

A Study on the Impact of Social Media Marketing on Consumer Buying Behaviour

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Abstract- This study examined the impact of social media marketing on consumer buying behavior. The rapid growth of digital technology and social networking platforms has transformed the way businesses communicate with customers and promote their products and services. The main objective of the study was to analyze how social media marketing influences consumer purchasing decisions. Specifically, the study examined the role of social media advertisements, online reviews, influencer marketing, and promotional content in shaping consumer buying behavior. The study employed a quantitative research design using a survey method. Data were collected through an online questionnaire created using Google Forms and distributed through social media platforms. A total of sample size 100 respondents participated in the study. The collected data were analyzed using descriptive statistics, including frequencies and percentages, and presented using tables and charts. The findings indicated that social media marketing significantly influences consumer buying behavior. The results showed that most consumers rely on social media platforms to obtain information about products, read reviews, and compare alternatives before making purchase decisions. The study concludes that social media marketing plays a critical role in influencing modern consumer purchasing behavior. Businesses should therefore invest in effective social media marketing strategies to improve brand visibility, customer engagement, and sales performance. The study recommends that companies should enhance their social media presence, collaborate with influencers, and provide reliable and engaging content to attract and retain customers.

Keywords: Social Media Marketing, Consumer Buying Behavior, Digital Marketing, Online Advertising, Social Media Platforms.

I. INTRODUCTION

1.1 Background of the Study

In recent years, the rapid growth of digital technology has transformed the way businesses communicate with consumers. One of the most significant developments is the rise of social media platforms such as Facebook, Instagram, Twitter, and TikTok. These platforms have become powerful marketing tools, allowing businesses to reach large audiences quickly and interact directly with potential customers. Social media marketing refers to the use of social media to promote products, services, or brands. Unlike traditional marketing methods, social media marketing enables two-way communication, where consumers can engage with brands through likes, comments, shares, and reviews. This interaction has significantly impacted consumer purchasing behavior, as individuals now rely more on online content, peer reviews, and influencer recommendations before making purchasing decisions.

Among the many social media platforms that have democratized access to fashion trends, styles, and labels, two of the most popular are Instagram and TikTok, which have made window shopping more engaging and fun for consumers (Hund, 2023). Influencer marketing and user-generated content have also emerged, adding another layer of complexity to the already complex digital marketing landscape. Consumers' decisions in the fashion retail industry are heavily influenced by social media marketing (Nash, 2019).

Consumer purchasing behavior involves the decision-making process that individuals go through when selecting, purchasing, and using a product or service. Social media has revolutionized this process by providing easy access to information, comparisons, and social validation. For example, consumers often look at product reviews, watch demo videos, or follow influencers before deciding to purchase a product.

Digital marketing is already complex, and user-generated content and the advent of influencer marketing have just added further layers of

complexity. Influencers have amassed significant clout in the marketing world thanks to the carefully cultivated personalities and devoted fan communities they've cultivated (Bowman, 2021). Their power goes beyond mere product promotion because they affect fashion trends and consumer perceptions of brands.

Understanding the nuanced interplay between social media marketing and consumers' behavior in the apparel retail industry is no longer merely relevant from a theoretical perspective in light of these advancements (Rathore, 2018). In light of this dynamic, we set out to explore it in this work. Social media marketing strategies, such as influencer partnerships, content marketing, and interactive campaigns, will be analyzed for their impact on consumer attitudes, decisions, and loyalty.

In the modern digital era, social media has become an inseparable part of everyday life. The rapid growth of internet technology and smartphone usage has significantly transformed the way people communicate, interact, and make purchasing decisions. Social media platforms such as Facebook, Instagram, YouTube, X, and LinkedIn have emerged as powerful tools for communication and marketing. Businesses across the world are increasingly using these platforms to promote their products and services, engage with customers, and build strong brand relationships. As a result, social media marketing has become one of the most influential components of modern marketing strategies. The growing dependence on digital communication has also changed consumer buying behavior, making social media an important factor in influencing customer decisions.

Social media marketing refers to the process of promoting products, services, or brands through social networking platforms with the aim of attracting, engaging, and retaining customers. It includes activities such as content creation, online advertising, influencer marketing, customer interaction, and digital campaigns. Unlike traditional marketing methods, social media marketing allows businesses to directly communicate with customers in real time. It provides opportunities for companies to understand customer preferences, collect feedback, and create personalized marketing strategies. This interactive nature of social media has increased its effectiveness in influencing the attitudes and purchasing intentions of consumers.

Today, consumers not only receive information through social media but also actively participate by sharing reviews, comments, and recommendations.

Consumer buying behavior refers to the actions, decisions, and processes involved when individuals purchase goods or services. It is influenced by various factors such as personal preferences, cultural influences, social environment, psychological factors, income level, lifestyle, and technological developments. In recent years, social media has emerged as one of the most significant external influences affecting consumer buying behavior. Consumers often rely on online reviews, ratings, advertisements, and recommendations available on social media before making purchasing decisions. The opinions shared by friends, influencers, celebrities, and other users on social networking sites play an important role in shaping consumer perceptions about products and brands. This has created a shift from traditional word-of-mouth communication to electronic word-of-mouth communication. One of the major reasons behind the increasing impact of social media marketing on consumer buying behavior is the accessibility and convenience offered by digital platforms. Consumers can easily search for product information, compare prices, read customer reviews, and make online purchases from anywhere and at any time. Social media platforms provide businesses with an opportunity to reach a large audience at a relatively lower cost compared to traditional advertising methods. Through attractive content, engaging videos, interactive posts, and targeted advertisements, companies can capture the attention of potential buyers more effectively. Personalized advertisements based on consumer interests and browsing history further increase the chances of influencing purchase decisions.

II. LITERATURE REVIEW

Many studies have focused on the growing importance of influencer marketing in swaying consumer opinions and behavior. Influencers' ability to affect consumers' perceptions of brands varies with the size of their fan base and the degree to which products deviate from one another (Abraham et al., 2022).

Consumers' faith in and opinion of a brand are influenced in turn by the value and legitimacy of the message provided by influencers. These studies show that influencers play an important part in the retail

sector of the fashion industry, particularly in terms of changing the tastes and decisions of consumers (Alotaibi et al., 2019).

A study conducted by Ajzen (2015), found that social media advertisements significantly influence consumers' attitudes toward brands and their intention to purchase products. The study concluded that interactive content and consumer engagement increase brand loyalty and purchasing intentions.

Another study by Mangold and Faulds (2009), revealed that social media has become an essential communication tool for businesses. Their research found that social media platforms influence consumers by providing product information, peer recommendations, and brand interactions that shape purchase decisions.

Similarly, research conducted by Kaplan and Haenlein (2010), examined how social media influences marketing communication. The study found that social media allows companies to interact with customers in real time, thereby increasing brand awareness and influencing purchasing behavior.

Furthermore, a study by Dehghani and Tumer (2015), investigated the impact of social media advertising on consumer buying behavior. The results indicated that entertaining and informative advertisements significantly influence consumer attitudes toward brands and increase purchase intentions.

Another study conducted by Hutter et al. (2013), found that brand communities on social media platforms positively affect consumer relationships with brands and increase the likelihood of purchasing products. These studies demonstrate that social media marketing plays an important role in shaping consumer perceptions, building brand loyalty, and influencing purchasing decisions.

Social Influence Theory explains how individuals' attitudes, beliefs, and behaviors are influenced by others within their social networks. According to Herbert Kelman (1958), individuals tend to change their behavior due to social pressure, identification with others, or internalization of social values.

Social media platforms allow users to share experiences, reviews, and opinions about products and services. These interactions influence the purchasing

decisions of other users. For example, when consumers see positive product reviews, likes, or recommendations on social media, they are more likely to trust the brand and make a purchase.

Influencers and opinion leaders on platforms such as Instagram and TikTok play a major role in shaping consumer perceptions and encouraging buying behavior.

Therefore, Social Influence Theory explains how peer recommendations, user-generated content, and influencer marketing affect consumer purchase decisions.

RESEARCH GAP

Despite the growing body of literature on social media marketing, several gaps still exist. First, many studies have been conducted in developed countries such as the United States and European nations, while limited research has focused on developing countries. Second, most previous studies focus on general digital marketing rather than specifically examining the relationship between social media marketing strategies and consumer buying behavior. Third, some studies focus only on specific platforms such as Facebook or Instagram without considering multiple platforms simultaneously. Therefore, this study seeks to fill these gaps by examining the overall impact of social media marketing on consumer buying behavior and providing empirical evidence within the selected study area.

2.1 Conceptual framework

A conceptual framework explains the relationship between independent and dependent variables in a study.

In this research, social media marketing is the independent variable while consumer buying behavior is the dependent variable.

The study examines how different components of social media marketing influence consumer purchase decisions.

Figure 1: Conceptual Framework

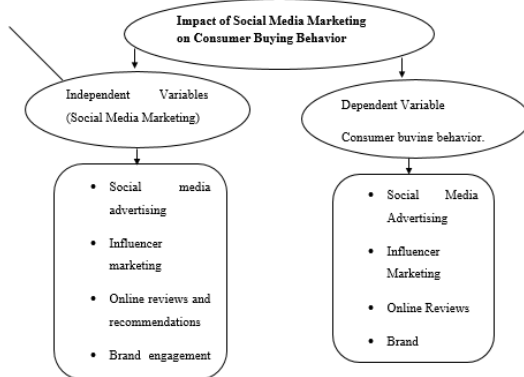


Figure 1: Conceptual Framework

2.2 Problem Statement

Despite the widespread use of social media marketing, many businesses still struggle to understand its true impact on consumer purchasing behavior. While companies invest significant resources in online advertising and influencer partnerships, the effectiveness of these strategies in influencing purchasing decisions is not always clear. Consumers are exposed to a vast amount of content every day, which can lead to information overload and reduce the focus of marketing messages.

Furthermore, not all social media interactions result in purchases, making it difficult for businesses to measure return on investment.

Therefore, there is a need to examine how social media marketing affects consumer behavior, what factors drive purchasing decisions, and how businesses can optimize their strategies to achieve better results.

III. RESEARCH METHODOLOGY

3.1 Objectives of the Study

General Objective

To examine the impact of social media marketing on consumer buying behavior.

Specific Objectives

- To analyze how social media advertising influences consumer purchasing decisions.
- To evaluate the role of social media influences in shaping consumer preferences.
- To assess the relationship between social media engagement and consumer trust.

3.2 Research Questions

- How does social media marketing influence consumer buying behavior?
- What role do influences play in affecting consumer purchasing decisions?
- Does social media engagement increase consumer trust in brands?

3.3 Significance of the Study

This study is important for several groups:

Businesses and Marketers: It helps them understand how to design effective social media campaigns that influence consumer decisions.

Researchers and Academics: It contributes to existing knowledge on digital marketing and consumer behavior.

Consumers: It raises awareness of how social media affects their purchasing decisions.

Policy Makers: It provides insights into digital marketing practices and consumer protection.

3.4 Research Design

This study adopted a quantitative research design because the research aims to measure the relationship between social media marketing and consumer buying behavior. Quantitative research allows the researcher to collect numerical data and analyze it statistically.

3.5 Study Area

The study was conducted online using social media platforms. Respondents were reached through various social media networks where the questionnaire link created through Google Forms was shared. The use of online data collection allowed the researcher to reach respondents from different locations and collect data quickly and efficiently.

3.6 Target Population

Target population refers to the group of individuals who are relevant to the study and from whom the researcher intends to collect information. In this research, the target population consisted of social media users who are active on different social media platforms and who use these platforms to access product information or advertisements.

These users include individuals who frequently use platforms such as:

- Facebook
- Instagram
- WhatsApp

These users were selected because they are exposed to social media marketing activities and therefore can provide relevant information regarding their purchasing behavior.

3.7 Sample Size

The study aimed to collect responses from approximately 100 respondents, which is considered sufficient for quantitative analysis in social science research.

3.8 Sampling Technique

Sampling technique refers to the method used to select participants from the population. This study used convenience sampling. Convenience sampling involves selecting respondents who are easily accessible to the researcher.

3.9 Data Collection Methods

The study used primary data. Primary data refers to information collected directly from respondents for the purpose of the research. Data were collected using an online questionnaire created through Google Forms. This method was chosen because it allows the researcher to reach a large number of respondents quickly and at a low cost.

IV. DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Demographic Characteristics of Respondents

Demographic characteristics help describe the background of respondents who participated in the study. To Understanding these characteristics is important because they may influence consumer behavior and social media usage. The demographic variables considered in this study include gender, age, education level, and occupation.

4.2 Gender Distribution of Respondents

Table 1: Gender Distribution

Gender	Frequency	Percentage
Male	56	56%
Female	44	44%
TOTAL	100	100%

Source: Field data (2026)

The results show that male respondents represented 56% of the sample while female respondents accounted for 44%. This indicates that both genders

participated actively in the study. The relatively balanced distribution suggests that the results of the study represent the opinions of both male and female consumers. The high percentage shows that in this study men are the largest users of social media in consumer buying behavior.

4.3 Age Distribution

Table 2: Age Distribution of Respondents

Age Group	Frequency	Percentage
18-25	42	42%
26-35	34	34%
36-45	16	16%
Above 45	8	8%
TOTAL	100	100%

Source: Field data (2026)

The findings show that the majority of respondents were between the ages of 18 and 25 years, representing 42 % of the total sample. Respondents aged between 26 and 35 years represented 34 % of the sample.

These results show that young people are more active on social media platforms and are more exposed to social media marketing activities. Young consumers are also more likely to engage with online advertising and digital marketing campaigns because the majority of social media users are young people and not adults due to the current state of the internet.

4.4 Education Level

Table 3: Education Level of Respondents

Education level	Frequency	Percentage
Diploma	18	18%
Bachelor Degree	52	52%
Master degree	24	24%
Other	6	6%
TOTAL	100	100%

Source: Field data (2026)

The results indicate that the majority of respondents, representing 52%, had obtained a bachelor's degree. Respondents with master's degrees accounted for 24% of the sample.

These results indicate that most respondents have a high level of education. People with higher levels of education are more likely to access information online and evaluate product descriptions before making purchasing decisions.

A large percentage of internet users are now young people who are educated and use the Social Media to learn and develop themselves further, which is why they engage in economic activities online.

4.5 Social Media Usage

This section analyzes how frequently respondents use social media platforms and which platforms they prefer.

Most Frequently Used Social Media Platform
Table 4: Social Media Platform Usage

Platform	Frequency	Percentage
Facebook	28	28%
Instagram	24	30%
TikTok	30	24%
WhatsApp	18	18%
TOTAL	100	100%

Source: Field data (2026)

4.6 Frequency of Social Media Use

Table 5: Frequency of Social Media Usage

Usage frequency	Frequency	Percentage
Daily	68	68%
Several time a week	20	20%
Once a week	8	8%
Rarely	4	4%
Total	100	100%

Source: Field data (2026)

The results show 68% that the majority of respondents use social media on a daily basis. This indicates that social media platforms have become an important part of people's daily activities.

Simon Kemp (2023), reported that social media platforms are used daily by billions of users worldwide, with individuals spending several hours per day engaging with digital content.

Danah Boyd and Nicole Ellison (2007) state that social networking sites have become part of users' daily routines, enabling continuous interaction and information sharing.

Regularly using social media means you are more likely to encounter commercial advertisements and what's going on.

4.7 Influence of Social Media Marketing

This section analyzes respondents' perceptions of social media marketing activities.

Social Media Advertisements Attract Attention

Table 6: Social Media Advertisements Attract Attention

Response	Frequency	Percentage
Strongly agree	30	30%
Agree	42	42%
Neutral	16	16%
Disagree	8	8%
Strongly disagree	4	4%
Total	100	100%

Source: Field data (2026)

The results indicate that 72% of respondents either agreed or strongly agreed that social media advertisements attract their attention. This suggests that social media advertisements are effective in capturing consumer interest.

According to Philip Kotler and Kevin Lane Keller (2016), social media advertising attracts consumer attention by using engaging visual content, interactive communication, and targeted marketing strategies.

Jonah Berger (2016) suggests that social media content and advertisements attract consumer attention when they are visually appealing and emotionally engaging.

4.8 Social Media Helps Consumers Discover New Products

Table 7: Social Media and Product Discovery

Response	Frequency	Percentage
strongly agree	36	36%
Agree	40	40%
Neutral	12	12%
Disagree	8	8%
Strong disagree	4	4%
Total	100	100%

Source: Field data (2026)

The findings show that 76 % of respondents agreed that social media helps them discover new products. This demonstrates the important role that social media platforms play in increasing product awareness, this is because nowadays you can find many products on

social media more than in stores. Advertisements are also made online with the aim of reaching many people.

4.9 Influence of Social Media Marketing on Consumer Buying Behavior

This section examines whether exposure to social media marketing leads to actual purchasing behavior.

Social Media Influences Purchasing Decisions
Table 8: Influence of Social Media Marketing on Purchase Decisions

Response	Frequency	Percentage
Strongly agree	32	32%
Agree	38	38%
Neutral	16	16%
Disagree	10	10%
Strong disagree	4	4%
Total	100	100%

Source: Field data (2026)

The results indicate that 70% of respondents believe that social media marketing influences their purchasing decisions. This suggests that marketing messages delivered through social media platforms can significantly shape consumer behavior.

Similarly, Philip Kotler and Kevin Lane Keller (2016) state that social media marketing influences consumer attitudes and purchasing behavior through targeted and interactive communication.

4.10 Purchasing Products after Seeing Social Media Advertisements

Table 9: Purchasing Products after Viewing Social Media Advertisements

Response	Frequency	Percentage
Strongly agree	28	28%
Agree	36	36%
Neutral	20	20%
Disagree	12	12%
Strong disagree	4	4%
total	100	100%

Source: Field data (2026)

The results show that 64% of respondents have purchased products after seeing advertisements on social media. This demonstrates that social media

marketing not only increases awareness but also influences actual purchasing behavior.

According to Philip Kotler and Kevin Lane Keller (2016), exposure to social media advertisements can stimulate consumers' purchase intentions and lead to actual product purchases.

Michael R. Solomon (2018) notes that exposure to advertising messages on social media can influence consumers' attitudes and encourage them to purchase promoted products.

4.11 Discussion of Findings

The findings of this study indicate that social media marketing plays an important role in shaping consumer buying behavior. The results show that most respondents are active users of social media platforms and frequently encounter marketing messages online. Social media platforms provide companies with opportunities to interact with consumers, promote products, and influence purchasing decisions. The results also show that advertisements, product promotions, and online reviews shared on social media platforms significantly influence consumer perceptions and purchase intentions.

These findings highlight the growing importance of social media marketing in modern business environments.

V. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the major findings obtained from the data analysis in Chapter Four. It also provides conclusions drawn from the results of the study and offers recommendations based on the findings. In addition, the chapter suggests areas for further research that future researchers may explore in relation to social media marketing and consumer buying behavior.

The main objective of this study was to examine the impact of social media marketing on consumer buying behavior. Data were collected using an online questionnaire created through Google Forms and distributed through various social media platforms including Facebook, Instagram, TikTok, and WhatsApp.

A total of 100 respondents participated in the study. The collected data were analyzed using descriptive statistics such as frequencies and percentages in order

to understand the relationship between social media marketing and consumer buying behavior.

5.2 Summary of Findings

The findings of the study were based on responses collected from the questionnaire and analyzed in Chapter Four. The results highlight several important insights regarding social media usage and its influence on consumer purchasing decisions.

1. Demographic Characteristics

The demographic results indicated that 56% of respondents were male while 44% were female. This shows that both genders actively participated in the study.

In terms of age distribution, 42% of respondents were between the ages of 18 and 25, while 34% were between 26 and 35 years old. This suggests that younger individuals form the majority of social media users and are more exposed to online marketing activities.

Regarding education level, 52% of respondents held a bachelor's degree, while 24% had a master's degree. This indicates that most respondents had a relatively high level of education, which may influence their ability to evaluate marketing information online.

In terms of occupation, 38% of respondents were students, 36% were employed, and 18% were self-employed.

2. Social Media Usage

The results of the study revealed that social media usage is very high among respondents.

The findings showed that 30% of respondents used TikTok most frequently, followed by 28% who preferred Facebook and 24% who mainly used Instagram.

In terms of frequency of usage, 68% of respondents reported using social media daily, while 20% used it several times a week. This indicates that social media platforms have become an important part of daily life and provide businesses with significant opportunities to reach consumers.

3. Influence of Social Media Marketing

The study found that social media marketing has a strong influence on consumers.

The results showed that 72% of respondents agreed that social media advertisements attract their attention, while 76% agreed that social media helps them discover new products.

These findings indicate that social media marketing plays an important role in creating product awareness and attracting consumer interest.

4. Influence on Consumer Buying Behavior

The results further revealed that social media marketing significantly influences consumer purchasing decisions.

The findings showed that 70% of respondents agreed that social media marketing influences their purchasing decisions.

Additionally, 64% of respondents reported that they had purchased products after seeing advertisements on social media platforms.

These findings demonstrate that social media marketing not only increases awareness but also leads to actual purchasing behavior among consumers.

5.3 Conclusion

Based on the findings of this study, it can be concluded that social media marketing has a significant impact on consumer buying behavior. The widespread use of social media platforms has created new opportunities for businesses to communicate with potential customers and promote their products.

The results of the study indicate that social media platforms play a crucial role in influencing consumer awareness, product discovery, and purchasing decisions. Many consumers rely on information obtained from social media advertisements, reviews, and recommendations before making purchasing decisions.

Furthermore, the study confirms that younger consumers are particularly influenced by social media marketing activities due to their frequent use of digital platforms. Businesses that effectively utilize social media marketing strategies can therefore enhance their brand visibility, attract new customers, and increase sales.

Overall, the study demonstrates that social media marketing is an important tool for influencing consumer behavior in the modern digital marketplace.

5.4 Limitations of the Study

Some possible limitations include:

- Limited access to respondents or data
- Bias in self-reported consumer behavior
- Rapid changes in social media trends
- Time and financial constraints affecting the research

5.5 Recommendations of the Study

Based on the findings of the study, the following recommendations are suggested:

1. Businesses should invest more in social media marketing

Since the study found that a large percentage of consumers are influenced by social media marketing, companies should increase their investment in social media advertising and promotional campaigns.

2. Companies should create engaging and informative content

Businesses should focus on producing attractive and informative content that captures the attention of social media users and encourages them to interact with the brand.

3. Businesses should utilize multiple social media platforms

Companies should promote their products on popular social media platforms such as Facebook, Instagram, and TikTok in order to reach a wider audience.

4. Businesses should encourage customer engagement

Companies should interact with customers through comments, messages, and reviews to build trust and strengthen relationships with consumers.

5.6 Recommendations for Further Studies

Although this study provides useful insights into the impact of social media marketing on consumer buying behavior, there are several areas that future researchers may explore.

Future studies may consider examining the role of influencer marketing in shaping consumer purchasing decisions. Researchers may also investigate how different types of social media content affect consumer attitudes toward brands.

Additionally, future research could focus on comparing the effectiveness of different social media platforms in influencing consumer behavior. Researchers may also conduct studies using larger sample sizes or different geographical locations in order to obtain more comprehensive results.

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