



## DAFTAR PUSTAKA

- Aczel A. D., 1998, *Complete business statistics*, Irvin Inc., New Jersey.
- Addo, P.C., Akpatsa, S.K., Nukpe, P., Ohemeng, A.A., and Kulbo, N.B., 2022, Digital analytics approach to understanding short video advertising in digital marketing, *Journal of Marketing Theory and Practice*, **30**(3), 405–420.
- Adigüzel, F., 2021, The Effect of YouTube Reviews on Video Game Sales, *Journal of Business Research - Turk*, **13**(3), 2096–2109.
- Almoqbel, M.Y., Wohn, D.Y., Hayes, R.A., and Cha, M., 2019, Understanding Facebook news post comment reading and reacting behavior through political extremism and cultural orientation, *Computers in Human Behavior*, **100**, 118–126.
- Appiah Kusi, G., Rumki, M.Z.A., Quarcoo, F.H., Otchere, E., and Fu, A.G., 2022, The Role of Information Overload on Consumers' Online Shopping Behavior, *Journal of Business and Management Studies*, **4**(4), 172–188.
- Armstrong, C.M., Niinimäki, K., Kujala, S., Karell, E., and Lang, C., 2015, Sustainable product-service systems for clothing: Exploring consumer perceptions of consumption alternatives in Finland, *Journal of Cleaner Production*, **97**, 30–39.
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., and Dwivedi, Y., 2019, Measuring social media influencer index- insights from facebook, Twitter and Instagram, *Journal of Retailing and Consumer Services*, **49**, 86–101.
- Assael, H., 1984, *Consumer Behavior and Marketing Action*, Kent Pub. Co., Ashford.
- Bai, L. and Yan, X., 2020, Impact of firm-generated content on firm performance and consumer engagement: Evidence from social media in China, *Journal of Electronic Commerce Research*, **21**(1), 56–74.
- Baron, R.M. and Kenny, D.A., 1986, The Moderator-Mediator Variable Distinction in Social Psychological Research. Conceptual, Strategic, and Statistical Considerations, *Journal of Personality and Social Psychology*, **51**(6), 1173–1182.
- Berelson, B., 1952, *Content analysis in communication research*, Free Press, New York.
- Bollen, K.A. and Stine, R., 1990, Direct and Indirect Effects: Classical and Bootstrap Estimates of Variability, *Sociological Methodology*, **20**, 115.
- Borau, S., El Akremi, A., Elgaaied-Gambier, L., Hamdi-Kidar, L., and Ranchoux, C., 2015, Analysing moderated mediation effects: Marketing applications, *Recherche et Applications en Marketing (English Edition)*, **30**(4), 88–128.
- Braojos-Gomez, J., Benitez-Amado, J., and Llorens-Montes, F.J., 2015, Impact of IT infrastructure on customer service performance: The role of micro-IT capabilities and online customer engagement, *Pacific Asia Conference on Information Systems, PACIS 2015 - Proceedings* [Preprint].



- Brodie, R.J., Ilic, A., Juric, B., and Hollebeek, L., 2013, Consumer engagement in a virtual brand community: An exploratory analysis, *Journal of Business Research*, **66**(1), 105–114.
- Cai, S. and Xu, Y., 2006, Effects of outcome, process and shopping enjoyment on online consumer behaviour, *Electronic Commerce Research and Applications*, **5**(4), 272–281.
- Calder, B.J., Malthouse, E.C., and Schaedel, U., 2009, An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness, *Journal of Interactive Marketing*, **23**(4), 321–331.
- Calle, 2023, *Best tips and tricks: When and why to use logarithmic transformations in statistical analysis*. <https://juandelacalle.medium.com/best-tips-and-tricks-when-and-why-to-use-logarithmic-transformations-in-statistical-analysis-9f1d72e83cfc> (online accessed 25 May 2024)
- Chang, H.J., Huang, K.C., and Wu, C.H., 2006, Determination of sample size in using central limit theorem for weibull distribution, *International Journal of Information and Management Sciences*, **17**(3), 31–46.
- Chein, T.S., Hui, O.T., and Chan, J.L., 2020, Factors Affecting Impulsive Buying Behaviour-Evidence from Malaysia, *Global Business and Management Research*, **12**(2), 1–14.
- Chen, J., Kou, G., Peng, Y., Chao, X., Xiao, F., and Alsaadi, F.E., 2020, Effect of marketing messages and consumer engagement on economic performance: evidence from Weibo, *Internet Research*, **30**(5), 1565–1581.
- Cherian, J. and Sajeev, G.P., 2018, SpreadMax: A Scalable Cascading Model for Influence Maximization in Social Networks, *2018 International Conference on Advances in Computing, Communications and Informatics, ICACCI 2018*, 1290–1296.
- Chevalier, J.A. and Mayzlin, D., 2006, The effect of word of mouth on sales: Online book reviews, *Journal of Marketing Research*, **43**(3), 345–354.
- Clement, A.P., Maxwell, D.J., Bakabbey, K.N., Kofi, A.S., Andy, O.A., Caleb, D.J., Oliver, B.K., and Nkrumah, K.F.A., 2021, Video Ads in Digital Marketing and Sales: A Big Data Analytics Using Scrapy Web Crawler Mining Technique, *Asian Journal of Research in Computer Science*, 52–71.
- Creamer, M., 2012, *Study Only 1 percent of Facebook 'Fans' Engage With Brands*, AdAge, New York.
- Databoks. 2023, *Ini media Sosial Yang Banyak Dipakai Konsumen Indonesia untuk Belanja*. <https://databoks.katadata.co.id/datapublish/2023/07/28/ini-media-sosial-yang-banyak-dipakai-konsumen-indonesia-untuk-belanja> (online accessed 25 May 2024)
- Dholakia, U.M., Bagozzi, R.P., and Pearo, L.K., 2004, A social influence model of consumer participation in network- and small-group-based virtual communities, *International Journal of Research in Marketing*, **21**(3), 241–263.
- Dolan, R., Conduit, J., Fahy, J., and Goodman, S., 2016, Social media engagement behaviour: a uses and gratifications perspective, *Journal of Strategic Marketing*, **24**(3–4), 261–277.
- Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Pick, D., Pirner, P., and Verhoef, P.C.,

- 2010, Customer engagement behavior: Theoretical foundations and research directions, *Journal of Service Research*, **13**(3), 253–266.
- Efron, B., and Tibshirani, R., 1994, *An Introduction to the Bootstrap*. CRC Press.
- Fairchild.
- Eliyana, A., Ajija, S.R., Sridadi, A.R., Setyawati, A., and Emur, A.P., 2020, Information overload and communication overload on social media exhaustion and job performance, *Systematic Reviews in Pharmacy*, **11**(8), 334–351.
- Emplifi, n.d., *Engagements, reach engagement rate, and impressions engagement rate*. <https://docs.emplifi.io/platform/latest/home/engagements-reach-engagement-rate-and-impressions> (online accessed 25 May 2024)
- Erevelles, S., Fukawa, N., and Swayne, L., 2016, Big Data consumer analytics and the transformation of marketing, *Journal of Business Research*, **69**(2), 897–904.
- Eslami, S.P., Ghasemaghaei, M., and Hassanein, K., 2021, Understanding consumer engagement in social media: The role of product lifecycle, *Decision Support Systems*, **162**, 113707.
- Fernandes, T. and Oliveira, R., 2024, Brands as drivers of social media fatigue and its effects on users' disengagement: the perspective of young consumers, *Young Consumers* [Preprint].
- Feehan, B., 2023, *TikTok benchmark report*. <https://www.rivaliq.com/blog/tiktok-benchmark-report/> (online accessed 25 May 2024)
- Füller, J., 2006, Why consumers engage in virtual new product developments initiated by producers, *Advances in Consumer Research*, **33**, 639–646.
- Gatautis, R. and Medziausiene, A., 2014, Factors Affecting Social Commerce Acceptance in Lithuania, *Procedia - Social and Behavioral Sciences*, **110**, 1235–1242.
- Ge, J., Sui, Y., Zhou, X., and Li, G., 2021, Effect of short video ads on sales through social media: the role of advertisement content generators, *International Journal of Advertising*, **40**(6), 870–896.
- Geng, R. N., 2017, *Research on Information Adoption Process and Influence Factors of Social E-Commerce User*, Ph.D. Thesis, Jilin University, Changchun.
- Ghozali, I., 2018, *Applikasi analisis multivariate dengan program IBM SPSS 25*.
- Gonçalves Curty, R. and Zhang, P., 2013, Website features that gave rise to social commerce: A historical analysis, *Electronic Commerce Research and Applications*, **12**(4), 260–279.
- GoodStats, 2024, *Produk Kecantikan Jadi Produk FMCG Yang paling Banyak Dibeli Di e-Commerce 2023*. <https://data.goodstats.id/statistic/produk-kecantikan-jadi-produk-fmcg-yang-paling-banyak-dibeli-di-e-commerce-2023-u7UTz> (online accessed 25 May 2024)
- Hanaysha, J.R., 2022, Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator, *International Journal of Information Management Data Insights*, **2**(2), 100102.



- Haukoos, J.S. and Lewis, R.J., 2005, Advanced statistics: Bootstrapping confidence intervals for statistics with ‘difficult’ distributions, *Academic Emergency Medicine*, **12**(4), 360–365.
- Hayes, A.F., 2009, Beyond Baron and Kenny: Statistical mediation analysis in the new millennium, *Communication Monographs*, **76**(4), 408–420.
- Hayes, A.F. and Rockwood, N.J., 2017, Regression-based statistical mediation and moderation analysis in clinical research: Observations, recommendations, and implementation, *Behaviour Research and Therapy*, **98**, 39–57.
- Hedges, S.B., 1992, The Number of Replications Needed for Accurate Estimation of the Bootstrap P Value in Phylogenetic Studies, *Molecular Biology and Evolution*, **9**(2), 366–369.
- Hershkovitz, A. and Hayat, Z., 2020, The role of tie strength in assessing credibility of scientific content on facebook, *Technology in Society*, **61**, 101261.
- Homburg, C., Koschate, N., and Totzek, D., 2010, How Price Increases Affect Future Purchases: The Role of Mental Budgeting, Income, and Framing, *Psychology & Marketing*, **30**(6), 461–469.
- Huang, T.Y., Chen, W.K., Chen, C.W., and Silalahi, A.D.K., 2022, Understanding How Product Reviews on YouTube Affect Consumers’ Purchase Behaviors in Indonesia: An Exploration Using the Stimulus-Organism-Response Paradigm, *Human Behavior and Emerging Technologies*.
- Hustić, I. and Gregurec, I., 2015, The influence of price on customer’s purchase decision, *Central European Conference on Information and Intelligent Systems*, 1–6.
- Iqbal, A., Akhtar, S., and Lodhi, R.N., 2014, Determinants of Impulsive Buying For Clothing in Pakistan, *British Journal of Marketing Studies*, **2**(8), 33–44.
- Iresearch, 2017, *The short-form video industry research report of China*.
- Jedidi, K. and Zhang, Z.J., 2002, Augmenting conjoint analysis to estimate consumer reservation price, *Management Science*, **48**(10), 1350–1368.
- Jones, E., Chern, W.S., and Mustiful, B.K., 1994, Are Lower-Income Shoppers as Price Sensitive as Higher-Income Ones?: A Look at Breakfast Cereals, *Journal of Food Distribution Research*, **25**(1), 82–92.
- Jung, K., Lee, J., Gupta, V., and Cho, G., 2019, Comparison of Bootstrap Confidence Interval Methods for GSCA Using a Monte Carlo Simulation, *Frontiers in Psychology*, **10**, 24–25.
- Kang, H., Shin, W., and Huang, J., 2022, Teens’ privacy management on video-sharing social media: the roles of perceived privacy risk and parental mediation, *Internet Research*, **32**(1), 312–334.
- Karmarkar, U.R., Shiv, B., and Knutson, B., 2015, Cost conscious? The neural and behavioral impact of price primacy on decision making, *Journal of Marketing Research*, **52**(4), 467–481.
- Katsiadze Advisor, A. and Strand, C., 2016, A case study of the #KRAMKALAS campaign by Marabou in Sweden.
- Kats, R., 2021, *User-generated visual content can influence purchases.* <https://www.emarketer.com/content/user-generated-visual-content-influence-purchases> (online accessed 25 May 2024)



- Katz, E., Blumler, J.G., Gurevitch, M., 1973, Uses and gratifications research, *Publ. Opin. Q.*, **37**(4), 509–523.
- Katz, E., Blumler, J.G., Gurevitch, M., 1974, Utilization of Mass Communication by the Individual, the Uses of Mass Communications: Current Perspectives on Gratifications Research, *Sage Publications*, 19–32.
- Ketchen, D.J., 2013, A Primer on Partial Least Squares Structural Equation Modeling, *Long Range Planning*, **46**(1–2), 184–185.
- Kim, J., Seo, M., Yu, H., and Neuendorf, K., 2014, Cultural differences in preference for entertainment messages that induce mixed responses of joy and sorrow, *Human Communication Research*, **40**(4), 530–552.
- Klepper, S., 1996, Entry , Exit , Growth , and Innovation over the Product Life Cycle, *The American Economic Review*, **86**(3), 562–583.
- Ko, H., Cho, C.H., and Roberts, M.S., 2005, Internet uses and gratifications: A structural equation model of interactive advertising, *Journal of Advertising*, **34**(2), 57–70.
- Kotler, P.; Wrong, V.; Saunders, J.; Armstrong, G., 2006, *Osnove marketinga*, MATE, Zagreb.
- Kotler, P.; and Keller, K.L., 2016, *Marketing Management*, Pearson, London.
- Kou, G., Chao, X., Peng, Y., and Alsaadi, F.E., 2019, Machine Learning Methods for Systemic, **25**(5), 716–742.
- Kromidha, E. and Li, M.C., 2019, Determinants of leadership in online social trading: A signaling theory perspective, *Journal of Business Research*, **97**, 184–197.
- Ku, Y.C., Chu, T.H., and Tseng, C.H., 2013, Gratifications for using CMC technologies: A comparison among SNS, IM, and e-mail, *Computers in Human Behavior*, **29**(1), 226–234.
- Kujur, F. and Singh, S., 2020, Visual communication and Consumer-Brand relationship on Social Networking Sites - Uses & Gratifications Theory Perspective, *Journal of Theoretical and Applied Electronic Commerce Research*, **15**(1), 30–47.
- Kulikovskaja, V., Hubert, M., Grunert, K.G., and Zhao, H., 2023, Driving marketing outcomes through social media-based customer engagement, *Journal of Retailing and Consumer Services*, **74**, 103445.
- Lastovicka, J. L., 1979, Questioning the Concept of Involvement Defined Product Classes, *Advances in Consumer Research*, **6**(1), 174–179.
- Le, T.D., 2018, Influence of WOM and content type on online engagement in consumption communities :The information flow from discussion forums to Facebook, *Online Information Review*, **42**(2), 161–175.
- Lee, D., Hosanagar, K., and Nair, H.S., 2018, Advertising content and consumer engagement on social media: Evidence from Facebook, *Management Science*, **64**(11), 5105–5131.
- Lee, D. and Lee, D., 2015, The Effect of Advertising Content on Consumer Engagement: Evidence from Facebook \* The Effect of Advertising Content on Consumer Engagement : Evidence from Facebook \*, *Available at SSRN*, 1–42.
- Lee, D.K., 2020, Data transformation: A focus on the interpretation, *Korean*



*Journal of Anesthesiology*, **73**(6), 503–508.

- Leung, L., 2009, User-generated content on the internet: An examination of gratifications, civic engagement and psychological empowerment, *New Media and Society*, **11**(8), 1327–1347.
- Liang, T.P. and Turban, E., 2011, Introduction to the special issue social commerce: A research framework for social commerce, *International Journal of Electronic Commerce*, **16**(2), 5–13.
- Lin, K.Y. and Lu, H.P., 2011, Why people use social networking sites: An empirical study integrating network externalities and motivation theory, *Computers in Human Behavior*, **27**(3), 1152–1161.
- Liu, Y., Ni, X., and Niu, G., 2021, Perceived Stress and Short-Form Video Application Addiction: A Moderated Mediation Model, *Frontiers in Psychology*, **12**(December), 1–8.
- MacKinnon, D.P., Lockwood, C.M., Hoffman, J.M., West, S.G., and Sheets, V., 2002, A comparison of methods to test mediation and other intervening variable effects, *Psychol Methods*, **7**(1), 83.
- MacKinnon, D.P., 2011, Integrating mediators and moderators in research design, *Research on Social Work Practice*, **21**(6), 675–681.
- McQuail, D., 1983, *Mass Communication Theory*, Sage, California.
- Mei, X.Y., Brataas, A., and Stothers, R.A., 2024, To engage or not: how does concern for personal brand impact consumers' Social Media Engagement Behaviour (SMEB)?, *Journal of Strategic Marketing*, **32**(1), 20–33.
- Memon, M.A., Ting, H., Cheah, J.H., Thurasamy, R., Chuah, F., and Cham, T.H., 2020, Sample size for survey research: Review and recommendations, *Journal of Applied Structural Equation Modeling*, **4**(2), 1-20.
- Menon, R.G.V., Sigurdsson, V., Larsen, N.M., Fagerstrøm, A., Sørensen, H., Marteinsdottir, H.G., and Foxall, G.R., 2019, How to grow brand post engagement on Facebook and Twitter for airlines? An empirical investigation of design and content factors, *Journal of Air Transport Management*, **79**, 101678.
- Microsoft Canada, 2015, *Microsoft attention spans research report*. <https://www.scribd.com/document/265348695/Microsoft-Attention-Spans-Research-Report> (online accessed 25 May 2024)
- Mokhtar, S.F., Yusof, Z.M., and Sapiri, H., 2023, Confidence Intervals by Bootstrapping Approach: A Significance Review, *Malaysian Journal of Fundamental and Applied Sciences*, **19**(1), 30–42.
- Muhamad, M.K.A., and Shahrom, M., 2020, The effects of the elements in social media content on social media engagement behaviour among youth, *Revista Română de Informatică și Automatică*, **30**(4), 63–72.
- Muntinga, D.G., Moorman, M., and Smit, E.G., 2011, Introducing COBRAs, *International Journal of Advertising*, **30**(1), 13–46.
- Narus, J.A. and Anderson, J.C., 1991, Partnering as a Focused Market Strategy, *California Management Review*, **33**(3), 95–113.
- Neuendorf, K. A., 2002, *The Content Analysis Guidebook*, Sage Publications, Thousand Oaks.



- Neuendorf, K.A. and Skalski, P.D., 2009, *Quantitative content analysis and the measurement of collective identity*, Sage Publications, Thousand Oaks.
- Nótári, M. and Ferencz, Á., 2014, Consumer Price Sensitivity in Decision Making on the Purchase of Traditional Hungarian Horticultural Products., *Annals of the Faculty of Engineering Hunedoara - International Journal of Engineering*, **12**(3), 81–84s.
- Olevskyi, B., 2022, The Effect of Information Overload on Consumers' Purchase Intentions, *Dissertation in Hospitality, Tourism and Retail Administration, Texas Tech University* [Preprint].
- de Oliveira Santini, F., Ladeira, W.J., Pinto, D.C., Herter, M.M., Sampaio, C.H., and Babin, B.J., 2020, Customer engagement in social media: a framework and meta-analysis, *Journal of the Academy of Marketing Science*, **48**(6), 1211–1228.
- Park, N., Kee, K.F., and Valenzuela, S., 2009, Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes, *Cyberpsychology and Behavior*, **12**(6), 729–733.
- Pletikosa Cvijikj, I. and Michahelles, F., 2013, Online engagement factors on Facebook brand pages, *Social Network Analysis and Mining*, **3**(4), 843–861.
- Prasetyaningtyas, S.W., Komajaya, E.P., and Soesilo, T., 2022, Does Social Media Content Affect Purchase Intention in Indonesia's Apparel Industry?, *Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)*, **10**(2), 137–149.
- Priharsari, D. and Indah, R., 2021, Coding untuk menganalisis data pada penelitian kualitatif di bidang kesehatan, *Jurnal Kedokteran Syiah Kuala*, **21**(2), 130–135.
- Pura, M., 2005, *Linking perceived value and loyalty in location-based mobile services, Managing Service Quality*.
- Rachman, R., Hamid, A., Wijaya, B.K., Wibowo, S.E., and Intan, D.N., 2024, Brand storytelling in the digital age: challenges and opportunities in online marketing, *Jurnal Ekonomi*, **13**(1), 355–364.
- Riffe, D., Lacy, S., and Fico, F., 2014, *Analyzing media messages: Using quantitative content analysis in research*, Routledge.
- Roscoe, J. T., 1975, *Fundamental research statistics for the behavioral sciences (Second ed.)*, Holt Rinehart and Winston, New York.
- Rui, H., Liu, Y., and Whinston, A., 2013, Whose and what chatter matters? the effect of tweets on movie sales, *Decision Support Systems*, **55**(4), 863–870.
- Salma Irelli, R. and Chaerudin, R., 2020, Brand-Generated Content (BGC) and Consumer-Generated Advertising (CGA) on Instagram: The Influence of Perceptions on Purchase Intention, *KNE Social Sciences*, 882–902.
- SCHINDLER, R.M. and Bickart, B., 2012, Perceived Helpfulness of Online Consumer Reviews: The Role of Message Content and Style, *Journal of Consumer Behaviour*, 1–36.
- Schivinski, B., Christodoulides, G., and Dabrowski, D., 2016, Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands, *Journal of Advertising Research*, **56**(1), 64–80.
- Scott, D.M., 2011, *The New Rules of Marketing and PR*, Wiley, New Jersey.

- Sen, I., Singh, S., Aggarwal, A., Kumaraguru, P., Mian, S., and Datta, A., 2018, Worth its weight in likes: Towards detecting fake likes on instagram, *WebSci 2018 - Proceedings of the 10th ACM Conference on Web Science*, 205–209.
- Shahbaznezhad, H., Dolan, R., and Rashidirad, M., 2021, The Role of Social Media Content Format and Platform in Users' Engagement Behavior, *Journal of Interactive Marketing*, **53**, 47–65.
- Shahid, S., Nauman, Z., and Ayyaz, I., 2023, Impact of Parasocial Interaction on Brand Relationship Quality Brand Loyalty and Willingness to Share Personal Information under a Creative Commons Attribution-Non-Commercial No-Derivatives 4.0, *International Journal of Management Research and Emerging Sciences*, **13**(1), 51–82.
- Shanghai Carchives of Psychiatry, 2024, *Log-transformation and its implications for data analysis*. <https://shanghaiarchivesofpsychiatry.org/en/2014.02.009.html> (online accessed 25 May 2024)
- Shrout, P.E. and Bolger, N., 2002, Mediation in experimental and nonexperimental studies: New procedures and recommendations, *Psychological Methods*, **7**(4), 422–445.
- Simanjuntak, E.Y. and Marpaung, N., 2023, the Influence of Conformity Consumption Behavior and Product Attributes on the Decision To Purchase Skincare Products, *Journal of Humanities Social Sciences and Business (Jhssb)*, **3**(2), 306–318.
- Sobel M.E, 1982, Asymptotic confidence intervals for indirect effects in structural equation models, *Sociological methodology*, **13**, 290–312.
- Social Bakers, 2012, *Finally here! The biggest global social media report on Facebook industries*. <http://www.socialbakers.com/blog/527-finally-here-the-biggest-global-social-media-report-on-facebook-industries/>.
- Spencer-Oatey, H. and Dauber, D., 2019, What Is Integration and Why Is It Important for Internationalization? A Multidisciplinary Review, *Journal of Studies in International Education*, **23**(5), 515–534.
- Stafford, T. F., Stafford, M. R., & Schkade, L. L., 2004, Determining uses and gratifications for the Internet, *Decision Sciences*, **35**(2), 259–288.
- Steffener, J., 2021, Power of Mediation Effects Using Bootstrap Resampling, 1–23.
- Stern, B., & Zaichowsky, J. L., 1991, The impact of entertaining advertising on consumer responses. *Australian Marketing Researcher*, **14**(1), 68-80.
- Steigemann, A., 2020, ‘Multi-culti’ vs. ‘another cell phone store’: – Changing ethnic, social, and commercial diversities in Berlin-Neukölln, *Cosmopolitan Civil Societies*, **12**(1), 83–105.
- Sudhir, K., Roy, Subrot, Roy, Subroto, and Cherian, M., 2014, Do Sympathy Biases Induce Charitable Giving ? The Effects of Advertising Content, *Cowles Foundation Discussion Papers*, 2339.
- Sudhir, K., 2016, The exploration-exploitation tradeoff and efficiency in knowledge production, *Marketing Science*, **35**(1), 1–9.
- Sun, L., Zhang, H., Zhang, S., and Luo, J., 2020, Content-based Analysis of the Cultural Differences between TikTok and Douyin, *Proceedings - 2020*

- IEEE International Conference on Big Data, Big Data 2020, 4779–4786.*
- Tan, Z., Zhang, S., Hong, N., Kuang, K., Yu, Y., Yu, J., Zhao, Z., Yang, H., Pan, S., Zhou, J., and Wu, F., 2022, Uncovering causal effects of online short videos on consumer behaviors, *WSDM 2022 - Proceedings of the 15th ACM International Conference on Web Search and Data Mining*, 997–1006.
- Teixeira, T.S., 2014, The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It, *HBS Working Paper*, 1–22.
- Think with Google, 2018, *Online video search before in-store visit*. <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/video-searches-before-store-visits/> (online accessed 25 May 2024)
- Thompson, A., 2024, *Digital 2024: 5 billion social media users*. <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/> (online accessed 25 May 2024)
- TiffaErsantika Alhamdina, T. and Hartono, A., 2023, The Impact Of Brand Awareness, Brand Reputation, And Perceived Economic Benefits On Brand Trust And Online Purchase Intentions For Skintific Products On The Tiktok Shop Platform, *International Journal of Science, Technology & Management*, **4**(3), 653–665.
- TikTok, 2023, *Goto Dan TikTok Sepakati Kemitraan Strategis e-Commerce untuk Mendorong Kemajuan UMKM Indonesia*. <https://newsroom.tiktok.com/in-id/goto-dan-tiktok-sepakati-kemitraan-strategis-e-commerce-untuk-mendorong-kemajuan-umkm-indonesia> (online accessed 25 May 2024)
- TikTok, 2019, *TikTok adalah platform Di mana konten Dan transaksi belanja bertemu, membantu konsumen menemukan Dan melakukan pembelian berikutnya*. <https://newsroom.tiktok.com/in-id/tiktok-adalah-platform-di-mana-konten-dan-transaksi-belanja-bertemu-membantu-konsumen-menemukan-dan-melakukan-pembelian-berikutnya> (online accessed 25 May 2024)
- Tong, L.I., Saminathan, R., and Chang, C.W., 2016, Uncertainty assessment of non-normal emission estimates using non-parametric bootstrap confidence intervals, *Journal of Environmental Informatics*, **28**(1), 61–70.
- UVA Library, n.d., *Interpreting log transformations in a linear model / UVA library*. <https://library.virginia.edu/data/articles/interpreting-log-transformations-in-a-linear-model> (online accessed 25 May 2024)
- Victor, V., Auf Der Stroth, J., Videgren, V., Jost Auf Der Stroth, A., and Mathieu, J.-P., 2018, Users motivational drives to engage with athletes on social media Title: Users motivational drives to engage with athletes on social media, 75.
- Violot, C., Elmas, T., Bilogrevic, I., and Humbert, M., 2024, Shorts vs. Regular Videos on YouTube: A Comparative Analysis of User Engagement and Content Creation Trends, *ACM Web Science Conference (Websci '24)*, Association for Computing Machinery.
- De Vries, L., Gensler, S., and Leeflang, P.S.H., 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.
- Wan, F. and Ren, F., 2017, The effect of firm marketing content on product sales:



- Evidence from a mobile social media platform, *Journal of Electronic Commerce Research*, **18**(4), 288–302.
- Wang, A., 2006, Advertising engagement: A driver of message involvement on message effects, *Journal of Advertising Research*, **46**(4), 355–368.
- Wang, H. and Xie, J., 2020, A Review of Social Commerce Research, *American Journal of Industrial and Business Management*, **10**(04), 793–803.
- Wang, S., 2023, Explore the Influences of Social Media Content on Young Consumers Engagement and Purchase Intention in the Chinese Luxury Sportswear Market, *Frontiers in Business, Economics, and Management*, **11**(2), 1–8.
- Wang, W., Chen, R.R., Ou, C.X., and Ren, S.J., 2019, Media or message, which is the king in social commerce?: An empirical study of participants' intention to repost marketing messages on social media, *Computers in Human Behavior*, **93**, 176–191.
- Wijaya, O.Y.A., Sulistiyani, Pudjowati, J., Kartikawati, T.S., Kurniasih, N., and Purwanto, A., 2021, The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from indonesian smartphone consumers, *International Journal of Data and Network Science*, **5**(3), 231–238.
- Wong, K.K.-K., 2016, Mediation Analysis, Categorical Moderation Analysis, and Higher-Order Constructs Modeling in Partial Least Squares Structural Equation Modeling (PLS-SEM): A B2B Example Using SmartPLS, *The Marketing Bulletin*, **26**, 1–22.
- Wongkitrungrueng, A. and Assarut, N., 2020, The role of live streaming in building consumer trust and engagement with social commerce sellers, *Journal of Business Research*, **117**, 543–556.
- Xiao, L., Li, X., and Zhang, Y., 2023, Exploring the factors influencing consumer engagement behavior regarding short-form video advertising: A big data perspective, *Journal of Retailing and Consumer Services*, **70**, 103170.
- Xu, S., Kwa, M., Agarwal, A., Rademaker, A., and Kundu, R. V., 2016, Sunscreen product performance and other determinants of consumer preferences, *JAMA Dermatology*, **152**(8), 920–927.
- Zaichkowsky, J.L., 1985, Measuring the Involvement Construct Linked references are available on JSTOR for this article : Measuring the Involvement Construct \*, *Journal of Consumer Research*, **12**(3), 341–352.
- Zhang, S. and Zhang, L., 2023, The Influence of Brand Social Interaction on Purchase Intention: A Perspective of Social Capital, *SAGE Open*, **13**(2), 1–17.
- Zhao, S., Yang, Z., Musa, S.S., Ran, J., Chong, M.K.C., Javanbakht, M., He, D., and Wang, M.H., 2021, Attach importance of the bootstrap t test against Student's t test in clinical epidemiology: a demonstrative comparison using COVID-19 as an example, *Epidemiology and Infection*, **149**.
- Zhou, L. and Wong, A., 2004, Consumer impulse buying and in-store stimuli in Chinese supermarkets, *Journal of International Consumer Marketing*, **16**(2), 37–53.