

BIBLIOGRAPHY

- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Barger, V. A., Peltier, J. W., & Schultz, D. E. (2016). Social media and consumer engagement: A review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287.
- Beneke, J., Sousa, S. d., Mbuyu, M., & Wickham, B. (2015). The effect of negative online customer reviews on brand equity and purchase intention of consumer electronics in South Africa. *The International Review of Retail, Distribution and Consumer Research*, 26(2), 171–201.
- Bittner, J. V., & Schipper, J. (2014). Motivational effects and age differences of gamification in product advertising. *Journal of Consumer Marketing*, 31(5), 391–400.
- Cakici, A. C., & Tekeli, S. (2022). The mediating effect of consumers' price level perception and emotions towards supermarkets. *European Journal of Management and Business Economics*, 31(1), 57-76.
- Chin, C.-H., Cham, T.-H., Ling, J. P.-W., Bao-Tze, C. J., & Chan, W. C. (2025). Exploring the interplay of enjoyment and practicality's dimensions: youths' purchase intention in augmented reality shopping platforms. *Young Consumers*.
- Dao, W. V.-T., Le, A. N., Cheng, J. M.-S., & Chen, D. C. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International journal of Advertising*, 33(2), 271-294.
- Dash, R., & Piyushkant, M. (2020). Effect of Social Media Advertisements on Consumer Purchase Intentions. *International Journal of Engineering and Management Research*, 10.
- Gautam, V., & Sharma, V. (2017). The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands. *Journal of Promotion Management*, 23(6), 872-888.

- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841.
- Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses An empirical investigation of tourism advertising on Facebook. *Journal of Enterprise Information Management*, 31(3), 426-445.
- Hanaysha, J. R. (2022). An examination of social media advertising features, brand engagement and purchase intention in the fast food industry. *British Food Journal*, 124(11), 4143-4160.
- Hassan, N., Salem, M., & Abdelraouf, M. (2024). The Impact of Social Media (Method of Advertising) on Customer Loyalty. *International Journal of Accounting and Management Sciences*.
- How, T. J. (2023). The Influence Of Social Media Advertisement On Consumer Purchase Intention In Malaysia (Doctoral dissertation, UTAR).
- Huo, H., Liu, Z., & Min, Q. (2021). Social media advertising reactance model: a theoretical review. *Internet Research*, 31(3), 822-845.
- Jain, S. (2020). Assessing the moderating effect of subjective norm on luxury purchase intention: a study of Gen Y consumers in India. *International Journal of Retail & Distribution Management*, 48(5), 517-536.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*. 53(1), 59-68.
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, Vol. 15, Nos. 2-3, April-July 2009, 139-155.
- Khaleeli, M. (2020). The Effect of Social Media Advertising and Promotion on Online Purchase Intention. *Journal of Critical Reviews*, 7(19).
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Logan, K., Bright, L. F., & Gangadharbatla, H. (2012). Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6(3), 164-179.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357-365.

- Morris, J. D., Choi, Y., & Ju, I. (2016). Are Social Marketing and Advertising Communications (SMACs) Meaningful?: A Survey of Facebook User Emotional Responses, Source Credibility, Personal Relevance, and Perceived Intrusiveness. *Journal of Current Issues & Research in Advertising*, 37(2), 165-182.
- Murillo, E., Merino, M., & Núñez, A. (2016). The advertising value of Twitter Ads: a study among Mexican Millennials. *Revista brasileira de gestão de negócios*, 18, 436-456.
- Noguti, V., & Waller, D. S. (2023). How the time of day impacts social media advertising outcomes on consumers. *Marketing Intelligence & Planning*, 42(3), 418-437.
- Parreño, J. M., & Silvia Sanz-Blas, C. R.-M.-M. (2013). Key factors of teenagers' mobile advertising acceptance. *Industrial Management & Data Systems*, 113(5), 732-749.
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6).
- Prakash, K. C., Arun, R., Mayi, K., Kavitha, K., Sivaperumal, K., & Shivaratri, C. (2023). Clothing Products Purchases Through Social Media Advertisements and The Problems Involved. *Remittances Review*, 8(4).
- Rehman, F. U., & Al-Ghazali, B. M. (2022). Evaluating the Influence of Social Advertising, Individual Factors, and Brand Image on the Buying Behavior toward Fashion Clothing Brands. *Sage Open*, 12(1), 21582440221088858.
- Rezvani, S., Dehkordi, G. J., Rahman, M. S., Fouladivanda, F., Habibi, M., & Eghtebasi, S. (2012). A Conceptual Study on the Country of Origin Effect on Consumer Purchase Intention. *Asian Social Science*, 8(12), 205-215.
- Saxena, A., & Khanna, U. (2013). Advertising on Social Network Sites: A Structural Equation Modelling Approach. *Vision*, 17(1), 17-25.
- Schivinski, B., & Dabrowski, D. (2016). The Effect of Social Media Communication on Consumer Perceptions of Brands. *Journal of Marketing Communications*, 22(2), 189-214.
- Sehar, A. R., & Azam, F. (2019). The influence of social media's marketing efforts on brand equity and consumer response. *IUP Journal of Marketing Management*, 18(2), 30-53.

- Sharma, A., Dwivedi, R., Mariani, M. M., & Islam, T. (2022). Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting & Social Change*, 180, 121731.
- Wang, Y., Wiegerinck, V., Krikke, H., & Zhang, H. (2013). Understanding the purchase intention towards remanufactured product in closed-loop supply chains: An empirical study in China. *International Journal of Physical Distribution & Logistics Management*, 43(10), 866-888.
- Wei, L. H., Lam, T. K., & Mey, L. P. (2025). Tailoring the digital pitch: gender-specific strategies for maximizing social media ad impact on purchase intention. *Asia-Pacific Journal of Business Administration*.
- Weimann, G., & Masri, N. (2021). TikTok's Spiral of Antisemitism. *Journal and Media*, 2(4), 697708.
- Xu, H., Oh, L.-B., & Teo, H.-H. (2009). Perceived effectiveness of text vs. multimedia Location-Based Advertising messaging. *Int. J. Mobile Communications*, 7(2), 154-177.
- Yu, Q. (2023). Research on Factors Affecting Consumers' Purchase Intention. *Advances in Economics Management and Political Sciences*, 37, 61-66.
- Yuanxin, M., & Noichangkid, P. (2011). Bored with Ads?: A study investigating attitude towards social media advertising.
- Zhu, Y.-Q., & Chang, J.-H. (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. *Computers in Human Behavior*, 65, 442-447.