

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity*. The Free Press. New York.
- Aaker, D.A. (1995). *Building Strong Brands*. The Free Press. New York.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological bulletin*, 84(5), 888.
- Al-Htibat, A., & Garanti, Z. (2019). Impact of interactive eReferral on tourists behavioral intentions. *Marketing Intelligence & Planning*.
- Ananda, A. S., Hernández-García, Á., Acquila-Natale, E., & Lamberti, L. (2019). What makes fashion consumers “click”? Generation of eWoM engagement in social media. *Asia Pacific Journal of Marketing and Logistics*.
- Anantharaman, R., Prashar, S., & Tata, S. V. (2022). Examining the influence of customer-brand relationship constructs and bandwagon effect on brand loyalty. *Benchmarking: An International Journal*.
- Anaya-Sánchez, R., Aguilar-Illescas, R., Molinillo, S., & Martínez-López, F. J. (2020). Trust and loyalty in online brand communities. *Spanish Journal of Marketing-ESIC*, 24(2), 177-191.
- 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.

- Babrow, A. S. (1987). Student motives for watching soap operas.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16(1), 74-94.
- Ballester, E., Ruiz, C., & Rubio, N. (2021). Engaging consumers through firm-generated content on Instagram. *Spanish Journal of Marketing-ESIC*.
- Barwitz, N., & Maas, P. (2018). Understanding the omnichannel customer journey: determinants of interaction choice. *Journal of interactive marketing*, 43, 116-133.
- Beets, L.M. and Handley, A. (2018). B2C content marketing 2019: benchmarks, budgets and trends. [online] Content Marketing Institute. Available at: <https://contentmarketinginstitute.com/articles/b2c-research-commitment/> [Accessed 18 Aug. 2022].
- Bondad-Brown, B., Rice, R., & Pearce, K. E. (2011). A uses and gratifications and social media approach to understanding online video use and content recommendations. In Annual national meeting of the international communication association.
- Bowden, J. L. H. (2009). The process of customer engagement: A conceptual framework. *Journal of marketing theory and practice*, 17(1), 63-74.
- Bowden, J., & Mirzaei, A. (2021). Consumer engagement within retail communication channels: an examination of online brand communities and digital content marketing initiatives. *European Journal of Marketing*.

- Boyd, D. (2008). Why youth (heart) social network sites: The role of networked publics in teenage social life. *YOUTH, IDENTITY, AND DIGITAL MEDIA*, David Buckingham, ed., *The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning*, The MIT Press, Cambridge, MA, 2007-16.
- Briedis, H., Kronschnabl, A., Rodriguez, A. and Ungerman, K. (2020). *Adapting to the next normal in retail: The customer experience imperative*. [online] McKinsey & Company. Available at: <https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative> [Accessed 14 July. 2022].
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of business research*, 66(1), 105-114.
- Buzeta, C., De Pelsmacker, P., & Dens, N. (2020). Motivations to use different social media types and their impact on consumers' online brand-related activities (COBRAs). *Journal of Interactive Marketing*, 52, 79-98.
- Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. *Journal of interactive marketing*, 23(4), 321-331.

- Chae, H., & Ko, E. (2016). Customer social participation in the social networking services and its impact upon the customer equity of global fashion brands. *Journal of Business Research*, 69(9), 3804-3812.
- Chan, J. F. W., Yuan, S., Kok, K. H., To, K. K. W., Chu, H., Yang, J., ... & Yuen, K. Y. (2020). A familial cluster of pneumonia associated with the 2019 novel coronavirus indicating person-to-person transmission: a study of a family cluster. *The lancet*, 395(10223), 514-523.
- Chang, M. K. (1998). Predicting unethical behavior: a comparison of the theory of reasoned action and the theory of planned behavior. *Journal of business ethics*, 17(16), 1825-1834.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, 65(2), 81-93.
- Chen, G. M. (2011). Tweet this: A uses and gratifications perspective on how active Twitter use gratifies a need to connect with others. *Computers in human behavior*, 27(2), 755-762.
- Cheung, C. M., Chiu, P. Y., & Lee, M. K. (2011). Online social networks: Why do students use facebook?. *Computers in human behavior*, 27(4), 1337-1343.
- Cheung, M. L., Leung, W. K., Yang, M. X., Koay, K. Y., & Chang, M. K. (2022). Exploring the nexus of social media influencers and consumer brand engagement. *Asia Pacific Journal of Marketing and Logistics*.

- Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, 17(3), 243-261.
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., & De Oliveira, M. J. (2020). Driving consumer-brand engagement and co-creation by brand interactivity. *Marketing Intelligence & Planning*.
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K., & Sharipudin, M. N. S. (2021b). The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions. *Journal of retailing and consumer services*, 61, 102574.
- Cheung, M. L., Pires, G., Rosenberger III, P. J., Leung, W. K., & Chang, M. K. (2021c). The role of social media elements in driving co-creation and engagement. *Asia Pacific Journal of Marketing and Logistics*.
- Chiang, H. S. (2013). Continuous usage of social networking sites: The effect of innovation and gratification attributes. *Online Information Review*.
- Choi, H., Ko, E., Kim, E. Y., & Mattila, P. (2015). The role of fashion brand authenticity in product management: A holistic marketing approach. *Journal of Product Innovation Management*, 32(2), 233-242.
- Choi, T. R., & Sung, Y. (2018). Instagram versus Snapchat: Self-expression and privacy concern on social media. *Telematics and informatics*, 35(8), 2289-2298.

- Cohen, J. (2020). Chinese researchers reveal draft genome of virus implicated in Wuhan pneumonia outbreak. *Science | AAAS*. Available at: <https://www.sciencemag.org/news/2020/01/chinese-researchers-reveal-draft-genome-virus-implicated-wuhan-pneumonia-outbreak> [Accessed 1 August 2022].
- Collis, J., & Hussey, R. (2003). *Business research: A practical guide for undergraduate and postgraduate students*.
- Content, I. (2022). *What is Content Marketing?* [online] Content Marketing Institute. Available at: <https://contentmarketinginstitute.com/what-is-content-marketing/> [Accessed 18 Aug. 2022].
- Creswell, J. W. (2002). *Educational research: Planning, conducting, and evaluating quantitative* (Vol. 7). Prentice Hall Upper Saddle River, NJ.
- Dawes, J., Meyer-Waarden, L., & Driesener, C. (2015). Has brand loyalty declined? A longitudinal analysis of repeat purchase behavior in the UK and the USA. *Journal of Business Research*, 68(2), 425-432.
- Deari, H., & Balla, E. (2013). Consumers trust in the global brands: Empirical analysis in the context of consumer perspective. *European Scientific Journal*, 9(1).
- De Vries, L., Gensler, S., & LeeFlang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, 26(2), 83-91.

- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2001). Brand trust in the context of consumer loyalty. *European Journal of marketing*.
- Denning, S. (2016). How to make the whole organization “Agile”. *Strategy & Leadership*.
- Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5-6), 375-399.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of strategic marketing*, 24(3-4), 261-277.
- Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content. *European Journal of Marketing*.
- Dudovskiy, J. (2013). Consumer decision making process: a detailed analysis. *Research Methodology*.
- Dwivedi, A., & McDonald, R. E. (2020). Examining the efficacy of brand social media communication: a consumer perspective. *Journal of Marketing Theory and Practice*, 28(4), 373-386.
- Elliott, W. R., & Rosenberg, W. L. (1987). The 1985 Philadelphia newspaper strike: A uses and gratifications study. *Journalism Quarterly*, 64(4), 679-687.

- Enginkaya, E., & Yılmaz, H. (2014). What drives consumers to interact with brands through social media? A motivation scale development study. *Procedia-Social and Behavioral Sciences*, 148, 219-226.
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395-1404.
- Filieri, R., Algezau, S., & McLeay, F. (2015). Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth. *Tourism management*, 51, 174-185.
- Fiore, A. M., Kim, J., & Lee, H. H. (2005). Effect of image interactivity technology on consumer responses toward the online retailer. *Journal of Interactive Marketing*, 19(3), 38-53.
- Ganesh, J., Arnold, M. J., & Reynolds, K. E. (2000). Understanding the customer base of service providers: an examination of the differences between switchers and stayers. *Journal of marketing*, 64(3), 65-87.
- Gao, Q., & Feng, C. (2016). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, 63, 868-890.
- Ghozali, I. (2011). Aplikasi analisis Multivariate Dengan Program SPSS 19. Edisi. Kelima. Badan Penerbit Universitas Diponegoro, Semarang: Indonesia

- Ghozali, I. (2017). Model persamaan struktural konsep dan aplikasi dengan program AMOS 24. Badan Penerbit Universitas Diponegoro, Semarang: Indonesia
- Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information systems research*, 24(1), 88-107.
- Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*.
- Haigh, M. M., Brubaker, P., & Whiteside, E. (2013). Facebook: examining the information presented and its impact on stakeholders. *Corporate communications: An international journal*.
- Hair, J. F. (2009). Multivariate data analysis.
- Hair.Jr., J. F., Black., W. C., Babin., B. J., Anderson., R. E., & L.Tatham., R. (2006). Multivariant Data Analysis. New Jersey: Pearson International Edition.
- Harad, K.C. (2013). Content marketing strategies to educate and entertain. *Journal of Financial Planning*, Vol. 26 No. 3, pp. 18-20.
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism management*, 59, 597-609.

- Harwood, J. (1999). Age identification, social identity gratifications, and television viewing. *Journal of Broadcasting & Electronic Media*, 43(1), 123-136.
- He, A. Z., Cai, Y., Cai, L., & Zhang, Y. (2021). Conversation, storytelling, or consumer interaction and participation? The impact of brand-owned social media content marketing on consumers' brand perceptions and attitudes. *Journal of Research in Interactive Marketing*, 15(3), 419-440.
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of business research*, 65(5), 648-657.
- Hinson, R., Boateng, H., Renner, A., & Kosiba, J. P. B. (2019). Antecedents and consequences of customer engagement on Facebook: An attachment theory perspective. *Journal of Research in Interactive Marketing*, 13(2), 204-226.
- Hollebeek, L. D. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of marketing management*, 27(7-8), 785-807.
- Hollebeek, L. D., & 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.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165.

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of research in interactive marketing*.

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of research in interactive marketing*.

Ibrahim, B., Aljarah, A., & Sawaftah, D. (2021). Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism. *Sustainability*, 13(4), 2277.

Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2018). Consumer engagement in online brand communities: A solicitation of congruity theory. *Internet Research*.

Jain, N. K., Kamboj, S., Kumar, V., & Rahman, Z. (2017). Examining consumer-brand relationships on social media platforms. *Marketing Intelligence & Planning*.

Jiang, H., Luo, Y., & Kulemeka, O. (2016). Social media engagement as an evaluation barometer: Insights from communication executives. *Public relations review*, 42(4), 679-691.

- Kamboj, S. (2019). Applying uses and gratifications theory to understand customer participation in social media brand communities: perspective of media technology. *Asia Pacific Journal of Marketing and Logistics*.
- Kamboj, S., & Rahman, Z. (2016). The influence of user participation in social media-based brand communities on brand loyalty: age and gender as moderators. *Journal of Brand Management*, 23(6), 679-700.
- Kamboj, S., Sarmah, B., Gupta, S., & 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, 169-185.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The public opinion quarterly*, 37(4), 509-523.
- Katz, E., Haas, H., & Gurevitch, M. (1973). On the use of the mass media for important things. *American sociological review*, 164-181.
- Khan, I., & Rahman, Z. (2016). E-tail brand experience's influence on e-brand trust and e-brand loyalty: The moderating role of gender. *International Journal of Retail & Distribution Management*.
- Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube?. *Computers in human behavior*, 66, 236-247.

- Khan, S., & Huremović, D. (2019). Psychology of the pandemic. In *Psychiatry of Pandemics* (pp. 37-44). Springer, Cham.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), 544-564.
- Kleinginna, P. R., & Kleinginna, A. M. (1981). A categorized list of motivation definitions, with a suggestion for a consensual definition. *Motivation and emotion*, 5(3), 263-291.
- Knowles, S. R., Hyde, M. K., & White, K. M. (2012). Predictors of young people's charitable intentions to donate money: An extended theory of planned behavior perspective. *Journal of Applied Social Psychology*, 42(9), 2096-2110.
- 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.
- Koljonen, T. (2016). Content marketing's role in company branding and business. Master's thesis, International Business Management, Lahti University of Applied Sciences, Lahti.
- Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.

- Kotler, P., Kertajaya, H., & Setiawan, I. (2017). Marketing 4.0 moving from traditional to digital (Vol. 4, Issue 3). John Wiley & Sons, Inc., Hoboken, New Jersey.
- Kumar, J., & Nayak, J. K. (2019). Consumer psychological motivations to customer brand engagement: a case of brand community. *Journal of Consumer Marketing*.
- Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*.
- Kwak, H., Lee, C., Park, H., & Moon, S. (2010, April). What is Twitter, a social network or a news media?. In *Proceedings of the 19th international conference on World wide web* (pp. 591-600).
- Labrecque, L. I. (2014). Fostering consumer–brand relationships in social media environments: The role of parasocial interaction. *Journal of interactive marketing*, 28(2), 134-148.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in human behavior*, 28(5), 1755-1767.
- Lau, G. T., & Lee, S. H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management*, 4(4), 341-370

- Lee, S., Kang, J., Oh, Y. and Lee, Y. (2012). Design principles of social network-based learning based on analysis of participation motivation of social network. The Korean Association of Educational Methodology Studies, Vol. 23 No. 4, pp. 729-754.
- Leedy, P. D., & Ormrod, J. E. (2005). *Practical research* (Vol. 108). Saddle River, NJ, USA: Pearson Custom.
- Leiner, D. J., Kobilke, L., Rueß, C., & Brosius, H. B. (2018). Functional domains of social media platforms: Structuring the uses of Facebook to better understand its gratifications. *Computers in Human Behavior*, 83, 194-203.
- Lieb, R. (2012). *Content marketing: think like a publisher--how to use content to market online and in social media*. Que Publishing.
- Linashcke, J. (2011). *Getting the most from Instagram*. Peachpit Press.
- Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*.
- Liu, I. L., Cheung, C. M., & Lee, M. K. (2010). Understanding Twitter usage: What drive people continue to tweet.
- Lo, O. W. Y., & Leung, L. (2009). Effects of gratification-opportunities and gratifications-obtained on preferences of instant messaging and e-mail among college students. *Telematics and Informatics*, 26(2), 156-166.

- Lou, C., Xie, Q., Feng, Y., & Kim, W. (2019). Does non-hard-sell content really work? Leveraging the value of branded content marketing in brand building. *Journal of Product & Brand Management*.
- Malhotra, N., & Birks, D. F. (2007). An applied approach. *Marketing research*. London: Prentice Hall.
- Malik, A., Dhir, A., & Nieminen, M. (2016). Uses and gratifications of digital photo sharing on Facebook. *Telematics and Informatics*, 33(1), 129-138.
- Malthouse, E. C., & Calder, B. J. (2010). Media placement versus advertising execution. *International Journal of Market Research*, 52(2), 217-230.
- McDaniel, & Gates, R. H. (2013). *Marketing Research Essentials*. Canada: John Wiley & Sons Limited.
- McQuail, D., J. Blumber & J. Brown. (1972). The television audience: a revised perspective.
- McQuail, D. (1983). *Mass communication theory*. Sage Publications, Inc.
- Men, L. R., & Tsai, W. H. S. (2016). Public engagement with CEOs on social media: Motivations and relational outcomes. *Public Relations Review*, 42(5), 932-942.
- Merrilees, B. and Miller, D. (1996). *Retailing Management: A Best Practice Approach*. RMIT Press, Melbourne.

- Merrilees, B., & Fry, M. L. (2002). Corporate branding: A framework for e-retailers. *Corporate Reputation Review*, 5(2), 213-225.
- Merrilees, B., & Fry, M. L. (2003). E-trust: the influence of perceived interactivity on e-retailing users. *Marketing Intelligence & Planning*.
- Merrilees, B., & Miller, D. (2001). Superstore interactivity: a new self-service paradigm of retail service?. *International journal of retail & distribution management*.
- Meyers, C., Gracey, K., Irlbeck, E., & Akers, C. (2015). Exploring the uses and gratifications of agricultural blog readers. In *Western AAAE Research Conference Proceedings 2014* (p. 208).
- Milhinhos, P. R. V. (2015). *The impact of content marketing on attitudes and purchase intentions of online shoppers: the case videos & tutorials and user-generated content* (Doctoral dissertation).
- Miller, R., & Lammas, N. (2010). Social media and its implications for viral marketing. *Asia Pacific Public Relations Journal*, 11(1), 1-9.
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of business research*, 63(9-10), 919-925.
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of consumer psychology*, 25(2), 200-218.

- Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of brand management*, 14(5), 410-421.
- Mull, I. R., & Lee, S. E. (2014). “PIN” pointing the motivational dimensions behind Pinterest. *Computers in Human Behavior*, 33, 192-200.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising*, 30(1), 13-46.
- Nosi, C., Pucci, T., Melanthiou, Y., & Zanni, L. (2021). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business*.
- Nov, O. (2007). What motivates wikipedians?. *Communications of the ACM*, 50(11), 60-64.
- Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of marketing*, 63(4_suppl1), 33-44.
- Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). Swift guanxi in online marketplaces: The role of computer-mediated communication technologies. *MIS quarterly*, 38(1), 209-230.

- Palmgreen, P., & Rayburn, J. D. (1979). Uses and gratifications and exposure to public television: A discrepancy approach. *Communication Research*, 6(2), 155-179.
- Park, H., & Jiang, Y. (2020). A human touch and content matter for consumer engagement on social media. *Corporate Communications: An International Journal*.
- Park, N., Kee, K. F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. *Cyberpsychology & behavior*, 12(6), 729-733.
- Pentina, I., Zhang, L., & Basmanova, O. (2013). Antecedents and consequences of trust in a social media brand: A cross-cultural study of Twitter. *Computers in Human Behavior*, 29(4), 1546-1555.
- Perreault, M. C., & Mosconi, E. (2018, January). Social media engagement: Content strategy and metrics research opportunities. In *Proceedings of the 51st Hawaii International Conference on System Sciences*.
- Phua, J., & Ahn, S. J. (2016). Explicating the 'like' on Facebook brand pages: The effect of intensity of Facebook use, number of overall 'likes', and number of friends' 'likes' on consumers' brand outcomes. *Journal of Marketing Communications*, 22(5), 544-559.
- Phua, J., & Ahn, S. J. (2016). Explicating the 'like' on Facebook brand pages: The effect of intensity of Facebook use, number of overall 'likes', and number

of friends' 'likes' on consumers' brand outcomes. *Journal of Marketing Communications*, 22(5), 544-559.

Phua, J., Jin, S. V., & Kim, J. J. (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow brands: The moderating effect of social comparison, trust, tie strength, and network homophily on brand identification, brand engagement, brand commitment, and membership intention. *Telematics and Informatics*, 34(1), 412-424.

Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*.

PricewaterhouseCoopers (2021). *June 2021 Global Consumer Insights Pulse Survey | Consumer Markets : PwC*. [online] PwC. Available at: <https://www.pwc.com/gx/en/industries/consumer-markets/consumer-insights-survey/archive/consumer-insights-survey-2021.html> [Accessed 16 Sep. 2022].

Puspaningrum, A. (2020). Social media marketing and brand loyalty: The role of brand trust. *The Journal of Asian Finance, Economics and Business*, 7(12), 951-958.

Qin, Y. S. (2020). Fostering brand–consumer interactions in social media: the role of social media uses and gratifications. *Journal of Research in Interactive Marketing*.

Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *Cyberpsychology & behavior*, 11(2), 169-174.

Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *Cyberpsychology & behavior*, 11(2), 169-174.

Regan, M. (2020). Council Post: The Changing Face Of Brand Trust: Three Post-Pandemic Nonnegotiables. *Forbes*. [online] 26 May. Available at: <https://www.forbes.com/sites/forbesbusinesscouncil/2020/05/26/the-changing-face-of-brand-trust-three-post-pandemic-nonnegotiables/?sh=7d367cec6821> [Accessed 14 July. 2022].

Rietveld, R., Van Dolen, W., Mazloom, M., & Worring, M. (2020). What you feel, is what you like influence of message appeals on customer engagement on Instagram. *Journal of Interactive Marketing*, 49, 20-53.

Rohm, A., Kaltcheva, V. D., & Milne, G. R. (2013). A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*.

Rosentiel, T. (2012). *State of the News Media 2012*. [online] Pew Research Center. Available at: <https://www.pewresearch.org/2012/03/19/state-of-the-news-media-2012/> [Accessed 14 Aug. 2022].

- Rubin, A. M. (2009). Uses-and-gratifications perspective on media effects. In *Media effects* (pp. 181-200). Routledge.
- Ruggiero, T. E. (2000). Uses and gratifications theory in the 21st century. *Mass communication & society*, 3(1), 3-37.
- Sahin, A., Zehir, C., & Kitapçı, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia-Social and Behavioral Sciences*, 24, 1288-1301.
- Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2021). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. *Journal of Research in Interactive Marketing*.
- Sarmah, B., Kamboj, S., & Rahman, Z. (2017). Co-creation in hotel service innovation using smart phone apps: an empirical study. *International Journal of Contemporary Hospitality Management*.
- Schivinski, B., Langaro, D., & Shaw, C. (2019). The influence of social media communication on consumer's attitudes and behavioral intentions concerning brand-sponsored events. *Event Management*, 23(6), 835-853.
- Schivinski, B., Pontes, N., Czarnecka, B., Mao, W., De Vita, J., & Stavropoulos, V. (2022). Effects of social media brand-related content on fashion products buying behaviour—a moderated mediation model. *Journal of Product & Brand Management*.

- Schultz, D. (2016). The future of advertising or whatever we're going to call it. *Journal of advertising*, 45(3), 276-285.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & sons.
- Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective. *Internet research*.
- Shareef, M. A., Kapoor, K. K., Mukerji, B., Dwivedi, R., & Dwivedi, Y. K. (2020). Group behavior in social media: Antecedents of initial trust formation. *Computers in Human Behavior*, 105, 106225.
- Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in human Behavior*, 58, 89-97.
- Singh, J., Crisafulli, B., & Xue, M. T. (2020). 'To trust or not to trust': The impact of social media influencers on the reputation of corporate brands in crisis. *Journal of Business Research*, 119, 464-480.
- Sparks, B. A., & Bradley, G. L. (2017). A "Triple A" typology of responding to negative consumer-generated online reviews. *Journal of Hospitality & Tourism Research*, 41(6), 719-745.
- Statista (2021a). *Number of global social network users 2017-2025*. Available at: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/> [Accessed 28 July. 2022].

Statista (2021b). *Social media: global penetration rate 2021, by region*. Available at: <https://www.statista.com/statistics/269615/social-network-penetration-by-region/> [Accessed 28 July. 2022].

Statista (2021c). *Daily social media usage worldwide 2012-2020*. Available at: <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/> [Accessed 28 July. 2022].

Statista. (2022). *Global Instagram user age & gender distribution 2022 | Statista*. [online] Available at: <https://www.statista.com/statistics/248769/age-distribution-of-worldwide-instagram-users/> [Accessed 14 Aug. 2022].

Sultan, F., & Mooraj, H. A. (2001). Design a trust-based e-business strategy trust. *Marketing Management*, 10(4), 40.

Sung, K. H., & Kim, S. (2014). I want to be your friend: The effects of organizations' interpersonal approaches on social networking sites. *Journal of public relations research*, 26(3), 235-255.

Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International journal of research in marketing*, 12(2), 137-155.

Thomas, L. C. (2012). Think visual. *Journal of Web Librarianship*, 6(4), 321-324.

Tsai, W. H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), 76-87.

- Urban, G. L., Sultan, F., & Qualls, W. J. (2000). Placing trust at the center of your Internet strategy. *Sloan management review*, 42(1), 39-48.
- Valos, M. J., Habibi, F. H., Casidy, R., Driesener, C. B., & Maplestone, V. L. (2016). Exploring the integration of social media within integrated marketing communication frameworks: Perspectives of services marketers. *Marketing Intelligence & Planning*.
- Waiguny, M. K., Nelson, M. R., & Marko, B. (2013). How advergame content influences explicit and implicit brand attitudes: When violence spills over. *Journal of Advertising*, 42(2-3), 155-169.
- Wang, T., Limbu, Y. B., & Fang, X. (2021). Consumer brand engagement on social media in the COVID-19 pandemic: the roles of country-of-origin and consumer animosity. *Journal of Research in Interactive Marketing*.
- Wang, T., Limbu, Y. B., & Fang, X. (2021). Consumer brand engagement on social media in the COVID-19 pandemic: the roles of country-of-origin and consumer animosity. *Journal of Research in Interactive Marketing*.
- Warner-Söderholm, G., Bertsch, A., Sawe, E., Lee, D., Wolfe, T., Meyer, J., ... & Fatilua, U. N. (2018). Who trusts social media?. *Computers in human behavior*, 81, 303-315.
- Weaver Lariscy, R., Tinkham, S. F., & Sweetser, K. D. (2011). Kids these days: Examining differences in political uses and gratifications, internet political

participation, political information efficacy, and cynicism on the basis of age. *American Behavioral Scientist*, 55(6), 749-764.

Wei, L. H., Huat, O. C., & Arumugam, P. V. (2022). Social media communication with intensified pandemic fears: evaluating the relative impact of user-and firm-generated content on brand loyalty. *Asia-Pacific Journal of Business Administration*.

Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative market research: an international journal*.

Won Kim, J. (2014). Scan and click: The uses and gratifications of social recommendation systems. *Computers in Human Behavior*, 33, 184-191.

Wong, H. Y., & Merrilees, B. (2015). An empirical study of the antecedents and consequences of brand engagement. *Marketing Intelligence & Planning*.

Yadav, M., Kamboj, S., & Rahman, Z. (2016). Customer co-creation through social media: The case of 'Crash the Pepsi IPL 2015'. *Journal of Direct, Data and Digital Marketing Practice*, 17(4), 259-271.

Yang, J., & Jiang, M. (2021). Demystifying congruence effects in Instagram in-feed native ads: the role of media-based and self-based congruence. *Journal of Research in Interactive Marketing*.

Yeh, Y. H., & Choi, S. M. (2011). MINI-lovers, maxi-mouths: An investigation of antecedents to eWOM intention among brand community members. *Journal of marketing communications*, 17(3), 145-162.

Yumpu.com (2014). *social media around the world 2011 - InSites Consulting*. [online] yumpu.com. Available at: <https://www.yumpu.com/en/document/view/28452704/social-media-around-the-world-2011-insites-consulting> [Accessed 16 Sep. 2022].

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46