

DAFTAR PUSTAKA

- _____. 2019. Year-End Report on Southeast Asia's Map of E-commerce 2019. *i-price Group, App Annie, dan Similar Web*. Tersedia pada <https://iprice.co.id/insights/mapofecommerce/en/>
- Abdillah, Willy dan Hartono, Jogyanto. (2015). *Partial Least Square (PLS) Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis (Edisi 1)*. Yogyakarta: Penerbit ANDI
- Aghakhani, N., Oh, O., Gregg, D. G., & Karimi, J. (2020). Online Review Consistency Matters: An Elaboration Likelihood Model Perspective. *Information Systems Frontiers*. <https://doi.org/10.1007/s10796-020-10030-7>
- Anshari, M., Almunawar, M. N., Lim, S. A., & Al-Mudimigh, A. (2019). Customer relationship management and big data enabled: Personalization & customization of services. *Applied Computing and Informatics*, 15(2), 94–101. <https://doi.org/10.1016/j.aci.2018.05.004>
- Ardiansyah, Y., Harrigan, P., Soutar, G. N., & Daly, T. M. (2018). Antecedents to Consumer Peer Communication through Social Advertising: A Self-Disclosure Theory Perspective. *Journal of Interactive Advertising*, 18(1), 55–71. <https://doi.org/10.1080/15252019.2018.1437854>
- Arora, T., & Agarwal, B. (2019). Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach. *Vision*, 23(1), 56–69. <https://doi.org/10.1177/0972262918821248>
- Aydin, G. (2018). Role of personalization in shaping attitudes towards social media ads. *International Journal of E-Business Research*, 14(3), 54–76. <https://doi.org/10.4018/IJEER.2018070104>
- Baek, T., & Morimoto, M. (2012). Stay away from me. *Journal of Advertising*, 41(1), 59–76. <https://doi.org/10.2753/JOA0091-3367410105>
- Balasubramanian, S., Peterson, R. A., & Jarvenpaa, S. L. (2002). Exploring the implications of M-commerce for markets and marketing. *Journal of the Academy of Marketing Science*, 30(4), 348–361. <https://doi.org/10.1177/009207002236910>
- Bang, H., & Wojdyski, B. W. (2016). Tracking users' visual attention and responses to personalized advertising based on task cognitive demand. *Computers in Human Behavior*, 55, 867–876. <https://doi.org/10.1016/j.chb.2015.10.025>
- Barwise, P., & Strong, C. (2002). Permission-Based Mobile Background: the Growth of Mobile. *Journal of Interactive Marketing*, 16(1), 14–24. <https://doi.org/10.1002/dir.10000>
- Bauer, H. H., Reichardt, T., Barnes, S. J., & Marcus, M. N. (2005). Driving Consumer Acceptance of Location-Based Services in Mobile Applications: A Theoretical Framework and an Empirical Study. *Journal of Electronic Commerce Research*, 6(3), 181–192.
- Belanche, D., Flavián, C., & Pérez-Rueda, A. (2017). Understanding Interactive Online Advertising: Congruence and Product Involvement in Highly and Lowly Arousing, Skippable Video Ads. *Journal of Interactive Marketing*, 37,

- 75–88. <https://doi.org/10.1016/j.intmar.2016.06.004>
- Bhattacharjee, A., & Sanford, C. (2006). Influence Processes for Information Technology Acceptance: An Elaboration Likelihood Model. *MIS*, 30(4), 805–825. <http://www.jstor.com/stable/25148755>
- Bright, L. F., & Daugherty, T. (2012). Does customization impact advertising effectiveness? An exploratory study of consumer perceptions of advertising in customized online environments. *Journal of Marketing Communications*, 18(1), 19–37. <https://doi.org/10.1080/13527266.2011.620767>
- Brinson, N. H., Eastin, M. S., & Bright, L. F. (2019). Advertising in a Quantified World: A Proposed Model of Consumer Trust, Attitude Toward Personalized Advertising and Outcome Expectancies. *Journal of Current Issues and Research in Advertising*, 40(1), 54–72. <https://doi.org/10.1080/10641734.2018.1503108>
- Burtch, G., Ghose, A., & Wattal, S. (2013). Does Animation Attract Online Users' Attention? The Effects of Flash on Information Search Performance and Perceptions. *Information Systems Research*, 7047(3), 1–21. <https://doi.org/10.1287/isre>
- Chen, P. T., & Hsieh, H. P. (2012). Personalized mobile advertising: Its key attributes, trends, and social impact. *Technological Forecasting and Social Change*, 79(3), 543–557. <https://doi.org/10.1016/j.techfore.2011.08.011>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140(July 2018), 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511–535. [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)
- Chu, S. C., Leung, L. C., Hui, Y. Van, & Cheung, W. (2007). Evolution of e-commerce Web sites: A conceptual framework and a longitudinal study. *Information and Management*, 44(2), 154–164. <https://doi.org/10.1016/j.im.2006.11.003>
- Chung, T. S., Rust, R. T., & Wedel, M. (2009). My mobile music: An adaptive personalization system for digital audio players. *Marketing Science*, 28(1), 52–68. <https://doi.org/10.1287/mksc.1080.0371>
- Cooper, Donald R., & Schlindler, Pamela S. (2019). *Metode Penelitian Bisnis (Buku 1) (Edisi 12)*. Jakarta: Penerbit Salemba Empat
- Cooper, Donald R., & Schlindler, Pamela S. (2017). *Metode Penelitian Bisnis (Buku 2) (Edisi 12)*. Jakarta: Penerbit Salemba Empat
- Couldry, N., & Turow, J. (2014). Advertising, Big Data, and the Clearance of the Public Realm: Marketers'. *International Journal of Communication*, 8, 1710–1726. <https://doi.org/1932-8036/20140005>
- Csikszentmihalyi, M., & LeFevre, J. (1989). Optimal Experience in Work and Leisure. *Journal of Personality and Social Psychology*, 56(5), 815–822. <https://doi.org/10.1037/0022-3514.56.5.815>
- Cyr, D., Head, M., Lim, E., & Stibe, A. (2018). Using the elaboration likelihood model to examine online persuasion through website design. *Information and*

- Management*, 55(7), 807–821. <https://doi.org/10.1016/j.im.2018.03.009>
- Dao, W. V. T., Le, A. N. H., 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). <https://doi.org/10.2501/IJA-33-2-271-294>
- De Keyser, F., Dens, N., & De Pelsmacker, P. (2015). Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites. *Journal of Interactive Advertising*, 15(2), 124–134. <https://doi.org/10.1080/15252019.2015.1082450>
- Drossos, D., Giaglis, G. M., Lekakos, G., Kokkinaki, F., & Stavradi, M. G. (2007). Determinants of Effective SMS Advertising: An Experimental Study. *Journal of Interactive Advertising*, 7(2), 16–27. <https://doi.org/10.1080/15252019.2007.10722128>
- Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1–18. <https://doi.org/10.1080/10641734.1995.10505022>
- Ducoffe, R. H. (1996). Advertising value and advertising the Web. *Journal of Advertising Research*, 21–35.
- Ducoffe, R. H., & Curlo, E. (2000). Advertising value and advertising processing. *Journal of Marketing Communications*, 6(4), 247–262. <https://doi.org/10.1080/135272600750036364>
- Eastin, M. S., Brinson, N. H., Doorey, A., & Wilcox, G. (2016). Living in a big data world: Predicting mobile commerce activity through privacy concerns. *Computers in Human Behavior*, 58, 214–220. <https://doi.org/10.1016/j.chb.2015.12.050>
- Elofson, G., & Robinson, W. N. (1998). Creating a custmass-product on the internet. *Communications of the ACM*, 41(3), 56–62. <http://delivery.acm.org/10.1145/280000/272298/p56-elofo.pdf?ip=141.43.176.7&id=272298&acc=ACTIVE>
- SERVICE&key=2BA2C432AB83DA15.6F6E882F5B0ABB9A.4D4702B0C3E38B35.4D4702B0C3E38B35&CFID=991532940&CFTOKEN=37391099 &__acm__=1507038712_0548e8100e43257aa4ccb6aa3
- Feng, X., Fu, S., & Qin, J. (2016). Determinants of consumers' attitudes toward mobile advertising: The mediating roles of intrinsic and extrinsic motivations. *Computers in Human Behavior*, 63, 334–341. <https://doi.org/10.1016/j.chb.2016.05.024>
- Froehlich, G., Hoover, H. J., Liew, W., & Sorenson, P. G. (1999). Application framework issues when evolving business applications for electronic commerce. *Information Systems*, 24(6), 457–473. <https://doi.org/10.1109/hicss.1999.773055>
- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization. *Cogent Business and Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1618431>
- Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: An investigation of university students' travel

- behaviour. *Tourism Management*, 27(3), 437–452.
<https://doi.org/10.1016/j.tourman.2004.12.002>
- Goodwin, C. (1991). Privacy: Recognition of a Consumer Right. *Journal of Public Policy & Marketing*, 10(1), 149–166.
<https://doi.org/10.1177/074391569101000111>
- Ha, Y. W., Park, M. C., & Lee, E. (2014). A framework for mobile SNS advertising effectiveness: User perceptions and behaviour perspective. *Behaviour and Information Technology*, 33(12), 1333–1346.
<https://doi.org/10.1080/0144929X.2014.928906>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014a). Multivariate Data Analysis. *Vectors*.
- Hair, J. F. J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014b). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Long Range Planning (Vol. 46).
- 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.
<https://doi.org/10.1108/JEIM-07-2017-0101>
- Hawkins, R. P., Kreuter, M., Resnicow, K., Fishbein, M., & Dijkstra, A. (2008). Understanding tailoring in communicating about health. *Health Education Research*, 23(3), 454–466. <https://doi.org/10.1093/her/cyn004>
- Ho, S. Y., Bodoff, D., & Tam, K. Y. (2011). Timing of adaptive web personalization and its effects on online consumer behavior. *Information Systems Research*, 22(3), 660–679. <https://doi.org/10.1287/isre.1090.0262>
- Hourahine, B., & Howard, M. (2004). Money on the move: Opportunities for financial service providers in the 'third space.' *Journal of Financial Services Marketing*, 9(1), 57–67. <https://doi.org/10.1057/palgrave.fsm.4770141>
- Houston, F. S., & Gassenheimer, J. B. (1987). Marketing and Exchange. *Journal of Marketing*, 51(4), 3–18. <https://doi.org/10.1017/CBO9781107415324.004>
- Jutla, D., Bodorik, P., Hajnal, C., & Davis, C. (1999). Making business sense of electronic commerce. *Computer*, 32(3), 67–75.
<https://doi.org/10.1109/2.751331>
- Kenny, D., & Marshall, J. F. (2000). Contextual Marketing The Real Business of The Internet. In *Harvard Business Review*.
<https://doi.org/10.1108/14715201111176435>
- Kim, J. W., Lee, B. H., Shaw, M. J., Chang, H. L., & Nelson, M. (2001). Application of decision-tree induction techniques to personalized advertisements on internet storefronts. *International Journal of Electronic Commerce*, 5(3), 45–62. <https://doi.org/10.1080/10864415.2001.11044215>
- Kim, M. (2020). Determinants of Young Consumers' Attitude toward Mobile Advertising: The Role of Regulatory Focus. *Journal of Promotion Management*, 26(2), 186–206.
<https://doi.org/10.1080/10496491.2019.1699623>
- Kim, Y., & Han, J. (2014). Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. <https://doi.org/10.1016/j.chb.2014.01.015>

- Krishnan, M. S., & Awad, N. F. (2006). The Personalization Privacy Paradox : An Empirical Evaluation of Information Transparency and The Willingness to be Profiled Online for Personalization. *MIS Quarterly*, 30(1), 13–28. <http://www.jstor.com/stable/25148715>
- Langenderfer, J., & Cook, D. L. (2004). Oh, what a tangled web we weave: The state of privacy protection in the information economy and recommendations for governance. *Journal of Business Research*, 57(7), 734–747. [https://doi.org/10.1016/S0148-2963\(02\)00359-4](https://doi.org/10.1016/S0148-2963(02)00359-4)
- Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management and Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>
- Leppäniemi, M., & Karjaluoto, H. (2005). Factors influencing consumers' willingness to accept mobile advertising: A conceptual model. *International Journal of Mobile Communications*, 3(3), 197–213. <https://doi.org/10.1504/IJMC.2005.006580>
- Li, C. (2016). When does web-based personalization really work? The distinction between actual personalization and perceived personalization. *Computers in Human Behavior*, 54, 25–33. <https://doi.org/10.1016/j.chb.2015.07.049>
- Li, H., Edwards, S. M., & Lee, J. H. (2002). Measuring the intrusiveness of advertisements: Scale development and validation. *Journal of Advertising*, 31(2), 37–47. <https://doi.org/10.1080/00913367.2002.10673665>
- Liu-Thompkins, Y. (2019). A Decade of Online Advertising Research: What We Learned and What We Need to Know. *Journal of Advertising*, 48(1), 1–13. <https://doi.org/10.1080/00913367.2018.1556138>
- 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. <https://doi.org/10.1108/17505931211274651>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Luo, X. (2002). Trust Production and Privacy Concerns on The Internet: A Framework based on Relationship Marketing and Social Exchange Theory. *Industrial Marketing Management*, 31, 111–118. <https://doi.org/10.1057/palgrave.jmm.5040152>
- Luo, Y., & Ye, Q. (2019). The Effects of Online Reviews, Perceived Value, and Gender on Continuance Intention to Use International Online Outshopping Website: An Elaboration Likelihood Model Perspective. *Journal of International Consumer Marketing*, 31(3), 250–269. <https://doi.org/10.1080/08961530.2018.1503987>
- MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2), 48. <https://doi.org/10.2307/1251413>
- Manca, S., Altoè, G., Schultz, P. W., & Fornara, F. (2019). The Persuasive Route

- to Sustainable Mobility: Elaboration Likelihood Model and Emotions predict Implicit Attitudes. *Environment and Behavior*, 1–31. <https://doi.org/10.1177/0013916518820898>
- Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. *Journal of the Academy of Marketing Science*, 45(2), 135–155. <https://doi.org/10.1007/s11747-016-0495-4>
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94(August 2017), 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Maslowska, E., Smit, E. G., & van den Putte, B. (2016). It Is All in the Name: A Study of Consumers' Responses to Personalized Communication. *Journal of Interactive Advertising*, 16(1), 74–85. <https://doi.org/10.1080/15252019.2016.1161568>
- McCoy, S., Everard, A., Galletta, D. F., & Moody, G. D. (2017). Here we go again! The impact of website ad repetition on recall, intrusiveness, attitudes, and site revisit intentions. *Information and Management*, 54(1), 14–24. <https://doi.org/10.1016/j.im.2016.03.005>
- Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M., & Leppäniemi, M. (2007). An Empirical Study of the Drivers of Consumer Acceptance of Mobile Advertising. *Journal of Interactive Advertising*, 7(2), 41–50. <https://doi.org/10.1080/15252019.2007.10722130>
- Milne, G. R., & Gordon, M. E. (1993). Direct Mail Privacy-Efficiency Trade-offs within an Implied Social Contract Framework. *Journal of Public Policy & Marketing*, 12(2), 206–215.
- Mitchell, A. A., & Olson, J. C. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18(3), 318. <https://doi.org/10.2307/3150973>
- Moon, Y. (2000). Intimate Exchanges: Using Computers to Elicit Self-Disclosure From Consumers. *Journal of Consumer Research*, 26(4), 323–339. <https://doi.org/10.1086/209566>
- Mou, J., Cui, Y., & Kurcz, K. (2019). Bibliometric and visualized analysis of research on major e-commerce journals using citespace. *Journal of Electronic Commerce Research*, 20(4), 219–237.
- Murthi, B. P. S., & Sarkar, S. (2003). The role of the management sciences in research on personalization. *Management Science*, 49(10), 1344–1362. <https://doi.org/10.1287/mnsc.49.10.1344.17313>
- Mutumukwe, C., Kolkowska, E., & Grönlund, Å. (2020). Information privacy in e-service: Effect of organizational privacy assurances on individual privacy concerns, perceptions, trust and self-disclosure behavior. *Government Information Quarterly*, 37(1), 101413. <https://doi.org/10.1016/j.giq.2019.101413>
- Neuman, W. L. (2016). *Metodologi Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif (Edisi 7)*. Jakarta: Penerbit Indeks
- Ozcelik, A. B., & Varnali, K. (2019). Effectiveness of online behavioral targeting: A psychological perspective. *Electronic Commerce Research and*

- Applications*, 33(August 2018). <https://doi.org/10.1016/j.elerap.2018.11.006>
- Park, T., Shenoy, R., & Salvendy, G. (2008). Effective advertising on mobile phones: A literature review and presentation of results from 53 case studies. *Behaviour and Information Technology*, 27(5), 355–373. <https://doi.org/10.1080/01449290600958882>
- Petty, R. E., Barden, Jamie, & Wheeler, S. C. (2009). The Elaboration Likelihood Model of persuasion: Developing health promotions for sustained behavioral change. *Emerging Theories in Health Promotion Practice and Research*, 185–214.
- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. *Advances in Experimental Social Psychology*, 19, 22–37. <https://doi.org/10.4324/9781315624365-2>
- Pollay, R. W., & Mittal, B. (1993). Here's the Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising. *Journal of Marketing*, 57(3), 99. <https://doi.org/10.2307/1251857>
- Rosenthal, S., Wasenden, O. C., Gronnevet, G. A., & Ling, R. (2019). A tripartite model of trust in Facebook: acceptance of information personalization, privacy concern, and privacy literacy. *Media Psychology*, 0(0), 1–25. <https://doi.org/10.1080/15213269.2019.1648218>
- Rust, R. T. (2020). The future of marketing. *International Journal of Research in Marketing*, 37(1), 15–26. <https://doi.org/10.1016/j.ijresmar.2019.08.002>
- Schiffman, L. G., Sherman, E., & Long, M. M. (2003). Toward a Better Understanding of the Interplay of Personal Values and the Internet. *Psychology and Marketing*, 20(2), 169–186. <https://doi.org/10.1002/mar.10066>
- Schlosser, A. E., Shavitt, S., & Kanfer, A. (1999). Survey of internet users' attitudes toward internet advertising. *Journal of Interactive Marketing*, 13(3), 34–54. [https://doi.org/10.1002/\(SICI\)1520-6653\(199922\)13:3<34::AID-DIR3>3.0.CO;2-R](https://doi.org/10.1002/(SICI)1520-6653(199922)13:3<34::AID-DIR3>3.0.CO;2-R)
- Sekaran, Uma. (2014). *Metodologi Penelitian untuk Bisnis (Buku 2) (Edisi 4)*. Jakarta: Penerbit Salemba Empat
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47(January 2018), 57–65. <https://doi.org/10.1016/j.jretconser.2018.10.007>
- Sheehan, K. B., & Hoy, M. G. (2000). Dimensions of privacy concern among online consumers. *Journal of Public Policy and Marketing*, 19(1), 62–73. <https://doi.org/10.1509/jppm.19.1.62.16949>
- Sheth, J. N., & Uslay, C. (2007). Implications of the revised definition of marketing: From exchange to value creation. *Journal of Public Policy and Marketing*, 26(2), 302–307. <https://doi.org/10.1509/jppm.26.2.302>
- Shi, Y. Z., Cheung, K. M., & Prendergast, G. (2005). Behavioural response to sales promotion tools: A Hong Kong study. *International Journal of Advertising*, 24(4), 469–489. <https://doi.org/10.1080/02650487.2005.11072939>
- Sholihin, M., & Ratmono, D. (2013). *Analisis SEM-PLS dengan WARP PLS 3.0*. Yogyakarta: Penerbit ANDI.

- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WARP PLS 7.0 (Edisi 2)*. Yogyakarta: Penerbit ANDI.
- Souiden, N., Chtourou, S., & Korai, B. (2017). Consumer Attitudes toward Online Advertising: The Moderating Role of Personality. *Journal of Promotion Management*, 23(2), 207–227. <https://doi.org/10.1080/10496491.2016.1267676>
- Speck, P. S., & Elliott, M. T. (1997). Predictors of advertising avoidance in print and broadcast media. *Journal of Advertising*, 26(3), 61–76. <https://doi.org/10.1080/00913367.1997.10673529>
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78, 41–50.
- Sun, Y., Lim, K. H., Jiang, C., Peng, J. Z., & Chen, X. (2010). Do males and females think in the same way? An empirical investigation on the gender differences in Web advertising evaluation. *Computers in Human Behavior*, 26(6), 1614–1624. <https://doi.org/10.1016/j.chb.2010.06.009>
- Tam, K. Y., & Ho, S. Y. (2006). Understanding the Impact of Web Personalization on User Information Processing and Decision Outcomes. *Management Information Systems Quarterly*, 30(4), 865–890.
- Taylor, D. G., Davis, D. F., & Jillapalli, R. (2009). Privacy concern and online personalization: The moderating effects of information control and compensation. *Electronic Commerce Research*, 9(3), 203–223. <https://doi.org/10.1007/s10660-009-9036-2>
- Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? How gender and age shape receptivity. *Journal of Advertising Research*, 51(1), 258–275. <https://doi.org/10.2501/JAR-51-1-258-275>
- Tran, T. P. (2017). Personalized ads on Facebook: An effective marketing tool for online marketers. *Journal of Retailing and Consumer Services*, 39(August), 230–242. <https://doi.org/10.1016/j.jretconser.2017.06.010>
- Tsang, M. M., Ho, S. C., & Liang, T. P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8(3), 65–78. <https://doi.org/10.1080/10864415.2004.11044301>
- Varnali, K., Yilmaz, C., & Toker, A. (2012). Electronic Commerce Research and Applications Predictors of attitudinal and behavioral outcomes in mobile advertising: A field experiment. *Electronic Commerce Research and Applications*, 11(6), 570–581. <https://doi.org/10.1016/j.elerap.2012.08.002>
- Vesanen, J. (2007). What is personalization? A conceptual framework. *European Journal of Marketing*, 41(5–6), 409–418. <https://doi.org/10.1108/03090560710737534>
- Voorveld, H. A. M., Neijens, P. C., & Smit, E. G. (2011). Opening the black box: Understanding cross-media effects. *Journal of Marketing Communications*, 17(2), 69–85. <https://doi.org/10.1080/13527260903160460>
- Wang, L., Fan, L., & Bae, S. M. (2019). How to persuade an online gamer to give up cheating? Uniting elaboration likelihood model and signaling theory. *Computers in Human Behavior*, 96(October 2018), 149–162.

- <https://doi.org/10.1016/j.chb.2019.02.024>
- Wang, Y., & Sun, S. (2010a). Assessing beliefs , attitudes , and behavioral responses toward online advertising in three countries. *International Business Review*, 19(4), 333–344. <https://doi.org/10.1016/j.ibusrev.2010.01.004>
- Wang, Y., & Sun, S. (2010b). Examining the role of beliefs and attitudes in online advertising: A comparison between the USA and Romania. *International Marketing Review*, 27(1), 87–107. <https://doi.org/10.1108/02651331011020410>
- Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining beliefs and attitudes toward online advertising among Chinese consumers. *Direct Marketing: An International Journal*, 3(1), 52–66. <https://doi.org/10.1108/17505930910945732>
- Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing*, 80(6), 97–121. <https://doi.org/10.1509/jm.15.0413>
- Wells, L. G., Van Auken, S., & Ritchie, W. J. (2008). Russian Advertising Attitudes: Reassessing the Two-Factor Model. *Journal of International Consumer Marketing*, 1530(April 2014), 37–41. <https://doi.org/10.1300/J046v20n02>
- Wiese, M., Martínez-Climent, C., & Botella-Carrubi, D. (2020). A framework for Facebook advertising effectiveness: A behavioral perspective. *Journal of Business Research*, 109(June 2019), 76–87. <https://doi.org/10.1016/j.jbusres.2019.11.041>
- Wolin, L. D., & Korgaonkar, P. (2003). Web advertising: Gender differences in beliefs, attitudes and behavior. *Internet Research*, 13(5), 375–385. <https://doi.org/10.1108/10662240310501658>
- Wolin, L. D., Korgaonkar, P., & Lund, D. (2002). Beliefs, attitudes and behaviour towards Web advertising. *International Journal of Advertising*, 21(1), 87–113. <https://doi.org/10.1080/02650487.2002.11104918>
- Xie, W., & Karan, K. (2019). Consumers' Privacy Concern and Privacy Protection on Social Network Sites in the Era of Big Data: Empirical Evidence from College Students. *Journal of Interactive Advertising*, 19(3), 187–201. <https://doi.org/10.1080/15252019.2019.1651681>
- Xu, D. J. (2006). The influence of personalization in affecting consumer attitude toward mobile advertising in China. *The Journal of Computer Information Systems*, 47(2).
- Xu, D. J. J., Liao, S., & Tang, H. (2005). The importance of personalization in affecting consumer attitude toward mobile advertising in China. *ACIS 2005 Proceedings - 16th Australasian Conference on Information Systems*, June.
- Xu, D. J., Liao, S. S., & Li, Q. (2008). Combining empirical experimentation and modeling techniques: A design research approach for personalized mobile advertising applications. *Decision Support Systems*, 44(3), 710–724. <https://doi.org/10.1016/j.dss.2007.10.002>
- Yang, K. C. C. (2004). A comparison of attitudes towards Internet advertising among lifestyle segments in Taiwan. *Journal of Marketing Communications*, 10(3), 195–212. <https://doi.org/10.1080/1352726042000181657>

- Yao, S., & Mela, C. F. (2011). Evaluating Alternative Retail Repositioning Strategies. *MArketing of Science*, 30(3), 447–468. <https://doi.org/10.1287/mksc.1100.0626>
- Yoo, Y. (2010). Computing in Everydat Life: A Call for Research on Experiential Computing. *MIS Quarterly*, 34(2), 213–231.
- Zha, X., Li, J., & Yan, Y. (2015). Advertising value and credibility transfer: Attitude towards web advertising and online information acquisition. *Behaviour and Information Technology*, 34(5), 520–532. <https://doi.org/10.1080/0144929X.2014.978380>
- Zhang, E. M. (2010). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 30(6), 461–469. <https://doi.org/10.1002/mar>
- Zhang, S., Wakefield, R., Huang, J., & Li, X. (2020). Exploring determinants of consumers' attitudes toward real-time bidding (RTB) advertising. *Information Technology and People*. <https://doi.org/10.1108/ITP-09-2019-0480>
- Zhou, T. (2017). Understanding location-based services users' privacy concern: An elaboration likelihood model perspective. *Internet Research*, 27(3), 506–519. <https://doi.org/10.1108/IntR-04-2016-0088>