

## Documents

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**Transitions in marketing communications from traditional architectures to social network patterns**

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**Abstract**

The traditional marketing communication paradigms which fuelled business prospects of the 20th century are undergoing a silent transition incorporating social network systems. The emerging aspect of social network has motivated this research. It has become evident that more individuals and enterprises are engaging in the social networking sites to get connected to their target audience. The paper also analyses the benefits and attractive features of the social networking sites. The empirical analysis carried out to study the social networking sites involved qualitative and quantitative analysis of the user involvement, the penetration rate, purchasing behaviour of users and their virtual shopping experience. The whole research indicates the existence of a virtual shopping experience gained by the consumer population and the influence of interactive marketing happened through social networking sites. Copyright © 2013 Inderscience Enterprises Ltd.

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