April 2013

The Influence of Social Networking Sites on Buying Behaviors of Millennials

Sharon S. Pate
University of Louisiana at Lafayette, pate@louisiana.edu

Melinda Adams
University of The Incarnate Word San Antonio TX, madams@uiwtx.edu

The Influence of Social Networking Sites on Buying Behaviors of Millennials

Sharon S. Pate, University of Louisiana at Lafayette

pate@louisiana.edu

Melinda Adams, University of the Incarnate Word

madams@uiwtx.edu

Abstract - Social media sites have become an important part of Millennials lives. According to the Pew Research Center (2010), Millennials' are living their lives on the internet. Social media can be linked to a positive association providing instrumental value that assists consumers in making decisions about what product to buy, when to buy, and where to buy (Weigand, 2009).

With social media becoming a large portion of the promotion mix, it is important to understand the motivation behind buying behaviors and if social media plays a role in influencing those behaviors. The purpose of this research was to determine the influence of social networking sites influence on buying behaviors of Millennials.

Keywords - Millennials, social networking, social media, buying behaviors

Relevance to Marketing Educators, Researchers and/or Practitioners - *The Influence of Social Networking Sites on Buying Behaviors of Millennials* provides researchers, educators, and practitioners was an introductory survey into social media sites and how millennials are actually using them. While the sample included only students in Louisiana and Texas, it does provide information as to what influences these college aged millennials when deciding to make a purchase. This information could be used to better millennial consumers. For educators and researchers, it provides information a that could be included in the classroom and used as a starting point into further research with this age group.

Introduction

Social networking sites such as My Space, Facebook, LinkedIn, and Twitter have become more than just a means of communicating with long lost friends or relatives. These sites are a way to update your "friends" (Wade & Jacobsen, 2010). Millennials spend an increasing amount of time on these sites and use them as primary means of communication. Retailers, manufacturers, and advertisers realize that using social networking sites is the best way to reach Millennials since more than 55% of teens and young adults use these sites (Jones, Johnson-Yale, Millermaier, & Perez, 2009; Gangadharbatla, 2008). Retailers and manufacturers, therefore, have included social networking sites in their promotion mix in order to engage their customers and create new ones (Jones et al., 2009; Weigand, 2009; Gangadharbatla, 2008). It is estimated that, in the near future, revenue created by social networking sites will be almost half of that created by all user-generated content sites (Gangadharbatla, 2008).

Many retailers, designers, and manufacturers now have a Facebook page, Twitter feed, and YouTube channel to update customers, offer special discounts, and organize special events for their "friends" (Weigand, 2009; Gangadharbatla, 2008). With more people using mobile phones with GPS capabilities, retailers are increasing social networking connections and advertising by delivering bar code coupons through smart phones. Millennials and younger generations carry the internet with them and feel at a loss if not tuned in to what is happening with friends, celebrities, or favorite retailers (Miller, 2010; Jones et al., 2009).

Retailers provide consumers with the option to text while shopping to receive a discount or, if the retailer's network identifies a "friend's" phone in close proximity, it may send a coupon to entice their "friend" or follower to visit the location (Metz, 2010).

Commerce started as "top down" with royalty influencing consumer decisions. Through social networking, advertising agencies and retailers are researching how to use this networking phenomenon to target the customer. Now the power of advertising lies literally in the hands of the consumer through the use of cell phones, smart phones, I Pads, IPods, and laptops.

Research Objectives

Social networking sites have become widely used for features other than connecting with friends and family. Today, Millennials, as well as other generations, spend hours on these sites and retailers, manufacturers, and advertisers have added social networking to their promotion mix (Jones, Johnson-Yale, Millermaier, & Perez, 2009; Weigand, 2009). According to Raice (2012), customers spend between 3.5 and 6 hours daily on Google, You Tube or Facebook, with Facebook having the most time spent at 6 hours average for the

user. While the literature contains many studies on buying behavior; behavioral differences are based on generational cohorts and, recently, the influence of social networking on consumer preferences. However, for a generation that spends its life on the internet, there is little information on how social networking sites and how "friends" or celebrities on these sites are influencing the buying behavior of Millennials. Retailers, manufacturers, and advertisers have targeted the millennial generation for products and services based on their purchasing power (Howe & Strauss, 2003). Advertising spending on Facebook has increased from 1.87 billion to 3.15 billion in 2010 (Ad Age Staff, 2012). This is a dramatic increase over the $2 billion which was predicted for all social networking sites in 2008 (Gangadharbatla, 2008). With increased used of social networking as part of the promotion mix, research in this area is important and necessary.

The purpose of this research was to determine the influence of social networking sites on buying behaviors of millennia's. Specifically, researchers were interested in whether "friends", followers, family, and/or celebrities influenced buying behaviors of this Millennial generation. Additionally, the researchers were interested in whether advertisements on social networking sites motived the millennia's decision to purchase.

Literature Review

Background on Millennials

The Millennial generation, also known as Generation Y, spans the years 1979 through 1994 (Sweeney, 2006). These children of Baby Boomers are the second largest consumer group and are expected to transform the market place (Paul, 2001).   Millennials, the most ethnically and racially diverse generation in United States history, are a truly global generation and highly targeted by marketers because of their significant purchasing power (Howe & Strauss, 2003).

Sweeney (2006) and Howe & Strauss (2003) identified core traits that are more common in Millennials than in previous generations, thus providing more insight into their behavior. Millennials are demanding consumers who expect a large variety of items, personalization and customization of goods and services, as well as instant gratification (Howe & Strauss, 2003; Paul 2001; Sweeney, 2006). These core behaviors, which are important to understanding buying patterns, include, but are not limited to: expectations of more choices, flexibility/convenience, result oriented, multi-taskers, digital natives, nomadic communication styles, and balanced lives. Millennials believe that they are special and believe their problems are the nation's problems and others will feel the necessity to solve these problems.   They are confident they will be more financially successful than their parents but also that their success will lead to a more balanced life (Sweeney, 2006; Howe & Strauss, 2003).   Millennials are

more likely to be team players and less likely to rock the boat. They feel that standards and rules make life easier and that those who break the rules should be punished (Howe & Strauss). Millennials feel pressured and believe that their performance in the present will influence their success in the future (Howe & Strauss).

The Millennials core traits of confidence, team-orientation, pressure and achievement have a significant impact on how retailers try to reach this group of consumers. With their busy schedules, Millennials believe that they are excellent multi-taskers. Millennials are very busy with much of their free time scheduled for extracurricular activities that is believed to improve their chances for a successful future (Sweeney, 2006; Howe & Strauss, 2003). Millennials have grown up in a digital world and are at home with a constantly connected, consumer driven, networked world (Howe & Strauss, 2003; Paul, 2001; Sweeney, 2006). They use the digital world to multitask and accomplish more with the time they have.

Marketing Channels

Social networking sites have become another retail marketing channel that allows retailers to use communication, transaction, and distribution sites in one location, similar to a traditional webpage (Qualman, E., 2011). As a communication channel, retailers can use Twitter, Facebook, MySpace, or YouTube to inform "friends" or followers about new products, promote a special event, place an ad, or post information. Social networking sites excel as communication channels. Through Facebook, Twitter, and YouTube, consumers can receive recommendations from "friends", followers of a retailer or manufacturer, or they can just choose to "like" a product (Li, Kuo, & Russell, 2009). Social networking sites have also become a method to let the world know what retailers, manufacturers, and/or service providers are doing right and wrong.

As communication channels, social media provides consumers with informational and instrumental value. Informational value motivates participants to gather information and share that information with a group (Weigand, 2009; Li, Kuo, & Russell, 1999). As social creatures, humans are concerned with what others think and want to have that information. Jacobsen and Forste (2010) suggest that Millennials are not only technologically savvy but are also excellent at multi-tasking and visiting with friends on multiple social networks (Jones et al., 2009; Sweeney, 2006). Social networks can be linked to a positive association providing instrumental value that assists these consumers in making decisions about what, when and where to buy products (Weigand, 2009; Li, Kuo, & Russell, 1999). Instrumental value gives users a sense of participation and assists them in reaching their set goals.

Advertisers are diversifying their advertising dollars (Ad Age Staff, 2012) to meet the demands of informed, millennial on-line consumers. Retailers attempt

to reach a community of like-minded individuals who may wish to purchase similar items through social media, print advertising, television, webpages, and radio. The satisfaction received from sharing information about the purchase online is verified by seeing others purchase similar items based on their recommendation (Weigand, 2009; Gangadharbatla, 2008; Li, Kuo & Russell, 1999). Using recommendations of celebrity spokespersons to influence purchases was established by television advertising and now celebrity spokespersons are "liked" or "followed" on social networking sites. Retailers use consumers' friends on Facebook by posting their recent purchases in hopes of persuading their "friends" to purchase the same or similar items (Daboll, 2012; Jones et al., 2009).

As a transaction channel, social networking sites allow consumers to buy items or, by clicking a link, send the consumer to another website. Distribution channels may be achieved by locating the outlet nearest the consumer or arranging shipping to their home (Weigand, 2009; Li, Kuo & Russell, 1999). The power of the internet as a shopping tool can be shown by the total number of users in North America (78% of the population) and Oceania/Australia (60%) (World-Internet Stats, 2011).

Shopping Orientation

Individual shopping orientations determine whether consumers will use the internet for purchases, make recommendations, or review recommendations and purchase. The literature identifies numerous shopping orientations with many of these orientations based on consumer lifestyles and activities (Li, Kuo & Russell, 1999). Some shopping orientations include economic, ethical, apathy, thrifty innovator, inflation-conscious, brand-loyal, and time oriented. By using orientation research, retailers are able to make better choices about where to place their advertising dollars.

Buying on-line has increased significantly and is preferred by consumers who value the convenience and time savings (Qualman, 2012). Consumers who prefer to experience a product before buying are less likely to purchase on-line. With the new GPS applications on Smart Phones and BlackBerrys, retailers can identify a nearby outlet where the consumer can see/touch the merchandise. These features put experiential consumers at ease when purchasing.

Non-store shoppers, on-line or catalog shoppers, are characterized as young, adventurous, and recreational (Li, Kuo & Russell, 1999). However, large portions of on-line shoppers are those who buy on-line for convenience. A consumer's shopping orientation must be considered in determining whether or not he or she will purchase on-line or rely on social networking sites to influence the buying decision.

Social networking sites reach consumers with a variety of shopping orientations and capitalize on their needs while increasing awareness and sales (Weigand, 2009; Gangadharbatla, 2008). An example of this is Zappo's shoes. Zappo's effectively used social networking sites to deliver the product and engage

the consumer, thus building a billion dollar empire with a social message to consumers of free shipping; this message resonated with the on-line shopper and quickly spread through social media (Hsieh, 2010).

Social Advertising

With the large number of users, viewers, and followers of various social networking sites, retailers and manufacturers use these advertising outlets to reach current and potential customers. Social networking allows merchandisers to reach the target market more directly than other types of advertising (Borden, 2010; Weigand, 2009; Gangadharbatla, 2008). Social networking sites assist retailers and manufacturers by developing an advertising awareness that best matches their target consumer, whether it is a new viral video star, a flashy Facebook presence, or a Twitter feed.

Social networking sites as a marketing tool have become so valuable that retailers are relying on newer software to reach the most influential customers (DeVault, 2012; Weigand, 2009). Samsung, an electronic company, recently introduced a smart phone camera with a Facebook Remote view button to transfer the photo to different social networking programs and comment instantly (Jacobowitz, 2011). The ability to analyze data surrounding a social network has become specific to the social network instead of an individual's call records. Tracking data on social networks has become a common information tool for retailers and government agencies to study the influence of consumers on their peer groups (Devalt, 2012; Miller, 2010; Jones et al., 2009; Gangadharbatla, 2008).

Social advertising has been deemed more trustworthy by users because the information is coming from a "friend" and users are more likely to pay attention (Gangadharbatla, 2008). Advertising in this format is seen as a conversation in which users are active participants instead of the traditional one-way commercials. These conversations are creating brand images with consumers that are more interesting and effective than traditional media (DeVault, 2012).

My Space, one of the social networking marketing giants, retooled their business by marketing their product to customers who enjoy music and video. The plan, for this new form of advertising, was to connect customers with their favorite TV shows, movies or music by finding additional content and posting comments on the social networking site. This allowed the My Space customers to be seen as a younger crowd more on top of current happenings and connected through their social network (Slutsky, 2010). This was not enough to save the MySpace network, however, which had been purchased for $580 million in 2005 and was sold in 2011 for $35 million. Facebook, which destroyed the site, is now saving it by allowing MySpace users to access the site to download music (Bercovici, 2012).

Advertising on Facebook

Jim Davis, Senior Analysis Vice President for SAS Corporation (2010), recently blogged that Facebook reduced the shift of the amount of money necessary to change consumer behavior. Television advertising, once the best method of The goal of advertising is to influence the consumer and increase awareness of the brand. Once the brand becomes a part of the thought process, the retailer benefits. Facebook changed the influence of advertising with its "like" campaign where advertisers could measure when consumers were purchasing or were aware of their products. Instead of a mass media scattered approach, these "likes" are sent to the different social networks and become a method of targeting "early adopters" and "followers" who are most likely to purchase.

There are now ten types of advertisements on Facebook: social ads, page ads to drive the customer to a page, website ads, event ads, sponsored stories, video ads, application or app ads for mobile devices, comment ads, gift ads, and Hybrid ads only sold by the Facebook team (Carr, 2012). Social ads, for example, target a specific audience as well as "friends" of the target through a Facebook page. This type of ad usually includes a picture of the person who wrote a review of a product from the company, the review, and an ad for the company. Facebook also has its own advertising system which uses advertising about Facebook to fill pages. Facebook pages allow interaction between retailers and consumers reaching large numbers of consumers, which can sometimes have a 100-500% return on a company's investment. These interactions create new feeds, which are seen by "friends" when they log into Facebook (Womack, 2012; Weigand, 2009). Pages also allow the user to post messages and further engage with the brand.

Beacons, added to Facebook for added revenue from advertisements, were advertised as "word-of-mouth" promotion for your business and may be seen by friends who are also likely to be interested in your product (Weigand, 2009, p. 719). However, Beacons became controversial when it was discovered they were tracking the users' behavior when they were on and off-line and reporting to advertisers and friends. It was happening without permission and without consumer's knowledge; the users were unable to block this information from going back to Facebook. In March 2010, Beacons was banned and a class action suit was settled against Facebook, Blockbuster, Fandango, HOTWIRE, Inc., STA Travel, Inc., OVERSTOCK.COM, Inc., ZAPPOS.COM, Inc., GAMEFLY, Inc., and other corporations believed to have benefitted from the banner advertisements (Kravets, 2010).

These different social media are changing the methods of advertising to the consumer and continue to evolve. A timeline of advertising reminds the consumer there will continue to be changes to reach the target market. Since newspaper advertising was used in the early 1700s, there have been many changes in this media that continues to evolve with on-line ads and tag applications to see video while viewing the ads, "Liking" on Facebook, twitter or

blogging. Advertising over the years has been added to magazines, television and the internet. This research will be just a snapshot into how Millennia consumers are using technology.

METHOD

Participants

The participants for this study were undergraduate students at two southern universities. Students were recruited from the researchers' classes by explaining that the survey was voluntary, anonymous, and would not influence their grade. The survey was delivered in two methods. At one university, an anonymous on-line survey was administered via e-mail with a participation link. The participants were told they could withdraw at any time by simply closing their browser, and they would not be tracked. At the other university, the survey was delivered via pencil and paper. Survey participants were asked a series of questions concerning social networking: amount of time spent on-line, their opinions about social media, products viewed, products purchased, influences on purchases, and relationships with others on social networking sites.

Survey Development

The researchers developed the survey after reviewing the literature and communicating with students. Questions asked of the students during survey development included their use of social networking sites, their on-line shopping behaviors, and influences of their purchases. The literature reinforced many of the comments made by students and provided background information into the millennial generation's behaviors.

The survey included descriptive questions, Likert scale questions, and categorical questions. The descriptive questions were included to gather demographic information on participants. The categorical questions were developed from comments by students and literature. Categorical questions included types of social networking sites regularly visited, amount of time spent on the internet, frequency of visits to Facebook, and types of recommendations made to or by "friends". Likert scale questions were used to gather participants' views on the likelihood of purchases based on different scenarios and the influence of social networking sites.

Participant Demographics

The majority of the participants in the study were female (93.6% female; 5.3% male). Most participants (86.8%) were age 18–24, 8.8% were 25-30, and 4.3% were over age 31 (Table 1). Fashion merchandising and fashion design majors comprised the largest segment of the participants (30.2%) followed by other (25.3%), business (23.3%), child and family studies (11.6%), education, art design, marketing, and family and consumer sciences (9.6%). Participants spent on average two hours browsing the internet and 87.1% had a Facebook page. On average, participants checked their page daily (Table 2). Other social

networking sites that the participants visited regularly included Twitter, YouTube, formspring, on-line magazine blogs, fashion blogs, and Chat roulette, to name a few.

Table 1 Age of Participants

Age	Frequency	Percentage
18 – 24	216	86.8%
25 – 30	22	8.8%
31 +	8	4.3%

Table 2 Number of Visits to Facebook Page

Number of visits	Frequency	Percentage
Every 5 minutes	12	4.8%
Hourly	71	28.5%
Daily	125	50.2%
Weekly	28	11.2%
Monthly	2	.8%
Never	3	1.2%

Data Analysis

Data from the on-line survey and the paper and pencil surveys were entered into SPSS for analysis. Using SPSS, descriptive statistics were used to provide demographic information about the participants and the frequency of the categorical items for participants. Correlations and chi squares were performed to determine if relationships existed between age and influences on buying behavior of the participants.

One of the initial research questions was to determine if there was a relationship between age purchasing items "liked" by a "friend" on a social

networking site. Respondents were asked what would be more influential to purchasing a product. The majority of respondents indicated they would more likely to purchase an item "liked" by a "friend" (Table 3). A chi square was performed and revealed a statistically significant relationship between age and purchasing items "liked" by a "friend". A two-tailed correlation revealed a moderate statistically significant relationship (r = .620, p = .01).

Table 3 More Likely to Purchase a Product if it is…

	Frequency
Celebrity endorsement	54
Shown on TV infomercial	21
Email blog	12
"Liked" by friends	132
Other	22

One of the questions asked respondents specifically if they had ever purchased items "liked" by a "friend" on a social media site.

A two-tailed correlation and chi square were performed to determine the relationship between age and purchase. A significant moderate relationship was found (r = .591, p = .01). The respondents in this study were not likely to purchase items "liked" by a "friend" on a social networking site. This result is not in keeping with findings in the literature, since these shopping behaviors are continuing to change.

Respondents were also asked how often they have purchased items "liked" by a "friend." A chi square and a two-tailed correlation were performed to determine if there was a relationship between age and how often these purchases occurred. A significant relationship was found for the chi square and the correlation (r = .756, p = .01). When reviewing the frequency of the purchases of items "liked" by "friends", the majority of respondents purchased 1 – 5 items (Table 4). Having never purchased items "liked" by "friends" was the second most common occurrence (Table 4).

Table 4 Frequency of Purchasing Items "Liked" by "Friends"

Number of Purchases	Frequency
1-5	119
6 – 10	11
11-20	3
21+	3
Never	104

Due to the significant number of respondents who indicated they would purchase items based on a celebrity endorsement, researchers were interested in any relationship between age and purchasing merchandise solely on celebrity endorsement. A correlation performed with age and purchase based on a celebrity endorsement found a significant negative correlation ($r = -.183$, $p= .01$). A chi square analysis also provided a significant relationship. The weak relationship may have resulted because the largest number of respondents indicated they would only be somewhat likely to purchase items based on a celebrity endorsement (Table 5).

Table 5 Likelihood of Purchasing Items Endorsed by Celebrities

Likelihood	Frequency
Very likely	4
Likely	29
Somewhat likely	87
Unlikely	62
Neutral	64

Respondents indicated that they are more likely to purchase items "liked" by friends. When asked if more likely to purchase clothing items found on social media sites, a significant but weak relationship with age of respondents was

found (r = .191). While respondents are purchasing items "liked" by "friends", it appears that clothing purchases from social media sites are less likely.

Most websites and social networking pages offer consumers the opportunity to make recommendations about products and services. In the survey, it was suggested by the participants that these personal testimonials influence purchases.   A two-tailed correlation and a chi square were performed to determine a relationship between age and purchases made due to personal testimonials made on a social networking site. A significant relationship was found between age and personal testimonials (r =.604, p = .01). This result may deceive one into believing that more respondents purchased items due to personal testimonials and the opposite is true; respondents were less likely to purchase.

While a "friend" on social networking site may only be a personal acquaintance, a two-tailed correlation and chi square were performed to determine if a relationship between age and whose fashion trend respondents would follow on social media. A strong relationship was found (r = .782, p =.01). Respondents were more likely to follow fashion trends of close friends or celebrities on social media (Table 6).

Table 6: Whose Fashion Trends on Social Media are You More Likely to Follow?

Trend from	Frequency
Close Friend	114
Family member	11
Classmate	13
Celebrity	90
Acquaintance	17

DISCUSSION

Researchers found that the respondents in this study between the ages of 18 and 24 had strong ties to social networking sites and the opinions expressed by their "friends" on these sites. Currently, there are larger numbers of Millennials on Facebook than other age groups (Weigand, 2009). Respondents in this study provided conflicting and surprising results to influences on their purchasing behavior. Participants indicated that they would be more likely to purchase items "liked" by "friends" on social networking sites. This finding is supported by the literature (Womack, 2012; Miller, 2010; Jones et al., 2009; Gangadharbatla, 2008).

In conflicting responses to follow-up questions on purchases of items "liked" by a "friend", respondents indicated that they were not likely to purchase items "liked" by "friends". Respondents did indicate they had purchased between 1 and 5 items "liked" by their "friends". These responses are contradictory, and it is unclear why these results occurred. The questions about the purchase of items and how often the items were purchased followed each other on the survey. It is possible that the respondents misread the questions.

A significant relationship was found between age and purchasing items endorsed by celebrities. This result is supported by the literature (Krubski, 2012; Weigand, 2009). Millennial consumers are more likely to purchase items that are endorsed by celebrities, since this age group tends to "like" or follow their favorite celebrities on Facebook and Twitter.

Most consumers research products on-line before they buy. The internet has become a useful tool for performing research and allowing consumers to be armed with information before they head to the stores. Personal testimonials or reviews are commonly found on big box websites and social networking sites. The literature mentions that these testimonials influence purchasing decisions of consumers. Participants in this study were not likely to purchase items based on personal testimonies. It is possible that participants do not trust personal testimonials and do not use them to make purchase decisions.

Trends in fashion trickle up and trickle down. These trends either come from the high fashion runways or the street. Participants were asked whose fashion trends they were likely to follow. Millennials in this study were likely to follow the trends started by close friends or celebrities. These findings are in keeping with current fashion trends and peer pressure typical of the adolescent age group to fit in with their friends.

Summary

As the number of users on social networking sites increases, it is anticipated that retailers will continue to increase their advertising presence on these sites. Millennials are more comfortable with these digital formats and have more purchasing power than other age groups. Thus, Millennials' buying behavior, on social networking sites, must be considered when choosing the type of advertising.

Social networks provide retailers and manufacturers with new twists on traditional marketing channels and more tools for their promotion kit. This technology allows individuals to engage with the social world in different ways and share their lives with anyone who is interested. It also feeds into the Millennials' need to be constantly connected to their "friends" and the world.

A follow-up to this exploratory study would allow researchers to further study the anomalies found with these participants. It would be interesting to see if these anomalies occur in other segments of the United States. Other areas of research into social networking include Millennials' loyalty to particular brands when purchasing and consumer satisfaction from mobile phone purchasing versus traditional methods of interactions between salespersons and customers.

References

Ad Age Staff (2012) Where have the first quarter ad dollars gone. *Ad Age.* Available at: http://adage.com/article/media/quarter-ad-dollars/233706/.

Bercovici J (2012) First Facebook Killed MySpace. Now It's Saving It. *Forbes.*

Available at: http://www.forbes.com/sites/jeffbercovici/2012/02/13/first-facebook-killed-MySpace-now-its-saving-it/

Borden M (2010, October 25)"The new faces of social media. *Fast Company.*

Available at: http://www.fastcompany.com/magazine/150/the-new-influentials.html.

Carr D (2011, November 2) Ten types of Facebook ad units explained. *BerryNetwork.* Available at: http://www.berrynetwork.com/Blogs/Berry_Network/post/2011/11/02/10-Facebook-Ad-Units-Explained.aspx

Daboll P (2012) Celebrities in advertising almost always a big waste of money.

AdAge. Available at: http://adage.com/article/cmo-strategy/celebrities-ads-lead-greater-Sales/148174/

Davis J (2010) Has Facebook changed the advertising model? *SAS CompanyBlog*

Available at: http://blogs.sas.com/jimdavis/index.php?/archives/47-Has Facebook-changed the advertising-model.html.

Devalt G (2012) Social media research - User generated content is gold. Getting key influencers on your side in social media. *Market Research. About.com Times New York Company.* Available at: http://marketresearch.about.com/od/market.research.social.media/a/User-Generated-Content-Is-Like-Gold.htm

Gangadharbatla H (2008) Facebook me: Collective self-esteem, need to belong, and internet self-efficacy as predictors of the generation's attitudes toward social networking sites. *Journal of Interactive Advertising 8(2).*

Howe N and Strauss W (2007) *Millennials Go To College.* American Association of Collegiate Registrars and Admissions Offices (AACRAO) and Life Course Associates. Great Falls, VA.

Hsieh T (2010). *Delivering Happiness: A Path to Profits, Passion, and Purpose.* Grand Central Publishing, Boston, MA

Jacobowitz PJ (2011) Samsung Facebook camera: Hands on. *PCMag.Com*. Available at: http://www.pcmag.com/article2/0,2817,2382125,00.asp.

Jacobsen WC and Forste R (2010) The wired generation: Academic and social outcomes of electronic media use among university students. *Cyberpsychology, Behavior, and Social Networking*. doi:10.1089/cyber.2010.0135.

Jones S, Johnson-Yale C, Millermaier S, and Perez F (2009) Everyday life, online: U.S. college students' use of the internet. *First Monday, 14(10-5)*.

Krubski J (2012) A New View of America's Consumers: 8 Primal Shopper Typologies. Innovation at Retail, a division of Medallion Retail. Retrieved October 30, 2010. Available at: http://www.medallionretail.com/insight/insight-eight-primal-shopping-typologies

Kravets D (2010) Judge Approves $9.5 Million Facebook 'Beacon' Accord. *Wired Magazine*. Available at: http://www.wired.com/threatlevel/2010/03/Facebook-beacon-2/

Li H, Kuo C, and Russell M (1999) The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior. *Journal of Computer Mediated Communication*, *5* (2), 1-20.

Metz R (2010) Bar codes used for more than just groceries. *USA Today*. Available at: *http://www.usatoday.com/tech/news/2010-06-07-bar-codes_N.htm?csp=obnetwork*

Miller A J (2010) Mining social networks, Untangling the social web. *The Economist.* Available at: http://www.economist.com/node/16910031?story_id=16910031andfsrc=rss.

Paul P (2001) Getting inside Gen Y. *American Demographics*. Available at:

http://adage.com/article/american-demographics/inside-gen-y/43704/

Pew Research Report (2010) *Millennials: Confident. Connected. Open to Change*. Available at: http://pewresearch.org/millennials/consumer's online buying behavior.

Qualman E (2011) Socialnomics, *How social media transforms the way we live and do business.* John Wiley and Sons, Hoboken, N.J.

Raice S (2012) Days of wild user growth appear over at Facebook. *Wall Street*

Journal On-line. Available at:
http://online.wsj.com/article/SB10001424052702303296604577454970244896342.html?mod=WSJ_hp_LEFTWhatsNewsCollection.

Slutsky I (2010.) MySpace relaunch focuses on successful niche: Entertainment shrinking social network retrenches in an attempt to reclaim cultural relevancy. *AdAge*. Available at: http://adage.com/digital/article?article_id=146716.

Sweeney R (2006). *Millennial behaviors and demographics.* New Jersey Institute of Technology, Newark, NJ. Weigand H (2009). *"Value modeling for the pragmatic web – the case of social advertising."* Proceedings of I-KNOW '09 and I-SEMANTICS '09. September, 2009, Graz, Austria.

Womack B (2012) Facebook Marketing, Ads Lead Users to Buy, ComScore Says. *Bloomberg BusinessWeek*. Available at:
http://www.businessweek.com/news/2012-06-12/facebook-marketing-ads-lead-users-to- buy-comscore-says.