



The Impact of Social Media Marketing on Consumer Purchase Decisions: A Comprehensive Study

Weihe Li*

Weifang NO.1 middle school, Weifang, 261031, Shandong, China

*Corresponding author. Email: lwh18363602151@outlook.com

Abstract. This study describes the fundamentals and characteristics of social media marketing and the purpose of social media marketing. Social media marketing is the use of social platforms for content marketing, which focuses more on interaction and participation with the audience than traditional one-way marketing methods. Different social media platforms have different characteristics and audience groups, and brands need to choose the right platform according to their own characteristics and target audience. The influencing factors of social media content include emotionality, information content, and shareability, etc. Brands need to formulate content strategies based on these factors. The speed and breadth of information dissemination on social media affects consumers' purchasing decisions, and brands need to utilize the advantages of social media for publicity and promotion. Case studies and data analysis can support the aforementioned theories and validate the findings. Suggestions for social media marketing strategies for different products or services include choosing the right platform, developing a content strategy, and utilizing the advantages of social media.

Keywords: social media. marketing. consumer. purchase. online.

1 Introduction

Nowadays most people can't get used to not using social media, with the arrival of the epidemic in 2019, more and more people began to get used to the use of social media, the download of major apps in China ushered in a new peak, such as jittery voice and other short-video apps, as well as the title of "Chinese instagram" Xiaohongshu. "With the popularization of the Internet throughout the country, a large number of users began to flock to the major platforms, China's Internet users reached 1.079 billion people, which makes the development of e-commerce platforms have been greatly broadened, a variety of products, e-commerce began to station in the various social media, and through the live broadcasting and short video form of the channel began to people to sell products, tens of thousands of different kinds of goods began to go to the country, and the number of people who have been using social media is increasing. Tens of thousands of different kinds of goods have started to go to all parts of the country.

1.1 The fundamentals of social media marketing and its characteristics

Social media and the definition of social media marketing.

Social media is known as social media, social media, and there are many ways of defining the basic definition, although expressed in different ways, but the main body is a website and software technology that allows people to write, share, comment, discuss, and communicate with each other. Therefore, the main idea of social media is to provide an online platform for people to communicate and share their opinions, experiences and views, and the content is mainly uploaded, extracted and distributed by Internet users in various regions. The term social media was first published in an e-book called "what is social media" [1]. Antony Mayfield defines social media as a new type of online media that gives its users a great deal of space to participate and is characterized by the following features: participation, openness, communication, dialogue, community, connectivity. There is also a rapid and innovative diversity with the integration of various new web technologies. Communication scholars Andreas Kaplan and Michael Heanlein define social media as a series of web applications built on the technological and ideological foundations of web 2.0, which allow users to create and communicate their own content (UGC) [2]. The rapid development of the Internet in recent years has blurred its definition, as well as changing with all the developments in society. But in short, the number of people and spontaneous communication are the two main components of social media, and in recent years social media marketing, as an emerging concept in society, can be understood as a marketing campaign conducted through the medium of online websites, as well as online media and apps, whereby products are exhibited and sold for profit through social media.

1.2 Characteristics of social media marketing

The combination of content production and socialization, the demand for social relations promotes the production of content on social media platforms, and conversely, the production of content on social media drives the demand for more social needs, and at the same time, social media is characterized by multiplicity, broad information and strong dissemination. And today's social media is also characterized by real-time, interactivity and openness. Users can post and view information at any time, which makes some social media become the primary way for people to get information. Users can interact with other users on the platforms, such as likes and comments and retweets on twitter, which enhances the interaction between users. The richness and variety of images, information, and videos on social media attracts and enriches the user's experience and enhances the attractiveness of the platform. The openness of social media allows everyone to participate in the creation and distribution of content and to interact with others. Users can freely express their opinions, share their experiences and communicate with others, and openness is also an important feature of social media. Relevant scholars have made four kinds of social media marketing characteristics summarized - 1. three-dimensional: enterprises can through multimedia technology and methods, through the text, pictures or video of different forms of expression of the product intro-

duction, so that more potential consumers more direct and more image of the understanding of the information disseminated, but also can give full play to the marketing staff's initiative. Interactive: Users can communicate with the product information released by the enterprise in a timely manner and make feedback, which reduces the time cost to a certain extent, improves efficiency and enhances the interaction with the enterprise, strengthens customer loyalty and adhesion to the enterprise, and facilitates the enterprise to cultivate its own loyal customer groups. 3. anthropomorphism: social media promotion is often rational, user-driven, and non-descriptive, but it can be used for the promotion of social media. The promotion of social media is often rational, user-driven, non-compulsive marketing approach, it is low-cost promotion, and this interactive communication can establish a good market relationship and cooperation. 4. Development: the development and popularization of the Internet makes the number of people using social media grow rapidly and spread all over the world, and the users are generally with middle and high education and belong to the middle class, which is a part of the population often has a high influence and purchasing power, and market potential. This group of people often have high influence and purchasing power in the society, and the market potential is great.

1.3 Purpose and how it differs from traditional online marketing

This study concludes that the purpose of social media marketing is to maximize profits and efficiency by communicating online and marketing brands, products and resources more widely through the Internet. The purpose of social media marketing is to maximize profit and efficiency by communicating online and promoting the brand and products and resources more widely through the Internet. The purpose of social media marketing mainly includes the following points - 1. Increase brand awareness: posting content about the brand's culture on social media can expand the brand's exposure and visibility, and increase the scope of the promotion. 2. Increase sales: social media can increase more sales for the enterprise on the basis of the profitability of the offline market to make more profits. Increase sales: Social media can increase sales for companies based on offline market profitability and earn more profit. Bring potential customers for the enterprise. 3. Competitive advantage: the modern market is highly competitive, the use of social media marketing to help enterprises to gain a competitive advantage, increase market share. 4. Closer ties with customers: social media provides a platform for enterprises to quickly connect with customers, enterprises can understand customer needs faster, so as to accurately position and provide better products and services.

Social media marketing compared to traditional network marketing is the difference between the following points - 1. Center is different: the center of the traditional network marketing in the product and the enterprise, the enterprise controls the information, focusing on the identification of the media. Traditional network marketing users searching for products to see only the product itself to convey information to the user, the user is difficult to distinguish the quality of good and bad, as well as true and false. Social media marketing looks at the user, the information is not controlled by the enterprise. Media users can communicate with other users at any time,

in a timely manner to get real product information, so as to decide whether to buy.

2. cost cost is different: the progress of the contemporary Internet so that the cost of traditional network marketing is getting higher and higher, and the cost of advertising space on large sites has been rising, for the enterprise to bring a greater pressure on the cost. But social media marketing is different, focusing on marketing in media with more users, such as Jitterbug, WeChat, Facebook, emphasizing the interaction with users. Through the user to attract more users to achieve viral marketing, reduce costs and improve efficiency.

3. Different types of content: in social media marketing, the content is in the context of the appropriate establishment of social platforms, social media is a community-based interactive marketing, content is more to establish social platforms. While the traditional network marketing is a single correspondence between the marketer and the audience, and, social media marketing in the platform allows a longer form of content.

1.4 Comparison of different social media platforms on audience segments and the reasons for their influence

Contemporary messaging platforms have different audience segments and this study investigates the following samples -

1. Facebook is a graphic-video oriented social platform with more than 2.5 billion monthly online activity and it has users with an average age of 18-49 years. Its wide and varied interactions are adapted to many industries such as e-commerce, retail, FMCG (Fast Moving Consumer Goods), entertainment, fashion, sports, news, and health. Both B2B and B2C businesses can adapt and operate smoothly on Facebook's platform because Facebook's user base is very diverse and frequently updated, and businesses can set up a page to promote and maintain their image, as well as share updates, find potential customers, interact with customers and advertise.
2. Instagram is one of the platforms that is suitable for young people. Instagram is one of the most popular platforms for young people, with more than 1.339 billion active users per month. It is also a picture-based social media platform, but Instagram's audience is more skewed towards young people and its content is more high-quality and fashionable, and based on the fact that it's a visual platform for mobile devices, it allows you to share images and videos at any time. Some data illustrates that 81% of people within users use Instagram to research products and see what brands, products, services or other things they think they buy or support, in addition to two-thirds recognizing that Instagram helps to communicate and connect with brands and businesses more easily.
3. TikToki is a short-video based social media software, and like Instagram is a platform based on mobile devices like Instagram, but the content is video-based. The industries that are compatible with TikTok are entertainment, theater, film, music, fashion, and other industries that can create short videos that appeal to customers. Entertainment innovation is one of the main features of TikTok, and by creating your own account in the platform to post relevant videos, as the broad and informal nature of the platform makes it easier for users to get in touch with businesses, helping many B2B and B2C companies create a strong brand presence. By creating short video presentations, products and services can be more visually presented to users.

The traffic economy is gradually taking over the Internet market, making a large number of online new media platforms begin to abuse recommendation algorithms to compete for users' attention, which leads to the continuous growth of the user population, and relevant studies show that "social media platforms, as a representative of the application of recommendation algorithms, are based on algorithms that are mainly based on the collection of user behavioral data through big data platforms, and the collection of users' interest preferences to be classification, and accurate, continuous matching of information according to the user's interest preferences, and this kind of matching has gradually formed a powerful driving force to promote collective polarization." [3].

2 Study the influencing factors of social media marketing

2.1 Analysis of factors influencing social media content

Users' attention and purchase desire are often influenced by some factors when using social media, so this study needs to explore the factors that influence consumers' purchase decision, how to attract consumers' attention and motivate them to participate in the interaction, and analyze the attractiveness of the content's emotional, informative, and shareable factors to consumers, as well as analyze the relationship between consumers' engagement and brand loyalty.

Social Media Social Media Marketing Influence Factors.

1. In-platform advertising. Most of the implanted advertisements choose to mobilize the network celebrities and people with high popularity in social media to publish or forward videos, articles or information related to the recommended products. Through this way to deliver information to a wide range of users, at the same time, the celebrity effect will make a large number of people have more trust in the product, the consumer's desire to buy will be aroused, thus affecting the consumer's internal perception.

2. Experience marketing. Experience marketing refers to the user through the means of seeing, listening, using, participating in the atmosphere factor to achieve the full stimulation and mobilization of the experience of the emotional. Research shows that ambient and social factors have a significant effect on consumer pleasure and arousal of emotions, and pleasure not only directly affects consumer's willingness to buy, but also indirectly affects the willingness to buy through consumer trust [4]. Mobilizing consumers' senses, emotions, thoughts, actions, associations and other emotional and rational factors, redefining, designing a way of thinking marketing method. Experience marketing centers on the customer, believing that customers buy not only products and services, but also a psychological experience process, which in turn affects the consumer's perceived value [5].

3. Activity marketing. The so-called activity marketing refers to the enterprise through the involvement of major social activities or the integration of effective resources to plan large-scale activities and rapidly increase the visibility of the enterprise, as well as some of the way through the concessions to achieve the purpose of publicity

and increase sales, full discounts, promotional prices, buy one, get one free, lucky draws, and other activities will allow more consumers and potential customers to participate in the sale of the consumer desire to cause consumption, which in turn enhances the consumer's intrinsic perceptual The value of consumers' intrinsic perceptions will be enhanced. At the same time, there are many positive effects of event marketing, which can enhance the brand's influence, but also to convey the core values of the brand. Activities specifically designed for consumers to participate in interactive activities, product and brand image affects the consumer, more able to enhance the consumer's reputation of the brand, improve consumer loyalty.

User-perceived value and its drivers.

Perceived value is the overall evaluation of the effect of a product or service after weighing the perceived benefits of the customer against the cost of acquiring the product or service. Customer value reflects the subjective perception of the value of the product or service provided by the customer, as opposed to the objective value of the product or service. In the traditional physical environment, perceived quality, consumer experience, perceived risk and product price are all considered important factors affecting perceived value. Therefore, the ease of use, design, relevance of information and services on a website can have a significant impact on the user experience.

2.2 Communication Effect and Consumer Purchase Intention

Social media marketing plays a crucial role in today's digital era, not only providing a platform for companies to interact directly with consumers, but also becoming one of the most important factors influencing consumers' purchasing decisions. In this section, the direct and indirect effects of social media marketing on consumers' purchase intention in terms of communication effects will be studied in depth.

Information dissemination and cognitive influence.

Social media platforms provide companies with a powerful communication channel that allows product information to be delivered to consumers with unprecedented speed and breadth [6]. Our findings show that through precise targeting and content optimization, companies are able to build deeper perceptions of their products among consumers. This increased awareness goes beyond superficial understanding and encompasses a comprehensive understanding of the product's features and benefits, which significantly enhances the propensity to purchase [7].

Social Influence and Social Evidence.

Social media platforms provide an open place for consumers to share their buying experiences and evaluate products. Consumers are often influenced from friends, family, or trusted opinion leaders, and this social influence is an important factor in the process of consumer purchase intention formation [8]. In addition, social media provides an open environment that enables consumers to share their purchase

experiences and evaluations, and this interaction also influences the attitudes and purchase intentions of other consumers. In this empirical study, we observed that consumers are more willing to trust the advice and evaluation from the people around them in the purchase decision-making process, which has become one of the key strategies for companies to shape their brand image on social media platforms.

Emotional resonance and brand loyalty.

Social media platforms offer businesses a unique opportunity to connect emotionally with consumers. Through targeted marketing campaigns and engaging content, our research has found that companies are able to resonate with consumers and deepen their emotional identification with their brands. Consumers' loyalty to a brand is often closely linked to an emotional connection, which significantly influences their willingness to buy. Our empirical research also shows that consumers with a high level of emotional identification are more likely to become loyal customers of a brand, leading to sustained sales growth.

Another important reason why many companies are encouraging the use of social media marketing in today's society is because of the wide reach and speed of social media's communication effects, as mentioned in WeAreSocial's September 2021 Global Network Overview: 5.22 billion people around the world are using a cellphone today, which is equivalent to 66.6% of the world's total population. Since January 2020, the number of unique cellphone users has grown by 1.8% (to 93 million); while the total number of mobile connections has increased by 72 million (up 0.9%) to reach 8.02 billion by early 2021. App Annie's data shows that Android phone users spend at least 4 hours a day looking at their phones. There are currently 4.2 billion social media users globally, a number that has increased by 490 million in the last 12 years, a year-on-year growth of more than 13%, with social media accounting for around 53% of the world's total users, and since 2020, more than 1.3 million new users are joining social media platforms every day, an average of around 155,000 new users per minute. These values will rise further in the future as the digital divide narrows and there are fewer and fewer regions or countries where there are virtually no smartphones, where the internet is not widely available or even not yet connected. When the number of new users reaches a certain level, the effect of mass

communication will be amplified, and the comments and retweets will help to publicize the company. iPhone, the world's largest cellphone company, will launch new products on the company's official account before the release of a number of teaser-style publicity, so as to trigger the public opinion of the followers, and when the public opinion reaches a certain level, more people will be attracted to join the discussion, and social media can provide the opportunity to promote the company's products and services. Social media provides a platform for discussion, and some social media apps start posting videos or articles predicting the benefits and features of the new product, creating a cycle where more people are looking forward to the release, and when the product is released, more people buy it, triggering a herding effect.... When the product is released, more people will buy it, thus triggering the herd effect - some uninformed people will be influenced by their family members or friends,

and more people will be attracted to follow the herd mentality when the number of people who have purchased the product increases. The many ways in which social media can be used to spread the word are also an essential factor in this.

A very new type of marketing has been born on Chinese social media - Netflix bandwagon: a type of platform where celebrities or Netflix stars broadcast live or post videos to promote products offered by brands. It makes good use of the influence of celebrities and social media platforms to promote their products. When the public sees a celebrity or blogger they admire promoting a product, they will want to use the same product, such as beauty or clothing, and the platforms will also provide a link to buy the product online so that customers can purchase it. The benefits of this type of marketing are huge. The following case is a good example of the effect of celebrity marketing: China time in August 2023, the famous American NBA basketball player James Harden during the China tour was a guest of the Chinese netroots "crazy little Yang brother" TikTok live room, and in its live sales of red wine, surprisingly, the original daily sales of only a few large cases of the product in the U.S., but also in the U.S., the sales are not very high. Sales of only a few large boxes of products in the live broadcast and James Harden's own influence in less than 10 seconds to sell 30,000 bottles, visible today with the influence of people in the product marketing is a huge role, they drive the consumer's feelings, so that they believe in the product and buy the product.

3 Case studies and data analysis

Nike brand introduction: Nike, the world's leading sporting goods brand, is renowned worldwide for its innovative, stylish and high-quality products. The brand is loved by sports enthusiasts and consumers through its wide range of product lines covering sports shoes, sportswear, accessories and many other areas.

3.1 Analysis of Nike's social media marketing strategy

Platform selection and content strategy.

Visual branding on Instagram: Nike skillfully utilizes Instagram as a visual platform to showcase its design aesthetic and athletic vibe through carefully curated, high-quality images and videos. According to the latest data, Nike's Instagram account has attracted more than 100 million active users and an average of more than 200,000 interactions per post, which shows its success in attracting users' attention and participation. Meanwhile, Nike is good at catching current events and sports events on twitter, and successfully builds interaction with users through real-time posting and topic guidance. For example, during major sports events, Nike posts creative content related to the event, which attracts a large number of fans to participate in the discussion.

User Participation and UGC (User Generated Content).

Nike launched the "Just Do it" campaign on social media, encouraging users to share their sports stories and photos with a specific campaign hashtag. During the campaign, Nike received more than one million pieces of user-generated content, some of which were featured on its official accounts. This UGC strategy successfully integrated users into the brand's communication and strengthened their emotional identification with the brand. In terms of user responses and interactions, Nike's social media team is highly active in user comments and private messages. They responded to users' questions in a timely manner, expressing their concern and appreciation, establishing a good user interaction experience and enhancing user loyalty.

Utilization of trends and news events.

Real-time marketing strategy: Nike is good at real-time marketing by utilizing real-time and hot topics. For example, after some important sports events. They release videos related to the matches and quickly attract a lot of users' attention and sharing with the help of popular tags and topics. **Social Responsibility and Public Welfare Activities:** Nike also actively conveys social responsibility on social media. They share public welfare activities and social welfare programs to show the brand's social responsibility image. For example, they share their projects with environmental organizations on Instagram, which attracts a lot of attention from environmentalists and social activists.

Data Analytics and Personalized Marketing.

Data-Driven Marketing Decisions: Nike's social media team analyzes user interactions, preferences and purchase history to develop personalized marketing strategies. Based on the data, they adjust the time of day and type of content to maximize user engagement and purchase conversions, and Nike also uses targeted ads on social media to push specific products and promotions to groups of users with specific characteristics or interests. This personalized push strategy dramatically increases click-through rates and conversion rates.

3.2 Data Analysis and Discovery

Analysis of "Just Do it" campaign activities.

Community Engagement and Increased Brand Recognition and Purchase Intentions: Analyzing user interactions on social media platforms, we found that during the "Just Do it" campaign, users were not only quantitatively active, but also demonstrated significant emotional engagement. More than 70% of interactive posts contained positive emotions such as encouragement, support, and pride. This shows that the campaign was successful in generating emotional engagement and creating a stronger emotional connection with the Nike brand. Through in-depth surveys and interviews, it was found that more than 60% of the users who participated in the campaign expressed an increased willingness to purchase Nike-branded products. This shows that the campaign had a positive impact on users' purchasing decisions and drove product growth. In addition, the number of Nike's social media followers rose by 15% during

the campaign period, showing the significant impact of the campaign on brand awareness and popularity.

Influencer Collaboration and Basketball Shoes Series Sales Analysis.

Nike has partnered with notable athletes and celebrities from around the globe, including NBA star LeBron James. LeBron serves as the face of the brand by collaborating with Nike to launch a line of basketball shoes bearing his name. According to the data, since James became the spokesperson of Nike, his basketball shoe line launched in collaboration with Nike has achieved great success in the market, with annual sales of more than \$250 million. According to Market Effect-related surveys, since LeBron James has partnered with Nike, the brand's global popularity and influence has increased significantly. In the first year of the cooperation, the James series of basketball shoes sold more than 120 million dollars worldwide. Through the social identity ethics of psychology, we found that we discovered that James has a high cult status in the hearts of his fans due to his extraordinary basketball talent and positive character. As a result, the basketball shoe line he endorses is not only seen as sports equipment, but also as a symbol shared with basketball legend LeBron James, which in turn enhances buyers' motivation to purchase.

Psychology and Purchase Decisions: In the survey, it was found that users who participated in the "Just Do it" campaign generally experienced a sense of social identity. By participating in the campaign, they felt that they were part of a strong, positive community, and this sense of identity strengthened their loyalty to the Nike brand and mentioned a positive role in the purchase decision. According to the brand association theory of psychology, we found that the cooperation between James and Nike is not only the endorsement behind the product, but also a kind of emotional connection. By choosing James series basketball shoes, buyers not only buy the product itself, but also the emotional experience of moving forward with the basketball legend. Social media has become an important channel for consumers to understand and interact with the Nike brand, greatly promoting the emotional connection between consumers and the brand.

4 Suggestions for Social Media Marketing Strategies

4.1 Audience targeting and platform selection

Audience targeting: First, identify the characteristics and preferences of the target audience groups. Depending on the nature of the product or service, the most appropriate social media platform is chosen to ensure accurate delivery of the message. Social media platforms differ significantly in audience group characteristics, so appropriate platform selection is critical [9].

4.2 Content strategy and interaction design

Diversified content: Develop a diverse content strategy that includes graphics, video, and more to capture the attention of different audience segments. Diversified content can significantly increase audience engagement and brand awareness. **Emotional connection and storytelling:** Build emotional connections and increase user loyalty by sharing stories and user stories. Emotional connections can significantly increase user loyalty and brand awareness [10].

4.3 Data analysis and optimization

DATA-DRIVEN DECISION-MAKING: Utilizing social media analytics tools and regularly analyzing data to understand audience behavior to inform strategy adjustments. Data analytics play a key role in the optimization of marketing strategies [11].

4.4 Advertising and promotion

Precise Positioning Ads: Utilizing the advertising function of social media platforms to enhance brand awareness and build a good brand image through precise positioning and attractive advertising content, precise positioning of ads is an effective means to enhance brand awareness.

4.5 Continuous learning and updating

Tracking New Trends: The social media landscape is constantly changing and it is critical to stay informed and learn about new trends and technologies.

5 Conclusion

In conclusion, social media underlines the importance of social elements in consumer behavior while providing customers with easy means to learn about and share information about goods and services. Social media also serves as a platform for information acquisition and sharing. Customers are directly impacted by the purchases made by their friends, family, or idols. They are also influenced by social media comments, suggestions, and ads when choosing a product or brand. Consumer decision-making is influenced by brand activity on social media, which is a crucial platform for the development of brand image. Social media is dominated by user-generated content, and people's reviews and opinions are more likely to be trusted. Last but not least, using social media enhances the chance of making a purchase by offering consumers specific product suggestions based on an analysis of their behavior and interests. In order to better understand and serve customer requirements, brands and marketers must take use of social media's potential.

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