvin's permission to use the questionnaire before the study's final launch. The dependability of the research scale is also examined using Cronbach's alpha. When Cronbach's Alpha is greater than 0.6, the results of this test are credible (Appendix-A). The aggregate Cronbach Alpha test score of 0.758 is higher than the necessary result and demonstrates the scale's great internal consistency with the sample. This shows that the framework utilized in this study is suitable for more analysis. Here I will discuss the results.

Regression Equation

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

In this equation, the intercept is β_0 and the slopes are ($\beta_1X_1 - \beta_4X_4$)

If we translated the equation in descriptive from the equation will be,

Customer Purchase Behavior = $\beta_0 + \beta_1 * EWOM + \beta_2 * SNSF + \beta_3 * Experience + \beta_4 X$ Information search.

So, in this regression analysis I have found that Customer Purchase Behavior may be affected by these 4 variables (Electronic word of mouth-**EWOM**, Social Network Site Feedback-**SNSF**, Information Search-**IS**, Experience-**Exp.**) and now we have to define how much impact all this variable can causes on Considering the regression equation, the predicted CPB is equal to $0.377 + [.529 EXP + 0.097 IS + 0.043 SNSF + 0.096 EWOM]$. Average CPB increased by 0.765 for each predictor (EXP, IS, SNSF, EWOM respectively). VIF value is more than 1 and less than 3 (EXP-1.082, IS- 1.041, SNSF- 1.063, EWOM- 1.031). (Table-4). These values depict that there is a moderate correlation between the variables and that no multicollinearity exists in this study.

Customer Purchase Behavior and to do this I have used ANOVA test with SPSS20 and found the following data.

Table-1

Model	Variables Entered	Variables Removed	Method
1	EWOM, SNSF, IS, Exp.	.	Enter
a. Dependent Variable: CPB			
b. All requested variables entered.			

Table-2

Model	Sum of Squares	DF	Mean Square	F	Sig.
1.	Regression	9.820	4	2.455	4.872
	Residual	49.889	99	.504	
	Total	59.709	103		
a. Dependent Variable: CPB					
b. Predictors: (Constant), EWOM, SNSF, IS, Exp.					

Regression Analysis

From Table: 2 (ANOVA) we found,

Null Hypothesis, H0: There is no significance relation among customers purchase Behavior and this entire variable

Alternate Hypothesis, H1: There is a significance relation among customers purchase Behavior and all this variable

And if we see the table, we can see that the value of F test show the result almost **4.872** and from the f table at $\alpha=.05$ significant level and degree of freedom (Numerator=4, DE numerator=99) the value is around **2.40** and this value is smaller than the calculated value **4.872**

Calculated value > Table value

4.872 < 2.40

So, Reject Null Hypothesis,

From this we can concluded that, there is significance relation among Customer purchase Behavior and all this variable.

Table -3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806	.714	.671	.46988
a. Predictors: (Constant), EWOM, SNSF, IS, Exp.				

R, R square & Adjusted R square

Here, from Table-3 we have found that, R value is **80.6 %** that means there is a strong positive co-relation among dependent variable (Consumer Purchase Behavior- **CPB**) and independent variables (Electronic word of mouth-**EWOM**, Social Network Site Feedback-**SNSF**, Information Search-**IS**, Experience-**Exp.**). Beside this we also see that, R² is **71.4** which indicates that there is a strong positive co-relation between the Consumers purchase Behavior and these 4 variables. But here the adjusted R² value is **67%** and the distinction

between R^2 and adjusted R^2 is less than 5% that means the variables included in this analysis are significant with this model. The researcher encountered **46%** of estimated standard error while conducting the research on 104 participants which was tolerable. However, the overall scenario shows that electronic word of mouth-**EWOM**, Social Network Site Feedback-**SNSF**, Information Search-**IS**, Experience-**Exp** increase positive purchasing intention of Food items.

Table-4

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.377	.480		.784	.435		
	Exp.	.529	.141	.359	3.760	.000	.924	1.082
	IS	.097	.117	.078	.827	.410	.960	1.041
	SNSF	.043	.137	.030	.312	.756	.941	1.063
	EWOM	.096	.098	.092	.984	.327	.970	1.031

a. Dependent Variable: CPD

Coefficients Effectiveness & Co-relation Analysis

In Table-4 we find the co-efficient value of the all these 4 variables and to find out wheatear this variable are relevant with the model we have to compare its P value or significant value with the level of significance $\alpha=.05$. (For all the variables line chart please see Appendix section).

Relationship between Customer Purchase Behavior and Experience

Null Hypothesis, H0: there is no significant impact of Experience on Customer purchase Behavior

Alternate Hypothesis, H1: there is significant impact of Experience on Customer purchase Behavior.

Here, the correlation coefficient between CPB and Exp is 0.385 (38.5%) (Appendix-B). we mentioned that our significance level is 0.05. The variable " Experience " is entitled with **.000**

p value. That means p value is smaller than the level of significance. So, it can be said that we cannot accept null hypothesis.

So, Therefore, we might say that there is significant impact of Experience on Customer purchase Behavior.

Relationship Between Customer Purchase Behavior and IS (Information Search)

Null Hypothesis, H₀: β =there is no significant impact of information search on Customer purchase Behavior

Alternate Hypothesis, H₁: there is significant impact of information search on Customer purchase Behavior.

Here, the correlation coefficient between CPB and IS 0.521 (52.1%) (Appendix-B). we mentioned that our significance level is 0.05. The variable " information search " is entitled with **.410** p value. That means p value is Greater than the level of significance. So, it can be said that we cannot reject null hypothesis.

So, Therefore, we might say that there is no significant impact of information search on Customer purchase Behavior.

Relationship between Customer Purchase Behavior and SNSF

Null Hypothesis, H₀: β =there is no significant impact of SNSF on Customer purchase Behavior

Alternate Hypothesis, H₁: there is significant impact of SNSF on Customer purchase Behavior.

Here, the correlation coefficient between CPB and SNSF is 0.483 (48.3%) (Appendix-B). We mentioned that our significance level is 0.05. The variable " SNSF " is entitled with **.756** p value. That means p value is Greater than the level of significance. So, it can be said that we cannot reject null hypothesis. and p value= 0.000<0.01.,

So, Therefore, we might say that there is no significant impact of SNSF on Customer purchase Behavior.

Relationship between Customer Purchase Behavior and EWOM

Null Hypothesis, H0: β =there is no significant impact of EWOM on Customer purchase Behavior

Alternate Hypothesis, H1: there is significant impact of EWOM on Customer purchase Behavior.

Here, the correlation coefficient between CPB and SNSF is 0.391 (39.1%) (Appendix-B). we mentioned that our significance level is 0.05. The variable " EWOM" is entitled with .327 p value. That means p value is Greater than the level of significance. So, it can be said that we cannot reject null hypothesis.

So, Therefore, we might say that there is no significant impact of EWOM on Customer purchase Behavior.

Discussion

Numerous significant literary works have looked at customer buying patterns around the globe in the food industry. However, there were still gaps in our knowledge of Bangladeshi fast food customers' online purchase habits. In order to close the gaps, an analysis based on the created conceptual model was used in this work.

In order to assess customer buying behavior in the Bangladeshi restaurant industry, additional antecedents like the E-Word of Mouth, SNSF, higher accessibility of information, and experience were utilized. Additionally, the availability of information to customers on the information cloud is eventually complicated by a broad range of costs. E-WOM has also been regarded as one of the key influencing variables in customers' buying behavior, sensing the worldwide trends of competition. Due to the quick development of technology and the abundance of social media platforms, prospective customers may be readily targeted based on their knowledge of the brand and the product from the outset (Tran, 2014). Previous users have praised e-WOM messaging and they have shown favorable effects on customers' buying behavior throughout the Behavior-making process (Dudovskiy, 2013). After all, students' Behaviors to buy are often influenced by reviews and suggestions on social media. The research results back up what Court et al. (2009) say about how technology is a big part of how people get information before they buy things today.

The subject of the study under consideration is quite dynamic and has presented several chances for more future investigation. Further study will be needed to find social influence measurements that correspond with the real impact of social media users. More forms of social media should be taken into consideration. The majority of the current study relies on Facebook networks. Additionally, impact maximization is still a topic of study, and better algorithms may be created. It is possible to try a different research technique, which is a crucial strategy for a more thorough investigation. The study may acquire more than 104 respondents and even as many as 500 responses to the survey question by using snowball sampling. In future studies, it should be looked at how well the method works on the customer who gets the message and may it will help to better analyze the topic.

Recommendations

This research paper is conducted on the students of different public and private students. From this paper the researcher can advise following recommendations

1. Accessible internet makes sure that clients can get information. Internet usage is common before individuals make Behaviors. The outcome, businesses must provide news that audiences can trust.
2. Businesses must guarantee food quality since, ultimately, customers care more about it.
3. The most important component of every civilization is its youth. Companies must make sure that certain demographic segments modify their lifestyles for the better before influencing them.
4. Organizations must properly educate their marketing staff in order to fully use this crucial instrument.

CONCLUSION

The objective of this study is to determine the impact of social networking sites on customer purchasing of food items. This study found out that different factors like SNSS, experience, electronic word of mouth, information search etc. And from the above discussion, in conclusion, it can be said that there was a direct and significant association among the variables. Additionally, the value of social media marketing might be shown by the fact that a successful campaign and all of its components have a direct influence on the Consumers choice to make a purchase. In addition to showing that individuals favored online sales channels, promotions, and utilizing simple social networks, survey findings that characterized

this association also showed that people liked them. The outcome, it is anticipated that this will be a future sales strategy and the new fashion to adopt. The research's highlighted issues and conceptual model provide a substantial theoretical addition to the field. Academic researchers, fast food sellers, and practitioners will all find the model to be of great utility. The conceptual growth of e-Consumers' buying behavior and Behavior-making has been examined in the context of Bangladeshi food business in this paper's conclusion. The investigation showed that, in comparison to conventional marketing, e-marketing is still expanding quickly. The buying habits of online customers in Bangladesh are also better understood in this article. Future research has to take into account various limitations, despite the fact that the present study's findings have illuminated a number of crucial topics. At first, the data was only gathered from students and examined using the convenience sample approach, which may have led to generalized findings. In order to analyses customers' buying behavior, this research primarily focused on four areas, including E-WOM, information accessibility or search, customer experience, and customer feedback (SNSF) systems. However, the current research ignored certain other important factors, such as cost, location, and service quality, and many other customer segments, like service holders' teachers, bachelors. Additionally, the current study was restricted to the perspective of the customer. Further study may analysis these aspects from the standpoint of sellers in order to learn more about customer attitudes towards fast food. Last but not least, future studies may want to look at how emotional factors like personal touch, perceived excitement, and pleasure affect how people buy things in restaurants.

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