

## REFERENCES

- Aaker, D. (1996). *Building Strong Brands*. New York: Free Press.
- Aaker, D. (2014). *Aaker on Branding: 20 Principles That Drive Success*. Morgan James Publishing. doi:10.1080/1046669X.2016.1186475
- Agmeka, F., Wathonni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. doi:10.1016/J.PROCS.2019.11.192
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017a). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. doi:10.1016/J.TELE.2017.05.008
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017b). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. doi:10.1016/j.tele.2017.05.008
- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. Cengage Learning.
- APJII. (2024). Indonesian Internet Users Survey Report 2024.
- Aral, S., Dellarocas, C., & Godes, D. (2013). **Introduction to the Special Issue — Social Media and Business Transformation: A Framework for Research.** *Information Systems Research*, 24(1), 3–13. doi:10.1287/isre.1120.0470
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. doi:10.1002/mar.20761
- Azzari, V., & Pelissari, A. (2020). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business Review*, 17(6), 669–685. doi:10.15728/bbr.2020.17.6.4
- Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177–185. doi:10.1016/j.sbspro.2014.07.032
- Batra, R., & Keller, K. L. (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. *Journal of Marketing*, 80(6), 122–145. doi:10.1509/jm.15.0419
- Belch, G. E., & Belch, M. A. (2013). *Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition*.
- Boateng, H., & Okoe, A. F. (2015). Consumers' attitude towards social media advertising and their behavioural response. *Journal of Research in Interactive Marketing*, 9(4), 299–312. doi:10.1108/JRIM-01-2015-0012

- Brexendorf, T. O., Bayus, B., & Keller, K. L. (2015). Understanding the interplay between brand and innovation management: findings and future research directions. *Journal of the Academy of Marketing Science*, 43(5), 548–557. doi:10.1007/s11747-015-0445-6
- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115–122. doi:10.1016/j.jbusres.2011.07.030
- Campbell, M. C., & Keller, K. L. (2003). Brand Familiarity and Advertising Repetition Effects. *Journal of Consumer Research*, 30(2), 292–304. doi:10.1086/376800
- Chaab, J., & Rasti-Barzoki, M. (2016). Cooperative advertising and pricing in a manufacturer-retailer supply chain with a general demand function; A game-theoretic approach. *Computers & Industrial Engineering*, 99, 112–123. doi:10.1016/j.cie.2016.07.007
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson.
- Chunying, W. (2013). A study on the delivery of city branding advertisements in China: City branding advertisement on CCTV, 2007-2010. *Journal of Place Management and Development*, 6(1), 67–75. doi:10.1108/17538331311306104
- Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101–110. doi:10.1016/j.jretconser.2018.03.011
- DataReportal. (2024). Social media users: Global digital insights. *DataReportal*.
- Dawar, N., & Pillutla, M. M. (2000). Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations. *Journal of Marketing Research*, 37(2), 215–226. doi:10.1509/jmkr.37.2.215.18729
- de Medeiros, J. F., Ribeiro, J. L. D., & Cortimiglia, M. N. (2016). Influence of perceived value on purchasing decisions of green products in Brazil. *Journal of Cleaner Production*, 110, 158–169. doi:10.1016/j.jclepro.2015.07.100
- de Waal Malefyt, T. (2015). Relationship advertising: How advertising can enhance social bonds. *Journal of Business Research*, 68(12), 2494–2502. doi:10.1016/j.jbusres.2015.06.036
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172. doi:10.1016/J.CHB.2016.01.037
- Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600. doi:10.1016/J.CHB.2015.03.051
- Dimock, M. (2019). *Defining Generations: Where Millennials End and Generation Z Begins*. Retrieved from [105](http://www.pewresearch.org/fact-tank/2019/01/17/where-dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. <i>Advances in Consumer Research</i>, 17(1).</a></p>
</div>
<div data-bbox=)

- Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1–18.  
doi:10.1080/10641734.1995.10505022
- Duffett, R. G. (2015). The influence of Facebook advertising on cognitive attitudes amid Generation Y. *Electronic Commerce Research*, 15(2), 243–267.  
doi:10.1007/s10660-015-9177-4
- Duffett, R. G., Edu, T., & Negricea, I. C. (2019). YouTube marketing communication demographic and usage variables influence on Gen Y's cognitive attitudes in South Africa and Romania. *THE ELECTRONIC JOURNAL OF INFORMATION SYSTEMS IN DEVELOPING COUNTRIES*, 85(5). doi:10.1002/isd2.12094
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 15(3), 289–309.  
doi:10.1362/146934715X14441363377999
- Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. *Journal of Consumer Psychology*, 7(2), 131–157. doi:10.1207/s15327663jcp0702\_02
- Esch, F., Möll, T., Schmitt, B., Elger, C. E., Neuhaus, C., & Weber, B. (2012). Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands? *Journal of Consumer Psychology*, 22(1), 75–85.  
doi:10.1016/j.jcps.2010.08.004
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 9(3), 61–75. doi:10.1080/10696679.2001.11501897
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1). doi:10.1080/23311975.2020.1787733
- Febriyantoro, M. T., & Arisandi, D. (2019). *The Role of Digital Marketing in Improving Sales to SMEs in Dealing with ASEAN Economic Community*. In *Proceedings of the 2018 International Conference on Islamic Economics and Business (ICONIES 2018)*. Paris, France: Atlantis Press. doi:10.2991/iconies-18.2019.70
- Firat, D. (2019). YouTube advertising value and its effects on purchase intention. *Journal of Global Business Insights*, 4(2), 141–155. doi:10.5038/2640-6489.4.2.1097
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. doi:10.1016/j.ijhm.2018.05.016
- Goh, K. Y., Heng, C. S., & Lin, Z. (2012). Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content. *SSRN Electronic Journal*. doi:10.2139/SSRN.2048614

- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. doi:10.1108/EBR-11-2018-0203/FULL/XML
- Hair, Joseph Franklin, Tomas, G., Hult, M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *Sage Publications*. Retrieved from <https://www.researchgate.net/publication/354331182>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. doi:10.1007/s11747-014-0403-8
- Hofacker, C. F., & Belanche, D. (2016). Eight social media challenges for marketing managers. *Spanish Journal of Marketing - ESIC*, 20(2), 73–80. doi:10.1016/J.SJME.2016.07.003
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60(3), 50. doi:10.2307/1251841
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. doi:10.1016/j.jbusres.2011.02.003
- Hung, Y., de Kok, T. M., & Verbeke, W. (2016). Consumer attitude and purchase intention towards processed meat products with natural compounds and a reduced level of nitrite. *Meat Science*, 121, 119–126. doi:10.1016/j.meatsci.2016.06.002
- Kakkos, N., Trivellas, P., & Sdrolias, L. (2015). Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from Greek Consumers. *Procedia - Social and Behavioral Sciences*, 175, 522–528. doi:10.1016/j.sbspro.2015.01.1232
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. doi:10.1016/j.bushor.2009.09.003
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1–22. doi:10.1177/002224299305700101
- Keller, K. L. (2001). *Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands*.
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2–3), 139–155. doi:10.1080/13527260902757530
- Kemp, S. (2022, January 26). Digital 2022: Global Overview Report.

- Keuschnigg, M. (2015). Product success in cultural markets: The mediating role of familiarity, peers, and experts. *Poetics*, 51, 17–36.  
doi:10.1016/j.poetic.2015.03.003
- Khan, N., Rahmani, S. H. R., Hoe, H. Y., & Chen, T. B. (2014). Causal Relationships among Dimensions of Consumer-Based Brand Equity and Purchase Intention: Fashion Industry. *International Journal of Business and Management*, 10(1).  
doi:10.5539/ijbm.v10n1p172
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241–251. doi:10.1016/J.BUSHOR.2011.01.005
- Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26(5), 1208–1222. doi:10.1016/j.chb.2010.03.032
- Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. doi:10.1016/j.chb.2014.01.015
- Kim, Y., Sohn, D., & Choi, S. M. (2011). Cultural difference in motivations for using social network sites: A comparative study of American and Korean college students. *Computers in Human Behavior*, 27(1), 365–372.  
doi:10.1016/j.chb.2010.08.015
- Ko, H., Cho, C.-H., & Roberts, M. S. (2005). INTERNET USES AND GRATIFICATIONS: A Structural Equation Model of Interactive Advertising. *Journal of Advertising*, 34(2), 57–70. doi:10.1080/00913367.2005.10639191
- Kotler, Philip., & Keller, K. Lane. (2016). *Marketing management* (15th ed.). Pearson Education Limited.
- Kumar, V., & Gupta, S. (2016). Conceptualizing the Evolution and Future of Advertising. *Journal of Advertising*, 45(3), 302–317.  
doi:10.1080/00913367.2016.1199335
- Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing*, 80(6), 146–172.  
doi:10.1509/jm.15.0415
- Lambrecht, A., & Tucker, C. (2013). When Does Retargeting Work? Information Specificity in Online Advertising. *Journal of Marketing Research*, 50(5), 561–576. doi:10.1509/jmr.11.0503
- Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33(1), 76–82. doi:10.1016/J.IJINFOMGT.2012.07.003
- Lee, S., Kim, K. J., & Sundar, S. S. (2015). Customization in location-based advertising: Effects of tailoring source, locational congruity, and product

- involvement on ad attitudes. *Computers in Human Behavior*, 51, 336–343. doi:10.1016/j.chb.2015.04.049
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986a). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research*, 23(2), 130. doi:10.2307/3151660
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986b). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research*, 23(2), 130. doi:10.2307/3151660
- Martha, M., & Febriyantoro, M. T. (2019). Analisis Faktor-faktor yang Mempengaruhi Perilaku Pembelian Produk Kosmetik Ramah Lingkungan. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 3(2), 218–227. doi:10.31311/jeco.v3i2.6117
- Martínez, E., & de Chernatony, L. (2004). The effect of brand extension strategies upon brand image. *Journal of Consumer Marketing*, 21(1), 39–50. doi:10.1108/07363760410513950
- Miao, Z. (2020). *The relationship between brand image and purchase intention in luxury brands: a case study of Louis Vuitton In Partial Fulfillment of the Requirements for the Bachelor of Science in Marketing*. WENZHOU-KEAN UNIVERSITY.
- Mrinmai, A., & Yulianto, S. (2022). YouTube ads: Consumer engagement in Indonesia. *Think with Google*. Retrieved from <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/youtube-ads-consumer-engagement-indonesia/>
- Papasolomou, I., & Vrontis, D. (2006). Using internal marketing to ignite the corporate brand: The case of the UK retail bank industry. *Journal of Brand Management*, 14(1–2), 177–195. doi:10.1057/palgrave.bm.2550059
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92–103. doi:10.1016/j.jretconser.2015.11.007
- Park, C. W., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4), 135–145. doi:10.1177/002224298605000401
- Prentice, C., & Loureiro, S. M. C. (2018). Consumer-based approach to customer engagement – The case of luxury brands. *Journal of Retailing and Consumer Services*, 43, 325–332. doi:10.1016/j.jretconser.2018.05.003
- Pusat Data dan Sistem Informasi, Sekretariat Jenderal, & Kementerian Perdagangan. (2024). *PERDAGANGAN DIGITAL (E-COMMERCE) INDONESIA PERIODE 2023*.
- Ringle, C. M., Da Silva, D., & Bido, D. D. S. (2014). Modelagem de Equações Estruturais com Utilização do Smartpls. *Revista Brasileira de Marketing*, 13(2), 56–73. doi:10.5585/remark.v13i2.2717

- Rubio, N., Oubiña, J., & Villaseñor, N. (2014). Brand awareness—Brand quality inference and consumer's risk perception in store brands of food products. *Food Quality and Preference*, 32, 289–298. doi:10.1016/j.foodqual.2013.09.006
- Sashittal, H. C., Sriramachandramurthy, R., & Hodis, M. (2012). Targeting college students on Facebook? How to stop wasting your money. *Business Horizons*, 55(5), 495–507. doi:10.1016/J.BUSHOR.2012.05.006
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). West Sussex: Wiley & Sons.
- Sekaran, U., & Bougie, R. (2019). *Research Methods For Business: A Skill Building Approach, 8th Edition* (8th ed.). Wiley.
- Statista. (2024). Leading e-commerce sites in Indonesia in February 2024, by monthly traffic. Retrieved 9 September 2024, from <https://www.statista.com/statistics/869700/indonesia-top-10-e-commerce-sites/>
- Stephen, A. T., & Touibia, O. (2010). Deriving Value from Social Commerce Networks. *Journal of Marketing Research*, 47(2), 215–228. doi:10.1509/jmkr.47.2.215
- Suki, N. M., Suki, N. M., & Azman, N. S. (2016). Impacts of Corporate Social Responsibility on the Links Between Green Marketing Awareness and Consumer Purchase Intentions. *Procedia Economics and Finance*, 37, 262–268. doi:10.1016/S2212-5671(16)30123-X
- Teixeira, T., Wedel, M., & Pieters, R. (2012). Emotion-Induced Engagement in Internet Video Advertisements. *Journal of Marketing Research*, 49(2), 144–159. doi:10.1509/jmr.10.0207
- Trio Febriyantoro, M. (2016). PEMIKIRAN IRASIONAL PARA PEROKOK. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 11(2). doi:10.26533/eksis.v11i2.67
- Tsang, M. M., Ho, S.-C., & Liang, T.-P. (2004). Consumer Attitudes Toward Mobile Advertising: An Empirical Study. *International Journal of Electronic Commerce*, 8(3), 65–78. doi:10.1080/10864415.2004.11044301
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328–344. doi:10.1108/MIP-04-2013-0056
- Tucker, C. E. (2014). Social Networks, Personalized Advertising, and Privacy Controls. *Journal of Marketing Research*, 51(5), 546–562. doi:10.1509/jmr.10.0355
- Verdilla, V., & Albari, A. (2018). DAMPAK DIMENSI EKUITAS MEREK DALAM MEMBENTUK MINAT BELI ULANG. *Jurnal Manajemen Maranatha*, 17(2), 81. doi:10.28932/jmm.v17i2.802
- Wojdynski, B. W., & Evans, N. J. (2016). Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising. *Journal of Advertising*, 45(2), 157–168. doi:10.1080/00913367.2015.1115380

- Wu, S.-I. (2006). The Impact of Feeling, Judgment and Attitude on Purchase Intention as Online Advertising Performance Measure. *Journal of International Marketing & Marketing Research*, 31(2), 89–108.
- Wu, S.-I., & Ho, L.-P. (2014). The Influence of Perceived Innovation and Brand Awareness on Purchase Intention of Innovation Product — An Example of iPhone. *International Journal of Innovation and Technology Management*, 11(04), 1450026. doi:10.1142/S0219877014500266
- Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211. doi:10.1177/0092070300282002
- Zeng, F., Huang, L., & Dou, W. (2009). Social Factors in User Perceptions and Responses to Advertising in Online Social Networking Communities. *Journal of Interactive Advertising*, 10(1), 1–13. doi:10.1080/15252019.2009.10722159

