

## DAFTAR PUSTAKA

- Adirinekso, G. P., Purba, J. T., Budiono, S., and Rajaguguk, W. (2021). How Brand Image Mediated Sales Promotion and Price to Impact Shopee Consumer's Decision? The Case of Urban Worker in Jakarta. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 1266–1277.
- Akbar, R., MS, M., and Pandjaitan, D. R. H. (2020). The Mediating Role of Brand Image in the Effect of Sales Promotion, Product Quality, and Celebrity Endorser on Purchase Intention. *Journal of University of Shanghai for Science and Technology*, 22(10), 272–282.
- Al-Debei, M. M., Akroush, M. N., and Ashouri, M. I. (2015). Consumer Attitudes Towards Online Shopping: The Effects of Trust, Perceived Benefits, and Perceived Web Quality. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Alrwashdeh, M., Emeagwali, O. L., and Aljuhmani, H. Y. (2019). The Effect of Electronic Word of Mouth Communication on Purchase Intention and Brand Image: An Applicant Smartphone Brands in North Cyprus. *Management Science Letters*, 9(4), 505–518. <https://doi.org/10.5267/j.msl.2019.1.011>
- Ansari, S., Ansari, G., Ghori, M. U., and Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10. [https://doi.org/10.1007/978-3-319-11779-9\\_98](https://doi.org/10.1007/978-3-319-11779-9_98)
- Aranda, E., Gómez, M., and Molina, A. (2015). Consumers' Brand Images of Wines: Differences Between Two Leading Spanish Denominations of Origin. *British Food Journal*, 117(8), 2057–2077. <https://doi.org/10.1108/BFJ-08-2014-0299>
- Arifin, M. R., Raharja, B. S., and Nugroho, A. (2023). Do Young Muslim Choose differently? Identifying Consumer Behavior in Halal industry. *Journal of Islamic Marketing*, 14(4), 1032–1057. <https://doi.org/10.1108/JIMA-02-2021-0049>
- Ashman, R., Solomon, M. R., and Wolny, J. (2015). *An Old Model for a New Age: Consumer Decision Making in Participatory Digital Culture*. 14(2), 127–146.
- Asnawati, Nadir, M., Wardhani, W., and Setini, M. (2022). The Effects of Perceived Ease of Use, Electronic Word of Mouth and Content Marketing on Purchase Decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/J.IJDNS.2021.10.001>
- Aydinli, A., Bertini, M., and Lambrecht, A. (2014). Price Promotion for Emotional Impact. *Journal of Marketing*, 78(4), 80–96. <https://doi.org/10.1509/jm.12.0338>
- Ayuningsih, F., and Maftukhah, I. (2020). The Influence of Product Knowledge, Brand Image, and Brand Love on Purchase Decision through Word of Mouth. *Management Analysis Journal*, 9(4), 355–369. <https://doi.org/10.15294/maj.v9i4.40796>

- Azeema, N., Jayaraman, K., and Kiumarsi, S. (2016). Factors Influencing the Purchase Decision of Perfumes with Habit as a Mediating Variable: An Empirical Study in Malaysia. *Indian Journal of Marketing*, 46(7), 7–22. <https://doi.org/10.17010/ijom/2016/v46/i7/97124>
- Badir, M., and Andjarwati, A. L. (2020). The Effect of E-WOM, Ease of Use and Trust on Purchase Decisions (Study on Tokopedia Application Users). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 7(1), 39. <https://doi.org/10.24252/minds.v7i1.13715>
- Bako, M. (2018). Different Leadership Style Choices, different generations. *Prizren Social Science Journal*, 2(2), 127–143.
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., and Kumar, R. S. (2021). Immediate or Delayed! Whether Various Types of Consumer Sales Promotions Drive Impulse Buying?: An Empirical Investigation. *Journal of Retailing and Consumer Services*, 61(March), 102532. <https://doi.org/10.1016/j.jretconser.2021.102532>
- Baran, B. E., and Woznyj, H. M. (2020). Managing VUCA: The Human Dynamics of Agility. *Organizational Dynamics*, 100787. <https://doi.org/10.1016/j.orgdyn.2020.100787>
- Bateh, D. (2018). Leadership from Millennials to Generation Z Transformed. *Journal of Advanced Management Science*, 6(4), 11–14. <https://doi.org/10.18178/joams.7.1.11-14>
- Baykal, B. (2020). Generational Differences in Omnichannel Experience: Rising New Segment: Gen Z. *Managing Customer Experiences in an Omnichannel World: Melody of Online and Offline Environments in the Customer Journey*, 117–132. <https://doi.org/10.1108/978-1-80043-388-520201011>
- Belch, G., and Belch, M. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education.
- Bencsik, A., Gabriella, H. C., and Tímea, J. (2016). Y and Z generations at workplaces. *Journal of Competitiveness*, 8(3), 90–106. <https://doi.org/10.7441/joc.2016.03.06>
- Bernardi, P. De, Bertello, A., and Venuti, F. (2019). Online and On-Site Interactions within Alternative Food Networks: Sustainability Impact of Knowledge-Sharing Practices. *Sustainability*, 11(5), 1457. <https://doi.org/10.3390/su11051457>
- Best, R. J., Hawkins, D. I., and Mothersbaugh, D. L. (2010). *Consumer Behaviour: Building Marketing Strategies*. In McGraw-Hill. [www.mhhe.com](http://www.mhhe.com)
- Bigne, E., Chatzipanagiotou, K., and Ruiz, C. (2020). Pictorial Content, Sequence of Conflicting Online Reviews and Consumer Decision-Making: The Stimulus-Organism-Response Model Revisited. *Journal of Business Research*, 115 (November 2019), 403–416. <https://doi.org/10.1016/j.jbusres.2019.11.031>
- Blattberg, R. C., and Briesch, R. A. (2012). Sales Promotions. In *The Oxford Handbook of Pricing Management* (Issue May). <https://doi.org/10.1093/oxfordhb/9780199543175.013.0024>
- Bouchriha, Z., Farid, S., and Ouiddad, S. (2023). Enhancing Value Co-creation

- Behaviors Through Customer Engagement In The Moroccan Hotel Context: How Does It Influence Customer Satisfaction And Brand Image? *Journal of Quality Assurance in Hospitality and Tourism*, 00(00), 1–26. <https://doi.org/10.1080/1528008X.2023.2165595>
- Byrne, B. M. (2016). *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming*. Routledge.
- Casaló, L. V., Flavián, C., and Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and Consequences of Opinion Leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chen, J., and Dermawan, A. (2020). The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products. *International Journal of Business and Management*, 15(5), 100–116. <https://doi.org/10.5539/ijbm.v15n5p100>
- Crespo-Almendros, E., and Del Barrio-García, S. (2016). Online Airline Ticket Purchasing: Influence of Online Sales Promotion Type and Internet Experience. *Journal of Air Transport Management*, 53, 23–34. <https://doi.org/10.1016/j.jairtraman.2016.01.004>
- Dabija, D. C., and Lung, L. (2019). Millennials Versus Gen Z: Online Shopping Behaviour in an Emerging Market. *Springer Proceedings in Business and Economics*, 1–18. [https://doi.org/10.1007/978-3-030-17215-2\\_1](https://doi.org/10.1007/978-3-030-17215-2_1)
- Davvetas, V., and Diamantopoulos, A. (2018). “Should Have I Bought the Other One?” Experiencing Regret in Global Versus Local Brand Purchase Decisions. *Journal of International Marketing*, 26(2), 1–21.
- De Luca, R., and Botelho, D. (2021). The Unconscious Perception of Smells as a Driver of Consumer Responses: A Framework Integrating the Emotion-Cognition Approach to Scent Marketing. *AMS Review*, 11(1–2), 145–161. <https://doi.org/10.1007/s13162-019-00154-8>
- Dessart, L., Veloutsou, C., and Morgan-Thomas, A. (2020). Brand negativity: A Relational Perspective on Anti-Brand Community Participation. *European Journal of Marketing*, 54(7), 1761–1785. <https://doi.org/10.1108/EJM-06-2018-0423>
- Dewi, E., Tarigan, S., Sabrina, H., and Syahputri, Y. (2020). The Influence of Lifestyle and Sales Promotion on Online Purchase Decisions for Home-Cooked Culinary during COVID-19 in Medan City, Indonesia. *International Journal of Research and Review*, 7(10), 10.
- Digdowiseiso, K. (2017). *Metode Penelitian Ekonomi dan Bisnis* (Vol. 1). Lembaga Penerbitan Universitas Nasional (LPU-UNAS).
- Dikcius, V., Urbonavicius, S., Pakalniskiene, V., and Pikturniene, I. (2020). Children's Influence on Parental Purchase Decisions: Scale Development and Validation. *International Journal of Market Research*, 62(4), 449–467. <https://doi.org/10.1177/1470785319872377>
- Dimock, M. (2019). Defining Generations: Where Millennials end and Generation Z begins. *Pew Research Center*, 17(1), 1–7.
- Dimofte, C. V., Johansson, J. K., and Ronkainen, I. A. (2008). Cognitive and Affective Reactions of U.S. Consumers to Global Brands. *Journal of*



- International Marketing*, 16(4), 113–135.
- Drobyazko, S. (2020). Introduction of E-commerce at Enterprises as a Driver of Digital Economy. *E3S Web of Conferences*, 211, 1–10. <https://doi.org/10.1051/e3sconf/202021104012>
- Eastin, M. S., Daugherty, T., and Burns, N. M. (2010). Handbook of Research on Digital Media and Advertising: User Generated Content Consumption. In *Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*. Information Science Reference. <https://doi.org/10.4018/978-1-60566-792-8.ch022>
- Elghannam, A., Escribano, M., and Mesias, F. (2017). Can Social Networks Contribute to the Development of Short Supply Chains in the Spanish Agri-Food Sector? *New Medit: Mediterranean Journal of Economics, Agriculture and Environment*, 16(1), 36–42.
- Erawan, M. A. S. P., Zaid, Z., Pratondo, K., and Lestari, A. Y. (2021). Predicting Covid-19 Vaccination Intention: The Role of Health Belief Model of Muslim Societies in Yogyakarta. *Al-Sihah: The Public Health Science Journal*, 13(1), 36. <https://doi.org/10.24252/al-sihah.v13i1.20647>
- Falahat, M., Ramayah, T., Soto-Acosta, P., and Lee, Y. Y. (2020). SMEs Internationalization: The Role of Product Innovation, Market Intelligence, Pricing and Marketing Communication Capabilities as Drivers of SMEs' International Performance. *Technological Forecasting and Social Change*, 152(January), 119908. <https://doi.org/10.1016/j.techfore.2020.119908>
- Fam, K., Brito, P. Q., Gadekar, M., Richard, J. E., Jargal, U., and Liu, W. (2019). Consumer Attitude Towards Sales Promotion Techniques: A Multi-Country Study. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 437–463. <https://doi.org/10.1108/APJML-01-2018-0005>
- Fang, J., Chen, L., Wen, C., and Prybutok, V. R. (2018). Co-viewing Experience in Video Websites: The Effect of Social Presence on E-Loyalty. *International Journal of Electronic Commerce*, 22(3), 446–476. <https://doi.org/10.1080/10864415.2018.1462929>
- Ferdinand, A. (2014). *Metode PENELITIAN MANAJEMEN: Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.
- Fu, S., Chen, X., and Zheng, H. (2021). Exploring an Adverse Impact of Smartphone Overuse on Academic Performance Via Health Issues: A Stimulus-Organism-Response Perspective. *Behaviour and Information Technology*, 40(7), 663–675. <https://doi.org/10.1080/0144929X.2020.1716848>
- Gao, H., Chen, X., Gao, H., and Yu, B. (2022). Understanding Chinese Consumers' Livestreaming Impulsive Buying: An Stimulus-Organism-Response Perspective and the Mediating Role of Emotions and Zhong Yong Tendency. *Frontiers in Psychology*, 13(July). <https://doi.org/10.3389/fpsyg.2022.881294>
- Geng, R., Wang, S., Chen, X., Song, D., and Yu, J. (2020). Content Marketing in E-commerce Platforms in the Internet Celebrity Economy. *Industrial*

- Management and Data Systems*, 120(3), 464–485.  
<https://doi.org/10.1108/IMDS-05-2019-0270>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *PARTIAL LEAST SQUARES: KONSEP, TEKNIK DAN APLIKASI Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (Edisi 3). Badan Penerbit Universitas Diponegoro.
- Goyette, I., Ricard, L., J., B., and F., M. (2010). e-WOM Scale: Word-of Mouth Measurement Scale for e-Services Context. *Canadian Journal of Administrative Sciences/Revue Canadienne Des Sciences de l'Administration*, 27(1), 5–23.
- Grewal, D., and Levy, M. (2017). *M: Marketing* (5th ed.). McGraw-Hill Education.
- Gupta, A. (2014). E-COMMERCE : ROLE OF E-COMMERCE IN TODAY'S BUSINESS. *International Journal of Computing and Corporate Research*, 4(1).
- Ha, H. Y. (2004). Factors Influencing Consumer Perceptions of Brand Trust Online. *Journal of Product & Brand Management*, 13(5), 329–342.  
<https://doi.org/10.1108/10610420410554412>
- Haddouche, H., and Salomone, C. (2018). Generation Z and the Tourist Experience: Tourist Stories and Use of Social Networks. *Journal of Tourism Futures*, 4(1), 69–79. <https://doi.org/10.1108/JTF-12-2017-0059>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., and Anderson, R. E. (2018). *Multivariate Data Analysis*.  
<https://doi.org/10.1002/9781119409137.ch4>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Second). SAGE Publications.
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. (2014). *A primer on Partial Least Squares Structural Equations Modeling (PLS-SEM)*. SAGE Publications.
- Hair, J. F., Risher, J. J., Sarstedt, M., and Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.  
<https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J., Hollingsworth, C. L., Randolph, A. B., and Chong, A. Y. L. (2017). An Updated and Expanded Assessment of PLS-SEM in Information Systems Research. *Industrial Management & Data Systems*, 117(3), 442–458.
- Hair Jr., J. F., Matthews, L. M., Matthews, R. L., and Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated Guidelines on Which Method to Use. *International Journal of Multivariate Data Analysis*, 1(2), 107.  
<https://doi.org/10.1504/ijmda.2017.10008574>
- Halik, A., and Nugroho, M. (2022). The Role of Consumer Delight Moderating The Effect of Content Marketing and Price Discount on Online Shopping Decision and Loyalty of Generation Z. *Media Ekonomi Dan Manajemen*, 37(1), 35–54.
- Hammam, S. A., and Kaburuan, E. R. (2021). The Effect of User Experience, Brand Image, and Trust on Purchase Decision in Social Commerce Facebook.

- Journal of Theoretical and Applied Information Technology*, 99(19), 4557–4568.
- Hanaysha, J. R. (2018a). An Examination of the Factors Affecting Consumer's Purchase Decision in the Malaysian Retail Market. *PSU Research Review*, 2(1), 7–23.  
<https://doi.org/10.1108/PRR-08-2017-0034>
- Hanaysha, J. R. (2018b). Customer Retention and The Mediating Role of Perceived Value in Retail Industry. *World Journal of Entrepreneurship, Management and Sustainable Development*, 14(1), 2–24.  
<https://doi.org/10.1108/wjemsd-06-2017-0035>
- Hanaysha, J. R. (2022). Impact of Social Media Marketing Features on Consumer's Purchase Decision in the Fast-Food Industry: Brand Trust as a Mediator. *International Journal of Information Management Data Insights*, 2(2), 100102.  
<https://doi.org/10.1016/j.jjime.2022.100102>
- Handayani, R. (2020). *Metodologi Penelitian Sosial*. Trussmedia Grafika.
- Handi, H., Hendratono, T., Purwanto, E., and Ihalauw, J. J. O. I. (2018). The Effect of E-WOM and Perceived Value on the Purchase Decision of Foods by Using the Go-Food Application as Mediated by Trust. *Quality Innovation Prosperity*, 22(2), 112–127.  
<https://doi.org/10.12776/qip.v22i2.1062>
- Hardani, Auliya, N. H., Andriyani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., and Istiqomah, R. R. (2020). Metode Penelitian Kualitatif & Kuantitatif. In *Repository.Uinsu.Ac.Id*. CV. Pustaka Ilmu.
- Helmi, S., Ariana, S., and Supardin, L. (2022). The Role of Brand Image as a Mediation of The Effect of Advertising and Sales Promotion on Customer Purchase Decision. *Journal of Economics and Sustainable Development*, 13(8).  
<https://doi.org/10.7176/jesd/13-8-09>
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen, D. J., Hair, J. F., Hult, G. T. M., and Calantone, R. J. (2014). Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods*, 17(2), 182–209.  
<https://doi.org/10.1177/1094428114526928>
- Henseler, J., Hubona, G., and Ray, P. A. (2016). Using PLS Path modeling in New Technology research: Updated Guidelines. *Industrial Management and Data Systems*, 116(1), 2–20.  
<https://doi.org/10.1108/IMDS-09-2015-0382>
- Hermawan, S., and Amirullah. (2016). *METODE PENELITIAN BISNIS: Pendekatan Kuantitatif & Kualitatif*. Media Nusa Creative (MNC Publishing).
- Ho, J., Pang, C., and Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Research in Interactive Marketing*, 14(1), 133–151.  
<https://doi.org/10.1108/JRIM-06-2018-0082>
- Hollebeek, L. D., and Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental



- Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41.  
<https://doi.org/10.1016/j.intmar.2018.07.003>
- Holliman, G., and Rowley, J. (2014). Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293.
- Hu, H., and Tadikamalla, P. R. (2020). When to Launch a Sales Promotion for Online Fashion Products? An Empirical Study. *Electronic Commerce Research*, 20(4), 737–756.  
<https://doi.org/10.1007/s10660-019-09330-1>
- Human, G., Hirschfelder, B., and Nel, J. (2018). The Effect of Content Marketing on Sponsorship Favorability. *International Journal of Emerging Markets*, 13(5), 1233–1250.  
<https://doi.org/10.1108/IJoEM-06-2017-0215>
- Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., and Jianzhou, Y. (2017). EWOM Source redibility, Perceived Risk and Food Product Customer's Information Adoption. *Computers in Human Behavior*, 66, 96–102.  
<https://doi.org/10.1016/j.chb.2016.09.034>
- Hutter, K., Hautz, J., and Fu, J. (2013). *The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook*. 6(May), 342–351.  
<https://doi.org/10.1108/JPBM-05-2013-0299>
- Indahingwati, A., Launtu, A., Tamsah, H., Firman, A., Putra, A. H. P. K., and Aswari, A. (2019). How Digital Technology Driven Millennial Consumer Behaviour in Indonesia. *Journal of Distribution Science*, 17(8), 25–34.  
<https://doi.org/10.15722/jds.17.8.201908.25>
- Islam, J., and Rahman, Z. (2017). The Impact of Online Brand Community Characteristics on Customer Engagement: An Application of Stimulus-Organism-Response Paradigm. *Telematics and Informatics*, 34(4), 96–109.  
<https://doi.org/10.1016/j.tele.2017.01.004>
- Istijanto, and Handoko, I. (2022). What Approach and Avoidance Factors Drive Gen-Z Consumers to Buy Bubble Tea? An Exploratory Study. *Young Consumers*, 23(3), 382–396.  
<https://doi.org/10.1108/YC-08-2021-1376>
- Jalilvand, M. R., and Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kamboj, S., Sarmah, B., Gupta, S., and Dwivedi, Y. (2018). Examining Branding Co-creation in Brand Communities on Social Media: Applying the Paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39 (March 2017), 169–185.  
<https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Karr, D. (2016). How to Map Your Content to Unpredictable Customer Journeys. *Meltwater Outside Insight*, 9.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education.

- Kotler, P., and Armstrong, G. (2012). *Principles Of Marketing, Global Edition*. Pearson Education.
- Kotler, P., and Armstrong, G. (2016). *Principles of Marketing. Global Edition. England*. Pearson Education Limited.
- Kotler, P., and Keller, K. L. (2016). Marketing Management (15th ed., global edition). In *Pearson Education*.
- Kotler, P., Keller, K. L., Ancarani, F., and Costabile, M. (2014). *Marketing management 14/e*. Pearson.
- Kunja, S. R., Kumar, A., and Rao, B. (2022). Mediating role of hedonic and utilitarian brand attitude between eWOM and purchase intentions: a context of brand fan pages in Facebook. *Young Consumers*, 23(1), 1–15. <https://doi.org/10.1108/YC-11-2020-1261>
- Lamb, C. W., Hair, J. F., and McDaniel, C. (2020). *Essentials of Marketing*. Cengage Learning.
- Latif, W. Bin, Mohamad, M., and Ahmed, I. (2015). A Conceptual Framework of Brand Image on Customer-Based Brand Equity in the Hospitality Industry at Bangladesh: Tourism Management and Advertisement as Moderators A Conceptual Framework of Brand Image on Customer-Based Brand Equity in the Hospitality Ind. October.
- Laudon, K. C., and Traver, C. G. (2017). E-Commerce 2016 : Business, Tecnology, Sociey (12th Edition). In *England: Britis Library Cataloguint-in* (Global Edi). Pearson Education Limited.
- Lin, S. C., Tseng, H. T., Shirazi, F., Hajli, N., and Tsai, P. T. (2022). Exploring Factors Influencing Impulse Buying in Live Streaming Shopping: A Stimulus-Organism-Response (SOR) Perspective. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-12-2021-0903>
- Liu, Y., Tsai, W. S., and Tao, W. (2020). The Interplay Between Brand Globalness and Localness for Iconic Global and Local Brands in the Transitioning Chinese Market. *Journal of International Consumer Marketing*, 32(2), 128–145. <https://doi.org/10.1080/08961530.2019.1658556>
- Lowry P B, and J, G. (2014). Partial Least Squares (PLS) Structural Equation Modeling (SEM) for Building and Testing Behavioral Causal Theory: When to Choose It and How to Use It. *IEEE Transactions on Professional Communication*, 57(2), 123–146.
- Lutfie, H., and Marcelino, D. (2020). Creating Online Purchase Decision and Brand Image Based on Advertising Effectiveness With Epic Model. *Mix Jurnal Ilmiah Manajemen*, 10(3), 346. <https://doi.org/10.22441/mix.2020.v10i3.003>
- Maczuga, P., Sikorska, K., Jaruga, A., Zieliński, K., Boncio, E., Cardoni, G., Paoni, S., Arutjunjan, D., Muscat, D., Kerler, M., and Poschalko, A. (2014). *Content Marketing Handbook: Simple Ways to Innovate Your Marketing Approach*. Warsaw: CMEX.
- Mañosca, M. K., Poyaoan, A. K., and Vitug, J. (2022). Impact of Content Marketing on the Brand Image of Selected Unilever’s Personal Care Brands through the Social Media. *Journal of Business and Management Studies*, 4(1), 107–114.



- <https://doi.org/10.32996/jbms.2022.4.1.13>
- Marchand, A., Hennig-Thurau, T., and Wiertz, C. (2017). Not All Digital Word of Mouth is Created Equal: Understanding the Prespective Impact of Consumer Reviews and Microblogs on New Product Success. *International Journal of Research in Marketing*, 34(2), 336–354. <https://doi.org/10.1016/j.ijresmar.2016.09.003>
- Markovic, M. R., and Salamzadeh, A. (2018). The Importance of Communication in Business Management. *The 7th International Scientific Conference on Employment, Education and Entrepreneurship, Belgrade, Serbia.*, 11–28.
- Martono, N. (2010). *METODE PENELITIAN KUANTITATIF: Analisis Isi dan Analisis Data Sekunder* (Revisi 2). RajaGrafindo Persada.
- Mehrabian, A., and Russell, J. A. (1974). An Approach to Environmental Psychology. In *An Approach to Environmental Psychology*. The MIT Press.
- Mihardjo, L. W. W., Sasmoko, Alamsjah, F., and Elidjen. (2019). The Influence of Digital Customer Experience and Electronic Word of Mouth on Brand Image and Supply Chain Sustainable Performance. *Uncertain Supply Chain Management*, 7(4), 691–702. <https://doi.org/10.5267/j.uscm.2019.4.001>
- Morimoto, M., and Chang, S. (2009). Western and Asian Models in Japanese Fashion Magazine Ads: The Relationship with Brand Origins and International Versus Domestic Magazines. *Journal of International Consumer Marketing*, 21(3), 173–187. <https://doi.org/10.1080/08961530802202701>
- Munandar, D. (2021). The Role of Digital Marketing, Influencer Marketing and Electronic Word of Mouth (eWOM), on Online Purchase Decisions for Consumers of Private University Students in Bandung West Java. *International Journal of Artificial Intelligence Research*, 6(1). <https://doi.org/10.29099/ijair.v6i1.298>
- Murtiasih, S., Hermana, B., and Febriani, W. (2021). The Effect of Marketing Communication on Brand Equity with Brand Image, Brand Trust, and Brand Loyalty as the Intervening Variables. *Journal of International Business Research and Marketing*, 7(1), 7–16. <https://doi.org/10.18775/jibrm.1849-8558.2015.71.3001>
- Nadarajan, G., Bojei, J., and Khalid, H. (2017). The Study on Negative eWOM and its Relationship to Consumer's Intention to Switch Mobile Service Provider. *Procedia Computer Science*, 124, 388–396. <https://doi.org/10.1016/j.procs.2017.12.169>
- Nagar, K. (2015). Modeling the Effects of Green Advertising on Brand Image: Investigating the Moderating Effects of Product Involvement Using Structural Equation Modeling the Effects of Green Advertising on Brand Image: Investigating the Moderating Effects of Product Inv. *Journal of Global Marketing*, 28(3–5), 152–171. <https://doi.org/10.1080/08911762.2015.1114692>
- Nam, K., Baker, J., Ahmad, N., and Goo, J. (2020). Dissatisfaction, Disconfirmation, and Distrust: an Empirical Examination of Value Co-Destruction through Negative Electronic Word-of-Mouth (eWOM).

- Information Systems Frontiers*, 22(1), 113–130.  
<https://doi.org/10.1007/s10796-018-9849-4>
- Nasution, D. A. D., Erlina, E., and Muda, I. (2022). Evaluasi Upaya Pemerintah Terhadap Pemulihan Ekonomi Korban Bencana Pandemi Covid-19 Di Kabupaten Aceh Utara Provinsi Aceh. *Jurnal Benefita*, 5(2), 212.
- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Johannes, R., Batin, M. H., Lestari, W. J., Khatimah, H., and Beribe, M. F. B. (2021). *Teori perilaku konsumen*. Penerbit NEM.
- Nusairat, N. M., Alroale, M. A., Qeed, M. Al, Al-Gasawneh, J. A., Hammouri, Q., Ahmad, A., and Abdellatif, H. (2021). User-Generated Content - Consumer Buying Intentions Nexus: the Mediating Role of Brand Image. *Academy of Strategic Management Journal*, 20(4), 1–12.
- Nuseir, M. T. (2019). The Impact of Electronic Word of Mouth (e-WOM) on the Online Purchase Intention of Consumers in the Islamic Countries – A Case of (UAE). *Journal of Islamic Marketing*, 10(3), 759–767.  
<https://doi.org/10.1108/JIMA-03-2018-0059>
- Opreana, A., and Vinerean, S. (2015). A New Development in Online Marketing. *Expert Journal of Marketing*, 26(1), 1153–1159.
- Othman, B. A., Harun, A., De Almeida, N. M., and Sadq, Z. M. (2021). The Effects on Customer Satisfaction and Customer Loyalty by Integrating Marketing Communication and After Sale Service into the Traditional Marketing Mix Model of Umrah Travel Services in Malaysia. *Journal of Islamic Marketing*, 12(2), 363–388.  
<https://doi.org/10.1108/JIMA-09-2019-0198>
- Paakkari, A. (2016). Customer Journey of Generation Z in Fashion Purchases: Case: LMTD. *Theseus*, 53.
- Padgett, D., Allen, D., Padgett, D., and Allen, D. (1997). Communicating Experiences : A Narrative Approach to Creating Service Brand Image. *Journal of Advertising*, 26(4), 49–62.
- Pal, A., Chua, A. Y. K., and Hoe-Lian Goh, D. (2020). How do Users Respond to Online Rumor Rebuttals? *Computers in Human Behavior*, 106.  
<https://doi.org/10.1016/j.chb.2019.106243>
- Panda, S., Pandey, S. C., Bennett, A., and Tian, X. (2019). University Brand Image as Competitive Advantage: A Two-country Study. *International Journal of Educational Management*, 33(2), 234–251.  
<https://doi.org/10.1108/IJEM-12-2017-0374>
- Pangestu, Q. D., and Tranggono, D. (2022). Pengaruh Content Marketing Instagram Terhadap Brand Image Disney+Hotstar Di Masa Pandemi Covid-19. *Jurnal Signal*, 10(1), 124.  
<https://doi.org/10.33603/signal.v10i01.7005>
- Park, J., Hyun, H., and Thavisay, T. (2021). A Study of Antecedents and Outcomes of Social Media WOM towards Luxury Brand Purchase Intention. *Journal of Retailing and Consumer Services*, 58(July 2020), 102272.  
<https://doi.org/10.1016/j.jretconser.2020.102272>
- Perera, C. H., Nayak, R., and Long, N. V. T. (2019). The Impact of Electronic-Word-of Mouth on e-Loyalty and Consumers' e-Purchase Decision Making

- Process: A Social Media Perspective. *International Journal of Trade, Economics and Finance*, 10(4), 85–91.  
<https://doi.org/10.18178/ijtef.2019.10.4.642>
- Petcharat, T., and Leelasantitham, A. (2021). A Retentive Consumer Behavior Assessment Model of the Online Purchase Decision-Making Process. *Heliyon*, 7(10), e08169.  
<https://doi.org/10.1016/j.heliyon.2021.e08169>
- Petersen, J. A., Kushwaha, T., and Kumar, V. (2015). Marketing Communication Strategies and Consumer Financial Decision Making: The Role of ational Culture. *Journal of Marketing*, 79(1), 44–63.  
<https://doi.org/10.1509/jm.13.0479>
- Prakash Yadav, G., and Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. *Global Journal of Enterprise Information System*, 9(2), 110.  
<https://doi.org/10.18311/gjeis/2017/15748>
- Pratama, A., and Azizah, N. (2022). Pengaruh E-WOM, Product Quality, Dan Price Terhadap Brand Image Melalui Perceived Value. *Jurnal Manajemen Dan Bisnis Performa*, 19(01), 113–122.  
<https://doi.org/10.29313/performa.v19i01.9729>
- Pratama, R. I., Megadini, D. D., and Kusriandini, T. (2019). Effect of Perceived Ease of Use, Word-of-Mouth Communication, and Brand Image on Decision to Use Lazada E-Commerce Services. *International Journal of Multicultural and Multireligious Understanding*, 6(1), 173.  
<https://doi.org/10.18415/ijmmu.v6i1.533>
- Purwanto, A. (2019). How The Role of Digital Marketing and Brand Image on Food Product Purchase Decisions? An Empirical Study on Indonesian SMEs in the Digital Era. *Journal of Industrial Engineering & Management Research*, 3(6), 34–41.
- Purwanto, A., Asbari, M., Santoso, T. I., and ... (2020). Marketing Research Quantitative Analysis for Large Sample: Comparing of Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS. ... *Administrasi Publik ...*, 4(2), 335–350. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3937202](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3937202)
- Putri, O. D., Suci, P. R., and Mulyono. (2022). Peranan Consumer Engagement Sebagai Variabel Mediasi Atas Pengaruh Content Marketing Terhadap Keputusan Pembelian Online Di Era Digital Marketing (Studi Pada Konsumen Brand Fashion Realizm. *Bulletin of Management and Business*, 3(1), 42-50.  
<https://doi.org/10.31328/bmb.v3i1.203>
- Qin, Z. (2009). *Introduction to E-commerce*. Tsinghua University Press and Springer-Verlag GmbH Berlin Heidelberg.
- Rahman, M. A., Abir, T., Yazdani, D. M. N.-A., Hamid, A. B. A., and Mamun, A. Al. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *Journal of Xi'an University of Architecture & Technology*, XII(III).  
<https://doi.org/10.37896/jxat12.03/452>
- Raji, R. A., Rashid, S., and Ishak, S. (2019). The Mediating Effect of Brand Image on the Relationships Between Social Media Advertising Content, Sales



- Promotion Content and Behavioural Intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330.  
<https://doi.org/10.1108/JRIM-01-2018-0004>
- Ravichandran, T. (2018). Exploring the Relationships Between IT Competence, Innovation Capacity and Organizational Agility. *Journal of Strategic Information Systems*, 27(1), 22–42.  
<https://doi.org/10.1016/j.jsis.2017.07.002>
- Rehman, S. ul, Gulzar, R., and Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2).  
<https://doi.org/10.1177/21582440221099936>
- Rigdon, E. E., Sarstedt, M., and Ringle, C. M. (2017). On Comparing Results from CB-SEM and PLS-SEM: Five Perspectives and Five Recommendations. *Marketing: ZFP – Journal of Research and Management*, 39(3), 4–16.  
<https://doi.org/10.15358/0344-1369-2017-3-4>
- Rosmayani, and Mardhatillah, A. (2020). Model of Intention to Behave in Online Product Purchase for Muslim Fashion in Pekanbaru, Indonesia. *Journal of Islamic Marketing*, 11(6), 1419–1441.  
<https://doi.org/10.1108/JIMA-09-2018-0159>
- Ruhamak, M. D., and Rahayu, B. (2017). Pengaruh Word Of Mouth Terhadap Purchase Intention Melalui Brand Image Pada Lembaga Kursus Bahasa Inggris Dynamic English Course Pare. *Ekonika : Jurnal Ekonomi Universitas Kadiri*, 1(2), 188–204.  
<https://doi.org/10.30737/ekonika.v1i2.14>
- Sagynbekova, S., Ince, E., Ogunmokun, O. A., Olaoke, R. O., and Ukeje, U. E. (2021). Social Media Communication and Higher Education Brand Equity: The Mediating Role of eWOM. *Journal of Public Affairs*, 21(1), 1173–1182.  
<https://doi.org/10.1002/pa.2112>
- Said, S., Kamase, J., Ella, H., Rachman, A., and Dunggio, T. (2020). Big Data and Content Marketing on Purchase Decisions Online in Indonesia. *American Journal of Economics and Business Management*, 3(1), 168–177.  
<https://doi.org/10.31150/ajebm.Vol3.Iss1.123>
- Salem, M. Z. (2018). Effects of Perfume Packaging on Basque Female Consumers Purchase Decision in Spain. *Management Decision*, 56(8), 1748–1768.  
<https://doi.org/10.1108/MD-04-2017-0363>
- Sarstedt, M., Ringle, C. M., and Hair, J. F. (2014). PLS-SEM: Looking Back and Moving Forward. In *Long Range Planning* (Vol. 47, Issue 3, pp. 132–137). Elsevier.
- Sarstedt, M., Ringle, C. M., and Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. Cham: Springer International Publishing. <https://doi.org/10.1007/978-3-319-05542-8>
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., and Hair, J. F. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): A Useful Tool for Family Business Researchers. *Journal of Family Business Strategy*, 5(1), 105–115.  
<https://doi.org/10.1016/j.jfbs.2014.01.002>

- Sekaran, U., and Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons.
- Shah, A. M., Yan, X., Shah, S. A. A., and Ali, M. (2021). Customers' Perceived Value and Dining Choice through Mobile Apps in Indonesia. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 1–28. <https://doi.org/10.1108/APJML-03-2019-0167>
- Shakya, P. B., Sinha, P., Nair, P. P., Rao, S. R., and Banerjee, T. (2022). Role of Content Marketing as a Sustainable Business Strategy. *ECS Transactions*, 107(1), 13221. <https://doi.org/10.1149/10701.13221ecst>
- Shareef, M. A., Kumar, U., and Kumar, V. (2008). Role of Different Electronic-Commerce (EC) Quality Factors on Purchase Decision: A Developing Country Perspective. *Journal of Electronic Commerce Research*, 9(2), 92–113.
- Shatto, B., and Erwin, K. (2016). Moving on From Millennials: Preparing for Generation Z. *Journal of Continuing Education in Nursing*, 47(6), 253–254. <https://doi.org/10.3928/00220124-20160518-05>
- Sholihin, M., and Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis*. Penerbit Andi.
- Singh, A. P., and Dangmei, J. (2016). Understanding the Generation Z: the Future Workforce. *South -Asian Journal of Multidisciplinary Studies*, 3(3), 1–5.
- Sinha, S. K., and Verma, P. (2020). Impact of Sales Promotion's Benefits on Perceived Value: Does Product Category Moderate the Results? *Journal of Retailing and Consumer Services*, 52(July 2019), 101887. <https://doi.org/10.1016/j.jretconser.2019.101887>
- Sitorus, S. A., Romli, N. A., Kom, M. I., Tingga, C. P., S Sos, M. M., Sukanteri, N. P., Putri, S. E., Gheta, A. P. K., Nugraha, K. S. W., and SE, M. M. (2022). *Brand Marketing: The Art of Branding*. Media Sains Indonesia.
- Sivaram, M., Hudaya, A., and Ali, H. (2019). Building a Purchase and Purchase Decision : Analysis of Brand Awareness and Brand Loyalty (Case Study of Private Label Products at Alfamidi Stores in Tangerang City). *Dinasti International Journal of Education Management and Social Science (DIJEMSS)*, 1(2), 235–248. <https://doi.org/10.31933/DIJEMSS>
- Smith, P. R., Smith, P. R., and Zook, Z. (2011). *Marketing Communications: Integrating Offline and Online with Social Media*. Kogan Page.
- Soe, S. S., and Nuangjamnong, C. (2021). Factors Affecting Customer Loyalty towards Hearty Heart Cosmetics: A Case Study Local Brand in Yangon, Myanmar. *International Research E-Journal on Business and Economics*, 6(1), 46–66.
- Soh, H., Reid, L. N., and King, K. W. (2009). Measuring trust in advertising: Development and validation of the ADTRUST scale. *Journal of Advertising*, 38(2), 83–104. <https://doi.org/10.2753/JOA0091-3367380206>
- Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.
- Song, S., and Yoo, M. (2016). The Role of Social Media during the Pre-Purchasing

- Stage. *Journal of Hospitality and Tourism Technology*, 7(1), 84–99.  
<https://doi.org/10.1108/JHTT-11-2014-0067>
- Straker, K., Wrigley, C., and Rosemann, M. (2015a). The Role of Design in the Future of Digital Channels: Conceptual Insights and Future Research Directions. *Journal of Retailing and Consumer Services*, 26(January 2018), 133–140. <https://doi.org/10.1016/j.jretconser.2015.06.004>
- Straker, K., Wrigley, C., and Rosemann, M. (2015b). Typologies and Touchpoints: Designing Multi-channel Digital Strategies. *Journal of Research in Interactive Marketing*, 9(2), 110–128.
- Strizhakova, Y., and Coulter, R. A. (2015). Drivers of Local Relative to Global Brand Purchases: A Contingency Approach. *Journal of International Marketing*, 23(1), 1–22.  
<https://doi.org/10.1509/jim.14.0037>
- Stylos, N., Rahimi, R., Okumus, B., and Williams, S. (2021). Generation Z Marketing and Management in Tourism and Hospitality: The Future of the Industry. In *Springer International Publishing*.  
[https://doi.org/10.1007/978-3-030-70695-1\\_9](https://doi.org/10.1007/978-3-030-70695-1_9)
- Su, C. H., Tsai, C. H., Chen, M. H., and Ly, W. Q. (2019). U.S. Sustainable Food Market Generation Z Consumer Segments. *Sustainability (Switzerland)*, 11(13), 1–14.  
<https://doi.org/10.3390/su11133607>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (2nd ed.). Alfabeta.
- Sukma, K., Nurcahya, I., and Suryani, A. (2016). Pengaruh Celebrity Endorser, Brand Image Dan Kepercayaan Terhadap Keputusan Pembelian Produk Pembersih Wajah Men's Biore. *E-Jurnal Manajemen Unud*, 5(7), 4016–4043.
- Tandon, U., and Sakshi. (2022). An Empirical Investigation of Pay-on-Delivery Mode of Payment and Social Media Constructs as Predictors of Online Purchase Intentions. *Journal of Public Affairs*, 22(2).  
<https://doi.org/10.1002/pa.2370>
- Thangavel, P., Pathak, P., and Chandra, B. (2021). Millennials and Generation Z: A Generational Cohort Analysis of Indian Consumers. *Benchmarking*, 28(7), 2157–2177. <https://doi.org/10.1108/BIJ-01-2020-0050>
- Todorova, G. (2015). Marketing Communication Mix. *Trakia Journal of Science*, 13(Suppl.1), 368–374.  
<https://doi.org/10.15547/tjs.2015.s.01.063>
- Torquati, B., Viganò, E., and Taglioni, C. (2016). Construction of Alternative Food Networks for Organic Products: A Case Study of “Organized Groups of Supply and Demand.” *New Medit*, 15(4), 53–62.
- Troise, C., Corvello, V., Ghobadian, A., and O'Regan, N. (2022). How Can SMEs Successfully Navigate VUCA Environment: The Role of Agility in the Digital Transformation Era. *Technological Forecasting and Social Change*, 174, 121227.  
<https://doi.org/10.1016/j.techfore.2021.121227>
- Turban, E., Whiteside, J., King, D., and Outland, J. (2017). Introduction to Electronic Commerce and Social Commerce. In *Pearson Higher Ed USA*.



- [https://doi.org/10.1016/0009-2509\(74\)80023-0](https://doi.org/10.1016/0009-2509(74)80023-0)
- Upadhyay, N., and Kamble, A. (2023). Examining Indian Consumer Pro-Environment Purchase Intention of Electric Vehicles: Perspective of Stimulus-Organism-Response. *Technological Forecasting and Social Change*, 189(May 2022), 122344.  
<https://doi.org/10.1016/j.techfore.2023.122344>
- Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., and Latiff, A. S. A. (2020). Does Quality Stimulate Customer Satisfaction Where Perceived Value Mediates and the Usage of Social Media Moderates? *Heliyon*, 6(12), e05710.  
<https://doi.org/10.1016/j.heliyon.2020.e05710>
- Veiga, P. M., and Diogo, J. (2022). Consumer Behavior: A Literature Review of the Early Research on the COVID-19 Outbreak. *International Journal of Marketing, Communication and New Media*, February.  
<https://doi.org/10.54663/2182-9306.2022.sn11.62-91>
- Villarejo-ramos, A. F., and Sanchez-franco, M. J. (2005). The Impact of Marketing Communication and Price Promotion on Brand Equity. *Journal of Brand Management*, 12(6), 431–444.
- Vinerean, S. (2017). Content Marketing Strategy. Definition, Objectives and Tactics. *Expert Journal of Marketing*, 5(2), 92–98.
- Voramontri, D., and Klieb, L. (2019). Impact of social media on consumer behaviour. *Int. J. Information and Decision Sciences*, 11(3), 209–233.
- Weber, F. D., and Schütte, R. (2019). State-of-the-art and Adoption of Artificial Intelligence in Retailing. *Digital Policy, Regulation and Governance*, 21(3), 264–279.  
<https://doi.org/10.1108/DPRG-09-2018-0050>
- Wicaksono, A. P., Andajani, E., and Ardiansyahmiraja, B. (2022). Does Distribution Capability Have an Influence on Attitudes and Intentions Toward Online Purchasing? *Journal of Distribution Science*, 20(5), 13–22.  
<https://doi.org/10.15722/jds.20.05.202205.13>
- Widianingrum, N., and Mani, L. (2021). The Antecedents of Purchasing Decision of Cosmetic Products of Lizzie Parra Beauty in Social Media. *Journal of Theoretical and Applied Information Technology*, 99(11), 2505–2514.
- Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. In *McGraw-Hill* (Vol. 5, Issue 31).  
<https://doi.org/10.13140/ejbm.2013.55.65>
- Williams, A. (2015). *Move Over, Millennials , Here Comes Generation Z*. The New York Times.
- Wilson, L. (2019). *30-minute website marketing: a step by step guide*. Emerald Group Publishing.
- Winit, W., Gregory, G., Cleveland, M., and Verlegh, P. (2014). Global vs Local Brands: How Home Country Bias and Price Differences Impact Brand Evaluations. *International Marketing Review*, 31(2), 102–128.  
<https://doi.org/10.1108/IMR-01-2012-0001>
- Xiao, L., Guo, F., Yu, F., and Liu, S. (2019). The Effects of Online Shopping Context Cues on Consumers' Purchase Intention for Cross-Border E-Commerce Sustainability. *Sustainability (Switzerland)*, 11(10), 1–24.

<https://doi.org/10.3390/su11102777>

- Xie, Q., and Lou, C. (2020). Curating Luxe Experiences Online? Explicating the Mechanisms of Luxury Content Marketing in Cultivating Brand Loyalty. *Journal of Interactive Advertising*, 20(3), 209–224. <https://doi.org/10.1080/15252019.2020.1811177>
- Yi, S., Zhao, J., and Joung, H. (2018). Influence of price and brand image on restaurant customers' restaurant selection attribute. *Journal of Foodservice Business Research*, 21(2), 200–217. <https://doi.org/10.1080/15378020.2017.1368808>
- Young, G. (2016). Unifying Causality and Psychology: Being, Brain, and Behavior. *Unifying Causality and Psychology: Being, Brain, and Behavior*, 1–950. <https://doi.org/10.1007/978-3-319-24094-7>

