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CONSUMER ATTITUDE TOWARDS ADVERTISING ON INSTAGRAM: THE ROLE OF ADS PERSONALIZATION AND CONSUMER EXPERIENCE

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Abstract: Instagram account users in Indonesia are increasing, in 2020 it was recorded that 69.2 million people have an account on Instagram. For marketers, the increasing number of Instagram account is a market opportunity. It predicts that consumer attitudes and consumer experiences will be influenced by personalized messages in advertisements. The purpose of this study was to analyze the relationship between advertisement personalization, consumer experience, and attitudes towards advertising and brands. The research design is descriptive quantitative with a sample survey method. Research respondents are owners of Instagram accounts in Indonesia, with a total sample of 200 people. The analysis tool uses PLS. From the results of the study, it is known that there is a significant association between the personalization of advertising on Instagram on consumer attitudes of Instagram users towards these advertisements. Research also shows that there is a significant association between consumer experience on consumer attitudes of Instagram users. Furthermore, the study also illustrates a significant association between consumer attitudes of Instagram users towards brand attitudes. It is hoped that the results of this study will contribute empirically to thoughts related to advertising personalization and consumer attitudes towards advertising and brands on social media, particularly through Instagram.

Keywords: e-commerce, advertising, Instagram, personal marketing, consumer attitudes

INTRODUCTION

Advertising media are changing. Social media produce more effective advertising. Social media is constantly playing an increasingly significant role in organizations' marketing communications with other organizations, communities, and individuals (Valos et al., 2016). The use of technology and personalization of marketing through websites can increase sales (Oberoi et al., 2017). Marketing personalization is one of the factors affecting customer equity (Yadav & Rahman, 2018). Marketing personalization refers to how strategic marketing activities are directed towards the creation of increasingly personalized advertising. Social

media is one of the marketing strategies that use the concept of marketing personalization (Octavia et al., 2020). Social media is increasingly finding a place for itself in all aspects of life. Customers are usually more behaving and perceptively engaged with major social media platforms such as Instagram, Facebook, Google+, Snapchat, YouTube, and Twitter (Alalwan, 2018).

The successful use of social media as a means of marketing is influenced by market segmentation. Consumer enthusiasm in seeing the development of promotion through social media is determined by consumer characteristics. In Indonesia, one of the most frequently used social media is Instagram. Instagram defines itself as a fun and unique way to share life experiences with others through a series of images (H. Chen, 2018). Most social media user is predominantly female (Roza et al., 2020) and comes from millennials segment. The uniqueness of this Instagram platform reflects personal, corporate, or advertising media certain trademarks. In 2017, Instagram raised \$2.81 billion in mobile ad revenue, and it projected that its mobile ad revenue would continue to grow (H. Chen, 2018).

Instagram as a popular social media spreads source of information for certain circles No wonder the advertising on this platform both using adsense and hiring the services of buzzers and influencers as well is increasingly rife. Communication through electronic friendships in certain communities are also a factor driving marketing success. This is in line with the findings that electronic word of mouth (E-WOM) and the role endorsement from celebrity are the factors that strengthen and affect the intensity of consumer purchases on Instagram (Danniswara et al., 2017). According to (Gaber et al., 2019), there are two main forms of practicing social media marketing such as on Instagram. The first is the practice of using social media for free online communities embedded in social networking sites to interact with followers in those communities. The second is with the use of paid advertising on social networks with the aim (C. C. Chen et al., 2018).

Data shows that Instagram users in Indonesia are dominated by the productive age group, in the range of 18-34 years (millennial generation). Users of the millennial generation dominate up to 25 million users or 36-38 percent more (ages 18-24). While 21 million users in the age range of 25-34. Do the characteristics inherent in these characteristics of millennial personalization affect attitudes toward advertising and the brands on offer? This question is interesting to do more research on. Millennials who are very active in using social media can develop searching for every content on Instagram. Personalization of ads and perceived perception of value to advertising can shape consumer attitudes toward advertising on Instagram (Gaber et al., 2019). Social media marketing communication can influence consumer attitudes and behavior (Duffett, 2020), especially in generation Z. Early surveys showed that Instagram users were mostly millennials who adopted technology quickly. Most come from the highly educated and are very enthusiastic about technological changes as well as ambitious in the job. Even many have an entrepreneurial spirit and use Instagram as a medium to promote each other's products. No wonder this group is a promising target market. This group is a promising target market.

In addition to personalization, the experience felt by consumers also plays a role in influencing consumer enthusiasm using social media. Subjective norms that shape consumer attitudes are driven by the consumer experience in using social media (Shin, 2013). The consumer experience will greatly assist consumers in integrating their life and marketing efforts into different groups (Ramanathan et al., 2017). Experience will provide a choice of information in the minds of consumers to make repurchases or recommend the experience to others. Then the results of experience can shape consumer attitudes towards certain brands (Gaber et al., 2019)..

Furthermore, consumer attitudes are influenced by marketing communications (Duffett, 2020). Consumer attitudes will be formed after the processing of information towards a particular brand in the consumer's mind and it is ultimately forms an understanding or attitude. This is where the importance of marketers to stimulate or provide information encouragement to form a positive consumer attitude towards a brand. related to the personalization of advertising, it is suspected, in the era of information openness and increasingly specific market segmentation, using advertising with personal concepts becomes the key to success to form a positive attitude to a particular brand.

LITERATURE REVIEW

Ads Personalization on Instagram and Consumer Attitudes

Ads on mobile devices have gained significant attention because they have unique attributes, such as personalization, which offer advertisers new opportunities to place promotions on a mobile environment. During this decade, the field of advertising has undergone major changes due to the rapid development of social media (Gaber et al., 2019). To achieve consistent competitive advantage, personalization will most likely be required through the use of personalized technology (Xu & Jingjun, 2016). Social media that personalized advertising accurately aims to accommodate consumers' needs according to the order of preferences and shopping habits. Doing so can even cause resonance that increases feedback and responses as well as improves lifestyle picture.

Social media refers to a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content (Gaber et al., 2019). Instagram was founded on October 6, 2010 by Kevin Systrom and Mike Krieger. Instagram is a type of social media specifically designed for visual content on mobile phones and is available for free in the app store. According to Chen (2018), Instagram introduced a feature, video, which allows users to post video clips in 15 seconds. Many large companies have taken advantage of this feature include the Red Vines, Tony Hawk, General Electric, and Charity Water brands.

The concept of consumer attitude to advertising defined as a tendency to respond favorably or unfavorably to a particular advertising stimulus during a given exposure opportunity (Gaber et al., 2019). Instagram ads are an offer of the concept of doing business on the Instagram platform. Advertising will personally reach consumers further. Consumers who are also instagram account owners will continue to see the appearance of ads through the

account homepage. Personalized advertising on Instagram will reach consumers according to their interests, demographics and other information described. Personalized ads will help add value to advertiser, and provide a better experience for users. The hypothesis of this study is: Hypothesis 1: There is a significant influence between the ads personalization and consumer attitudes

Consumer Experience and Consumer Attitudes

Consumers' experience and perception of marketing information on Instagram will determine the success of marketing communication campaigns on social media (H. Chen, 2018). Instagram has a difference from other social media. Because of Instagram's unique characteristics, consumers' use and experience with this particular medium may not be the same as other social media platforms like Facebook and Twitter. Similarly, marketing communications transmitted through Instagram can also differ from those delivered through other types of social media. Explore beliefs and factors about the use of Instagram. Due to the presence of a number of ads that are exposed every day, consumers become more resistant to advertising. Therefore, marketers are constantly looking for more effective media to interact and communicate with customers (Gaber et al., 2019).

Previous research has divided the level of influence on Instagram into micro, macro and mega influencers (Christodoulaki, 2018). Influencers are people who regularly create and share social media content independently. Influencers are often classified according to the number of followers. It is usually assumed that the best way to understand the function of influence is through the number of influencer followers and their page views (Yılmaz et al., 2020). Using influencers as the subject of advertising will be very influential given a large number of followers. Some research has found that behavioral beliefs about using Instagram are personal satisfaction, understanding the usefulness of features, socializing, getting product information, and gaining entertainment. In addition, there are normative beliefs regarding the use of Instagram include siblings, relatives, close friends and peers, friends in general (Ting et al, 2015) (H. Chen, 2018).

Hypothesis 2: There is a significant influence between consumer experiences on consumer attitudes

Consumer Attitudes Toward Advertising and Attitudes Toward Brands

Attitudes toward advertising defines as the tendency to learn and respond to ads in general. Positive influences such as a person's tendency to experience positive emotions and interact with others with ads can be one of the best indicators for determining ad's effectiveness. This idea is supported by some empirical studies that have found positive influences for useful measures of advertising effectiveness related to attitudes and brand perception (Cheah et al., 2020).

In particular, the benefits of using Instagram are other: as a means of promotion that is cheaper, user-friendly, provides high exposure, and ensures privacy without mixing with strangers (especially from the opposite sex). For example, many female entrepreneurs explore

the use of Instagram as a marketing tool (H. Chen, 2018). They found that these entrepreneurs enjoy using Instagram for marketing purposes, especially those running home businesses. According to Cheah et al (2020) consumers are exposed to products in ads that are depicted in a way where consumers consider an advertisement interesting or interesting that will give rise to positive perceptions over time and eventually embedded in the image of the advertised brand. Consumers can avoid unwanted advertising, and consumers can decide for themselves which information is desirable, what brands are sought after and needed and this becomes the basis in the decision-making process. At the same time, consumers are well informed that traditional advertising only provides arguments that products are promoted in a favorable light (De Veirman et al., 2017). In short, a positive affective response is needed by consumers through an advertising process that makes branded products the subject of advertising. This study suggests that:

Hypothesis 3: There is a significant influence between consumer attitudes on advertising and brand attitudes

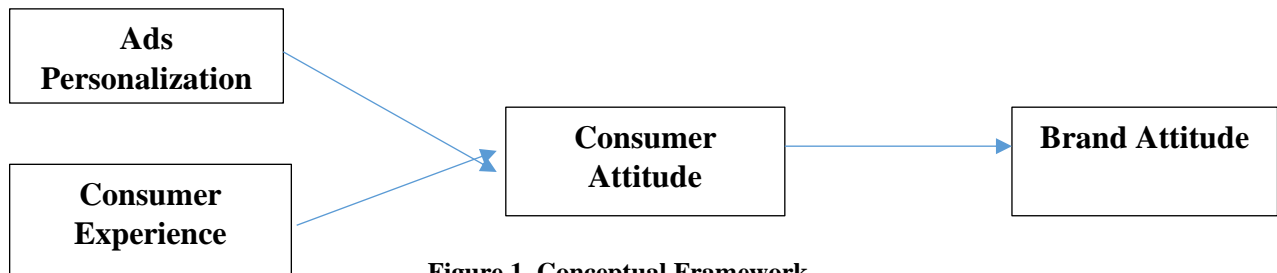


Figure 1. Conceptual Framework

RESEARCH METHOD

The research design applied was a quantitative research design by forming a model and testing the model. A survey was conducted using a sample of respondents. The instrument that was validated and its reliability measured was analysed using descriptive and inferential statistics. A structured questionnaire was used to elicit information from the respondents and simple random sampling method was used to select the samples. This design was chosen on the grounds that the measurement of this design is in accordance with the research objectives and is expected to achieve the desired goals. The population in this study were Instagram's users Jambi Province. Data on the number of Instagram's users are unknown and unrecorded, but it is estimated that along with the increase in the number of social media's user, the number of Instagram's user will also increase. So the determination of the number of samples is done by using the SEM statistical model, the minimum sample is 200 respondents. The consumer criteria used as samples are people who have Instagram account and are willing to be respondents. In this study, partial least squares SEM (PLS-SEM) was used for data analysis. SEM measurement with SmartPLS uses the outer model and inner model. Evaluation of the measurement model or outer model is done through Confirmatory Factor Analysis (CFA), by testing the validity by looking at the value of Loading Factor, Average Variance Extracted (AVE), Communality, and testing the reliability of the model by looking at the values of Cronbach's Alpha and Composite Reliability. Evaluation of the structural model or inner model aims to predict the relationship between latent variables by looking at the percentage of variance

explained by looking at the R-Square value and the T-statistics value in the Path Coefficients Table. , through the jackknifing or bootstrapping procedure first.

FINDINGS AND RESULT

Since 2015, Instagram has provided a sponsored content service that allows ads to appear on Instagram users' timelines. With Instagram ads, businesses can drive awareness and increase their customer base through visual elements. Today, the personalization of advertising on social media, such as Instagram, has been widely applied by business people or marketing. Personalization on ads on Instagram generates greater attention to offerings by creating d associations with customer preferences and encouraging increased elaboration of relevant information. These efforts are more likely to succeed in terms of positively influencing purchases by creating customer pleasure or satisfaction.

Table 1. Socio-Demographic Characteristics

	Variables	Frequency	Percentage
Age (Years old)	18 - 25	135	67,5
	26 -33	35	17,5
	34-41	51	25,5
	42-49	7	3,5
	>50	0	0
Gender	Male	67	33,5
	Female	133	66,5
Education Level	High school Education	53	31,5
	Diploma/Bachelor degree	101	50,5
	Master/Doctoral degree	33	16,5
	Others	3	1,5
Period time of using Instagram	< 3 years	26	13,0
	5 years	75	37,5
	> 5 years	99	39,5
Purposes of using Instagram	Engaging Friendship	72	36
	Selling product	3	1,5
	Sharing experience through picture and video	96	48,0
	Buying Product	4	2,0
	Others	25	12,6
Type of advertisement	Fashion/Accessories	147	73,5
	Household appliances	7	3,5
	Beauty product	30	15
	Handcraft	5	2,5
	Services	11	5,5

Detailed socio-demographic characteristics of the respondents are offered in Table 1 total of 200 respondents were included in the sample. Greater than three-quarters of the respondents were 18-25 years old. Most of the respondents are female and contributed 66,5 percent. The highest level of education completed varied, with 50,5 are diploma and bachelor degree, 31,5 percent had high school certificates, 16,5 percent are having a master's or doctoral degree and 1,5 percent are the rest. Most of the respondents are using Instagram for more than 5 years and the reason why most of them use Instagram is that they enjoy sharing experiences

with others through pictures and video. Almost 73.5 percent of them engage with fashion and accessories advertisements on Instagram.

Tabel 2. Measurement Model Evaluation

Variabel	AVE	Cronbach's Alpha	Composite Reability
Personalization of Ads	0.779	0.859	0.913
Consumer Experience	0.713	0.798	0.882
Consumer Attitude	0.623	0.797	0.868
Brand Attitude	0.625	0.701	0.833

Table 2 shows the summary of the convergent validity, according to several criteria: individual item average variance extracted (AVE > 0.5), reliability (Cronbach’s alpha > 0.7), composite reliability (CR > 0.7). The outputs illustrated in the tables (Table 2) make it possible to verify the discriminant validity of the latent variables Validity analysis is described as the extent to which a set of measures precisely defines the concept. Whereas, reliability analysis measures the degree of uniformity among various dimensions of a variable it is calculated by Cronbach's alpha coefficient. Table 2 shows the outcome of AVE, Cronbach’s alpha, and composite reliability of all variables. The value of AVE must be above 0,50. All of the variables are acceptable. Researchers have suggested that the value of Cronbach's alpha for all variables must be above 0.60. The results of Cronbach's alpha coefficient of all variables are above 0.60 it means that all measures are reliable. Furthermore, the result of Composite Reliability value also shown above 0,70 it means all of the variables in this study are reliable. The SEM-PLS estimation for the measurement and structural model is shown in figure 2.

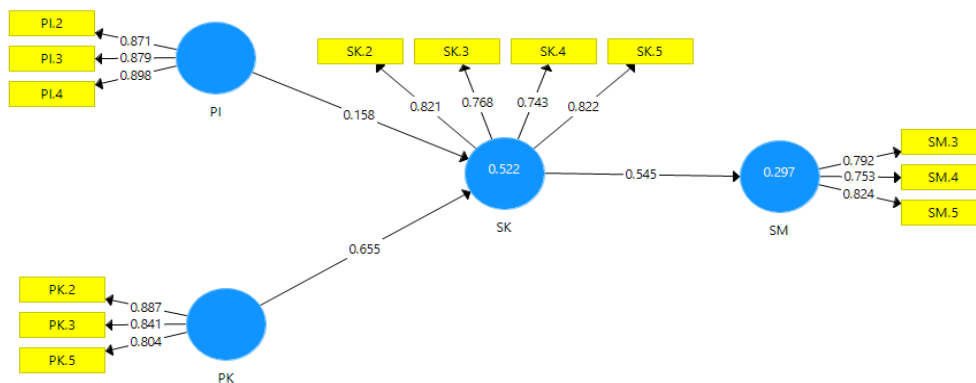


Figure 2. Research Hypothesis Model

Tabel 3. Hypotheses Tests

	Hypothesis	T Statistics	Significant/ Insignificant	Conclusion	
-	H1 : Ads Personalizationn -> Consumer Attitude	0.158	2.825	Significant	Hypothesis Accepted
-	H2 : Consumer Experience -> Consumer Attitude	0.655	16.631	Significant	Hypothesis Accepted
-	H3 : Consumer Attitude -> Brand Attitude	0.545	10.584	Significant	Hypothesis Accepted

To test hypotheses and the research model, we used the method of the structural equation under the Partial Least Squares approach (PLS-SEM). As indicated in Figure 2, Hypotheses in this study can be known from the calculation of models using PLS bootstrapping techniques. From the results of the calculation of bootstrapping, it will be obtained a statistical T value of each relationship or path. Testing this hypothesis is organized with a significance level of 0.05 and one-way (1-tailed). The hypothesis is accepted if the statistical T value is greater than 1.64 (Jogiyanto, 2011). The first hypothesis of this study is that there is a significant influence between the ads' personalization and consumer attitudes. Data processing results show that the statistical T 2,825 is greater than the table T value of 1.64 stating the first hypothesis received. Personalization of advertising significantly affects consumer attitudes. The nature of advertising on social media that is close to every day can make consumers close to personal. Good advertising starts from clearly identifying its target (Key & Czaplewski, 2017).

Advertising can act as a powerful representational tool and also have marginalized groups represented in mainstream advertising can have a profound effect amongst minority consumers seeking acceptance. Consumer engagement in ad personalization is when consumers can share their information and have feelings about a brand that will also affect value in the consumer context from the interaction of the many people involved (Subagio et al., 2020). Advertising strategies have changed drastically as a result of the development of social media. Online advertisers have been using social media Instagram to connect customers with sales, develop opportunities for customers to know about brands and products (Tran, 2017). To attract the attention of customers, online marketers have used social networking sites to appeal to customers. This is why many companies use social media as a marketing tool and why social networking sites like Instagram are preferred over non-virtual media in creating ads. Personalization on advertising generates greater attention to offerings by creating associations with customer preferences and encouraging increased elaboration of relevant information. These efforts are more likely to succeed in terms of positively influencing purchases by creating customer pleasure or satisfaction.

The second hypothesis of this study predicts that there is a significant influence between consumer experiences on the consumer attitudes of Instagram users. Cognitive knowledge is associated with a combination of direct experience with attitude objects and related information from a variety of sources. Some research supports the findings of this study that behavioral beliefs about using Instagram will cause personal satisfaction, there will be an understanding of the usefulness of features, socializing, users get product information while getting entertainment. In addition, there are normative beliefs regarding who Instagram users include siblings, relatives, close friends, peers, friends in general (Chang et al., 2015; H. Chen, 2018). Through social media, consumers can directly interact and share their buying experience. Not only images, Instagram also allows advertisers to advertise their products in video content. Just

like Image Ads, ads in the form of videos also have provisions. Through video a product or service will be easier to present to consumers. Video combines audio and visuals so that consumers engage more interactively when ads are served. This is what gives rise to the consumer experience in using Instagram as a social media. Consumer experience can be built through extensive visual appearance on advertisement. Constructed visual senses can create preferences consumers who differentiate a brand in the midst of commodity competition (Yayuk Sriayudha, 2013). For Instagram users a lot of new information is received after seeing ads especially related to the user's preferences and lifestyle choices. For businesses, by advertised on Instagram, businesses can drive brand awareness and increase their customer base through the visual elements displayed. Instagram gives its users the ability to interact with users who have previously interacted with brands and user profiles. So the brand image of a product will stick in the minds of Instagram users. The reach of ads on Instagram is also wider. By negating the right market, ads can reach Instagram users based on what users like so that the target market becomes more precise. Building a strong brand mind them can be done through communication or promotion. Thus the company must maintain and manage the brand in such a way as to obtain the best position in the minds of the public.

The third hypothesis of this study predicts that there is a significant influence between consumer attitudes on advertising and brand attitude. The results showed a significant influence. The statistical T value of 10,584 is greater than 1.64 with a p-value of 0.000. Advertising according to Reid, 2015 (Reid, 2005) uses mass media and interactive media to reach a wide audience to connect clear sponsors with buyers (target audiences) and provide information about products or services. Every consumer tends to behave pleasantly or unpleasantly towards an object, especially advertising. Consumer attitudes will be formed through the processing of information in the minds of consumers, which ultimately forms an understanding or attitude towards a particular brand. Marketers need to stimulate or provide an information boost to form a positive consumer attitude towards a brand. In the era of information openness and increasingly specific market segmentation marketers can use advertising with personal concepts to be the key to forming a positive consumer attitude about a particular brand.

CONCLUSION

In conclusion, our conceptual framework is an effective framework which can be used to study ads personalization, consumer experience, consumer attitude and brand attitude. Firstly, the results contributed to the consumer attitude of Instagram users by providing additional empirical support for the constructs along with the significant effects of ads personalization to consumer attitude. Secondly, consumer experience had significant effect to consumer attitudes. Thirdly, consumer attitude also had a significant effects of to brand attitude. Our results showed that the integrated framework among four variables. From a practical point of view, the results provided important insights and a first glance at the decision-making process of Instagram users and SMES in how to engage consumer through advertisement personalization so that increase consumer engagements.

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