

Analysis Of Gen-Z Social Media Promulgation Factors Influencing Online Shopping Insolences With References To Tiruvallur Dt.

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Abstract:

The Aim Of This Factors Influencing Online Shopping Attitudes Research Is To Look Into The Factors That Influence Gen Z's Purchasing Attitudes Through Advertising And Marketing On Social Media. A Well-Planned Interview Schedule Was Established, And Data From 340 Gen Z Respondents Was Obtained. To Analyses The Buying Attitude Variables Through Social Media Marketing With A Particular Focus On Gen Z, Percentage Analysis, Descriptive Statistics, T-Test, And Linear Regression Were Used. On Gen Z, Social Media Marketing Is More Successful Than Traditional Marketing Strategies. This Is Supported By Findings In The Research That Social Media Marketing Has A Positive Effect On Their Purchasing Intent, Brand Awareness, Product Understanding, Brand Satisfaction, And Customer-Business Interactions .It Also Reveals That Using Social Media To Build Brand Awareness, Engagement, Product Understanding, And Customer-Business Experiences Can Eventually Affect Gen Z's Purchasing Intent.

Key Words: Customer Loyalty, Product Loyalty, Marketing Through Social Media, Traditional Marketing,Brand Awareness, Purchase Attitude, Gen Z

Introduction:

Businesses Have Understood The Value Of Social Media As A Publicity And Advertising Medium Over Time. Marketing Is No Longer Delivered To Our Doorsteps; Now, It Is Delivered To Our Fingertips. With The Introduction Of The Internet And Social Media, The Consumer's Decision-Making Approach Has Changed Dramatically. Businesses Nowadays Advertise Their Brands On Social Media Platforms Like Facebook, Whatsapp, Instagram, Snap Chat, Youtube, And Twitter, Among Others. Users Can Create And Share Information In Their Social Networking Communities Using Such Pages. Marketing Through Social Media Refers To Practices That Promote A Product Or Service Using Social Media. Business Companies Prefer Social Media Marketing Over Some Other Form Of Marketing Because It Allows Them To Not Only Attract Their Clients But Also Engage With Them More Effectively. It Also Helps Them Retain Consumers By Displaying Their New Goods On The Customer's Computer Screen. It Has Caused A Significant Shift In The Industry, Making It Difficult To Attract A Shopper In An Online Market When He Or She Has Become Less Influential.

Customers Have More Influence Than Ever Before Thanks To Social Media Sites. They Have Reaped The Greatest Benefits From Social Media, As It Has Given Them The Ability To Dominate The Market By Sophisticated Demands. Generations Differ In Their Use And Adoption Of Social Media. Generation X (Gen X) Is A Group Of People Born Between 1965 And 1977 Who Seem To Think Broadly And Value Diversity. They See Technology As A Tool For Improving Literacy. Generation Y (Gen Y), Also Known As The Millennials, Are People Born Between 1977 And 1994 Who Have A Deep Sense Of Individuality And Self-

Reliance. They Use Internet As An Unbounded Playground And Are Multi-Taskers. Generation Z (Gen Z), Born After 1994, Are Characterized With Having Access To Internet From The Young Age And Are Extremely Inclined By Social Media. They Understand And Make Use Of Technologies Potential (Williams, Page, Petrosky, & Hernandez, 2010). Today, Social Media Marketing Is Regarded As An Active Medium For Attracting Buyers, Given That Such Tools Can Help Customers Become More Engaged And Committed. There Is Literature On The Impact Of Social Media As A Marketing Platform On Gen X And Gen Y. (Williams Et Al., 2010). However, Despite Being Known As The Largest Online Consumers (Priporas, Stylos, & Fotiadis, 2017), The Degree To Which They Are Influenced By Social Media Ads Is Not Well Studied In The Empirical Literature... In This Context, The Current Study Aims To Examine The Influence Of Gen Z's Purchasing Attitudes On Marketing Through Social Media.

Basic Methods Of Social Media:

Social Networking Networks Are A Type Of Network That Allows People To Update Their Personal Web Pages And Engage With Friends Individually Or In Groups To Post Information And Communicate. Blogs Are An Online Publication And The Most Prominent Social Media Arrangement. Wikis Are Online Encyclopedias That Allow Users To Post On Whatever They Want. Alternatively, They May Modify Information About Themselves Or Through Databases. Podcasts Are Subscription-Based Audio And Video Archives. Forums Are A Convenient Forum That Allows All Users To Participate In Online Discussions On Particular Interests Or Subjects. Microblogging-This Form Of Social Media Network Disseminates Small-Sized Content Online Through The Mobile Network.

Conceptual Framework Of The Study:



Figure 1

Figure 1 Explains The Impacting Factors Of Purchase Intention Of A Product Namely Brand Awareness, Brand Loyalty, Product Perception, Customer Business Interaction. The Significant Contributions Of All These Factors Make Up The Purchase Intention Of Gen Z Buyer.

Objectives Of The Study:

1. To Pore Over The Demographic Outline Of Gen Z Further Down The Presentstudy
2. To Observe The Persuading Factors Of Acquisitionobjectiveof Gen Z Through Marketing Through Social Media

Hypotheses:

- ❖ Brand Cognizance Has Influenceon Those Who Desire Marketing Over And Done With Social Media To Customary Marketing.
- ❖ Merchandise Perception Has Impressionon Individuals Who Select Marketing From Side To Side Social Media To Traditional Marketing.
- ❖ Product Loyalty Has Impact On Those Who Prefer Marketing Through Social Media To Traditionalmarketing.
- ❖ Customer-Business Interaction Has Impact On Those Who Prefer Marketing Through Social Media To Traditionalmarketing.

Data And Methodology

Sampling Technique

This Study Used Suitability Sampling Technique.

Study Population:

The Targetedpeople In This Study Are Gen Z, (I.E.) Who Was Born Between 1996 And 2011.

Sample Size:

A Well-Developed Interview Schedule Is Developed, And Data Was Collected From 340 Respondents.

Identifying Variables For The Study:

The Opinion Poll Describes The Generation's Purchasing Habits And Trends, And Their Effect On Their Purchase Intent, Product Perception, Brand Recognition, Brand Loyalty, And Customer-Business Interaction. In The Analysis, A Scale Ratio Is 1 To 5 (Where, 1 = "Strongly Disagree" And 5 = "Stronglyagree").

Tools Used For The Study:

T-Test And Linear Regressions Are Used To Analyses The Influence Of Marketing Through Social Media On The Purchase Intention Of Gen Z.

Results And Discussions

Validity And Reliability

Opinions And A Pilot Study With 50 Respondents Were Used To Assess The Questionnaire's Strength. The Respondents Were Asked To Express Their Thoughts And Perspectives On

The Appropriateness Of Various Questions. The Experts Were Kindly Asked To Provide Suggestions On How The Questionnaire Could Be Improved By Adding Some Helpful Questions And Excluding Some Useless Ones. The Questionnaire Was Updated To The Greatest Degree Possible Until The Final Survey Was Conducted. The Questionnaire Was Then Reviewed For Its Reliability, Which Was Determined Using Cronbach's Alpha (Hama Kareem, Rashid, Abdulla, & Mahmood, 2016). Many Of The Variables' Cronbach's Alphas Are Seen In Table 1.

Table 1 Reliability Statistics

Construct	No Of Items	Cronbach's Alpha
Demographic Profile	4	0.84
Social Media Usage	7	0.87
Factors Influencing Marketing Through Social Media On The Purchase Intention Of Gen Z.	20	0.92

Analysis For Identifying Usage Of Social Media Ofgen Z:

The Investigator Tried To Elicit Information From The Respondents About How Much Time They Spend On The Internet, Which Social Networking Sites They Use, Whether They Use Social Networking Sites, Whether They Follow Brands On Social Media, And Whether They Purchased Goods After Seeing Them On Social Media.

The Findings From Table 2 Reveal That In Case Of 37.5% Of The Respondents, The Average Use Of The Internet Was More Than 10 Hours A Week, 32.5% Of The Respondents Surfing The Internet Between 7-9 Hours A Week, 26.5% Between 4-6 Hours, While 3.5% Of The Respondents Surfing Internet Between 1- 3 Hours A Week.

Table 2 Hours Spent

Spent Hours	Number	Percentage
1-3	12	3.5
4-6	90	26.5
7-9	110	32.5
More Than 10	128	37.5
Total	340	100

The Table 3 Reveals That The Most Preferred Social Networking Site Was Facebook (35.5%) Followed By Youtube (27.7%), LinkedIn (14.6%) Instagram (13.8%), And The Least Preferred Was Twitter (8.4%).

Table 3 Social Networking Sites

Social Networking Sites	%
Face Book	35.5
Twitter	8.4
Linkedin	14.6
Instagram	13.8
You Tube	27.7

The Findings From Table 4 Reveal That The Most Prominent Reasons For Using Social Media By Millennials Are: To Get Information On Brands (27.2 %), Followed By Connect With Friends (24.8%), Followed By Getting Information On Products/Services (23.8%). This An Important Finding For The Marketers To Understand The Changing Role Of Social Networking Sites, Which Are Now Not Only Limited To Connect With New And Old Friends But Are Also Used For Getting Information On Products/Services Andbrands.

Table 4 Prominent Reasons For Using Social Media

Prominent Reasons	Percentage (%)
Finding A New Friend	24.8
Finding Old Friend	4.8
Getting Information On Brands	27.2
Getting Information On Products And Services	23.8
Catching Up On The Latest News	19.7
For Playing Games	8.4

The Table 5 Reveals That 86.9% Of The Respondents Followed Brands On Social Networking Sites And 13.1% Of The Respondents Did Not Follow Brands On Social Networking Sites.

Table 5 Product Brands

Follow Product Brands	%
Yes	86.9
No	13.1
Total	100

From The Table 6, It Can Be Inferred That Brand Perception (26.4%), Brand Reputation (24.9%), Information From The Internet (22.8%) Are The Prominent Influential Reasonsto Purchase A Product.

Table 6 Influential Reasons

Influential Reasons	%
Perception Of The Brand	26.4
Past Experience	21.7

Knowledge From The Internet	22.8
Reputation Of A Brand	24.9
Knowledge From Mass Media	2.4
Knowledge From Peers Friends, Family Members	1.6

Demographic Analysis Of The Respondents

As Shown In The Table 7, The Demographics Of The Respondents Comprised Of Gender, Education, Age, And Occupation. Out Of The Total Respondents 41.86% Were Men And 58.14% Were Women. Majority Of The Respondents Were Undergraduates (52.19%), Majority Of The Respondents Were In The Age Group Of 18 - 24 Years (75.31%).

Table 7 Demographic Factors

Demographic Variables	Frequency	%
Gender		
Male	142	41.86
Female	198	58.14
Age Group		
18 -25	256	75.31
26 -35	57	16.88
35 +	27	7.81
Educational Qualification		
School	30	8.75
Ug Arts & Science	176	52.19
Professional Ug	126	37.50
Pg / Ph.D. Or Higher	8	1.57
Occupation		
Student Service	198	58.43
Self Employed	128	37.50
	14	4.06

To Identify The Influence Of Marketing Through Social Media On Gen Z, Their Preference Towards Traditional Ads And Social Media Ads Is Analyzed In This Study. A Comparison Is Made On The Brand Awareness, Product Perception, Brand Loyalty, Customer-Business Interaction, And Purchase Attitude of Both The groups.

Independent Sample T-Test Is Used To Find Out The Variances In The Population Means. Multiple Linear Regression Models Are Estimated To Find Out The Extent To Which The Purchase Attitude Of Gen Z Is Influenced By Brand Awareness, Product Perception, Brand Loyalty And Customer-Business Interaction.

Table 8 Presents The Summary Statistics Of The Variables Used In The Analysis. The Table Reveals That The Mean Brand Awareness Score Of Those Who Prefer Social Media Ads Is 18.74 Whereas That Of Those Who Prefer Traditionalads Is 17.86 On A Maximum Score Of 25. This Clearly Indicates That Those Who Prefer Social Media Ads Possess Greater Brand

Awareness, Though Demands Empirical Confirmation. Similarly, In Case Of Product Perception, The Mean Score Of Those Who Prefer Social Media Ads 13.87 Is Found To Be Higher Than Those Who Prefer Traditional Media Ads 12.47. A Similar Trend Is Identified With Regard To Brand Loyalty, Customer-Business Interaction And Purchase Attitude.

Table 8 Descriptive Statistics

Factors	Statistics	Influencing Factors Of Social Media	Influencing Factors Of Traditional Media
Brand Awareness	Mean	18.74	17.86
	Standard Deviation	3.874	4.875
Product Perception	Mean	13.87	12.47
	Standard Deviation	3.842	3.751
Brand Loyalty	Mean	15.7	11.52
	Standard Deviation	4.325	3.742
Customer Business Interaction	Mean	17.95	14.85
	Standard Deviation	3.762	3.74
Purchase Attitude	Mean	17.62	16.45
	Standard Deviation	3.74	2.98
Customer Loyalty	Mean	14.82	13.61
	Standard Deviation	3.89	2.48

The Results Of Independent Sample T-Test Are Exhibited In Table 11, Which Empirically Tests The Following Hypotheses:

H₀₁: Brand Awareness Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. Since The P-Value Is Less Than 0.05 ($P = 0.000$), Null Hypothesis Is Rejected And Concluded That Brand Awareness Has Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. Elements Such As Market Knowledge, Comparison Of Similar Products, Marketing Communications, And Shared Content In The Social Media Are Used To Measure The Brand Awareness.

H₀₂: Product Perception Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. The Null Hypothesis Is Rejected As The P-Value Is Less Than 0.05 ($P = 0.000$) And Thus It Is Concluded That Product Perception Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. It Empirically Proves That The Spread Of Information (Negative Or Positive) Can Have A Lasting Effect On The Product Perception Of Those Who Prefer Social Media Ads As They Possess A Higher Product Perceptionscore.

H₀₃: Brand Loyalty Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. Since The P-Value Is Less Than 0.05 ($P = 0.000$), The Null Hypothesis Is Rejected And It Is Concluded That Brand Loyalty Has Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. The Customers' Commitment Towards The Brand And Recommending It To Others Through Social Media Is

Increased. Many A Times, The Delighted Customers Are Found To Be Rewarded By These Businesses.

H04: Customer-Business Interaction Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. The Null Hypothesis Is Rejected As The P Value Is Less Than 0.05 ($P = 0.000$) And Thus It Is Concluded Customer-Business Interaction Towards Who Prefer Marketing Through Social Media To Traditional Marketing. It Can Be Inferred That Customers Prefer To Have A Two-Way Communication With The Business As In The Case Of Marketing Through Social Media As It Offers A Platform To Share The Customer Needs.

H05: Purchase Attitude Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. Since The P-Value Is Less Than 0.05 ($P = 0.000$), Null Hypothesis Is Rejected And Concluded That The Purchase Attitude Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing. Referring To The Higher Mean Score Of Those Who Prefer Social Media Ads With Regard To Purchase Attitude As Established In Table 1, This Implies That The Customer Reviews And Rankings On Social Media Sites Aresignificantly Influencing Their Purchase Decision.

Table 9 - T - Test Results

Hypothesis	T	Sig (2-Tailed)	Test Results
H01: Brand Awareness Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing.	4.601	0.000	Rejected
H02: Product Perception Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing.	3.739	0.000	Rejected
H03: Brand Loyalty Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing.	5.405	0.000	Rejected
H04: Customer-Business Interaction Has No Impact On Those Who Prefer Marketing Through Social Media To Traditional Marketing.	5.442	0.000	Rejected

Table 10 shows That About 52.4% Of The Total Variation In Purchase Attitude Which Is The Dependent Variable Is Described By The Independent Variables Vis. Customer-Business Interaction, Product Perception, Brand Loyalty And Brand Awareness.

Table10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Errors Of The
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				Estimation
1	0.741	0.574	0.524	0.5472

Table 11 exhibits The Multiple Linear Regression Model Fit. A Statistically Significant (P-Value < 0.05) F-Value Suggests That The Estimated Model Is Fit.

Table 11anova

Model	Sum Of Squares	Df	Mean Square	F	Sig
Regression	123.958	5	24.7916	67.8796	0.000
Residual	114.682	314	36.5229		
Total	238.64	319			

Table 12 Explains The Estimates Of Multiple Linear Regression Model. The Purchase Attitude of Respondents Is Regressed With Their Awareness About The Brand, Perception On The Product, Brand Loyalty And Interactions With The Business. Table 12 Shows That All The Independent Variables Are Statistically Significant, Indicating That They Impact The Purchase Attitude of Customers. The Beta Coefficients Indicate The Relative Strength Of Predictors. From The Results, It Can Be Identified That Customer-Business Interaction Is The Most Influencing Factor In Determining Purchase Attitude. All The Coefficients Are Significant At 1% Level. From The Regression Estimates, We Derive The Following equation:

$$\text{Purchase Attitude } Y = 0.574 + 0.124x_1 + 0.149 X_2 + 0.197x_3 + 0.417x_4$$

Where,

X_1 = Brand Awareness Through Marketing Through Social Media
 X_2 = Product Perception Through Marketing Through Social Media
 X_3 = Brand Loyalty Through Marketing Through Socialmedia

X_4 = Customer - Business Interaction Through Marketing Through Social Media

The Equation Indicates That A Unit Increase In Brand Awareness Through Marketing Through Social Media Corresponds To 0.124 Unit Increase In The Purchase Attitude. Similarly, A Unit Increase In Product Perception Through Marketing Through Social Media Will Increase The Purchase Attitude By 0.149 Units. A Unit Increase In Brand Loyalty Is Found To Be Contributing To 0.197 Unit Increase In The Purchase Attitude. The Study Identifies The Customer-Business Interaction Through Marketing Through Social Media As The Most Influencing Factor On The Purchase Attitude of Gen Z, Contributing To An Increase Of 0.417 Unit In The Latter And

Table 12estimates Of Multiple Linear Regressionmodel

Model	Beta
Constant	0.574

Brand Awareness	0.124***
	-2.741
Product Perception	0.149***
	-3.8742
Brand Loyalty	0.197***
	-4.652
Customer Business Interaction	0.417***
	-9.248

Concluding Remarks And Implications:

Customary Marketing Is Not Waning - It's Faded!" (Zyman, Leonard-Barton, & Sway, 1999, P.6). Next Conducting The Figures Analysis In Addition Testing The Theories, The Chief Findings Of This Scholarship are: Utmost respondents who acquired online were undeniably young, flanked by 18-24 years, through a percentage of 79.5%. In attendance was an all-embracing usage of societal networking situations, which emanated out to be supplementary than 10 hours a week by 35.5% of the respondents followed by 7-9 hours with a percentage of 32.5% of the respondents. The most preferred social media platform among the millennials was Facebook (30.3%), followed by YouTube (26.6%), Instagram (26.5%), and the least preferred were LinkedIn (10.6%) and Twitter (6%). Millennials used social media platforms for several reasons, but the most prominent ones are to connect with new people (24.6%), to get information about latest products (23.3%), and to catch the latest news (19.5%); 84.5% of the millennials followed brands on social media, which yields a great challenge for the marketers to use social media platforms as a major communication and advertising tool. We witnessed that a great percentage of plaintiffs followed products on social media, but there was an acquisitions gap as less percentage of people bought products after seeing them on social media (33%), which is a vital point on which the marketers need to lay stress and try to minimize this purchase gap. Social media acts as a catalyst for shaping consumer preferences. Frequency analysis shows that the respondents liked to read blogs on the internet regularly and also liked viewing online advertisements. They favored sharing their feedback, reviews, and opinions on social media about the products/services they premeditated to buy or were already using. Some of the respondents used social media for keeping themselves updated with the new products/services. Social media has revolutionized the arena of commercials and has moved far away from conventional advertising. Millennials have a consensus view that social media is more participative, interactive, and more progressive than different varieties of conventional marketing forms. The respondents analyzed the records of products/services through social media by considering the likes and dislikes for it. The millennials also had various subscriptions for keeping themselves updated with the new additions and the modifications in the existing products/services. Consumers are of view that firms, which are versatile, use social media as their promotional tool. They even use social media platforms extensively for comparison of different products. Social media helps in building the reputation of a company. These findings are in line

With The Study Results Of A Study Conducted To Find The Impact Of Social Media Advertisements On Indian Consumers (Altaf, 2014). Marketers Need To Discover And Take Advantage Of The Capability Of Social Media Systems To Attract And Retain Customers On Those Structures Through Client Relationship Management, And By Focusing On Capabilities And Traits Of Social Media That Beautify The Relationship Between Customers And Advertisers (Ramnarain&Govender, 2013). Furthermore, For Enhancing The Power Of Social Media Platforms, Companies Need To Adopt Segmented, Viable, Honest, And Transparent Policies And Strategies, As Millennials Are Actively Seeking Social Media Platforms For Gathering Information, Seeking Out Their Opinions, So Positive Image Of The Companies Which Have A Social Media Presence Will Help In Escalating Constructive User Generated Content (Ugc). Furthermore, Marketers Need To Explore The Inherent Power Of Social Media Platforms For Making And Retaining Long Term And Loyal Customers. Marketers Also Need To Pay Heed To The Fact That The Advertisements Shown On The Different Platforms Should Be Well Targeted, Informative, Attractive, And Must Not Be Of Any Hindrance In The Privacy Of The Social Mediausers.

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