Social media peer communication and impacts on purchase intentions: A consumer socialization framework

Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. Journal of interactive marketing, 26(4), 198-208. please read the article above and follow instructions bellow: INDIVIDUAL ASSIGNMENTS: 1- Scientific Article presentation (5 points) Each student should choose one article from the list of scientific articles suggested for each topic covered on class. They will have 20 minutes to present the article. During the presentation,(( the students must highlight the major contribution(s) of the paper to the field of consumer behaviour research and link the paper to the content of the course. They should also present an analysis of its strengths and weaknesses. ))