

REFERENCES

- Abidin, C. (2015) Communicative intimacies: Influencers and perceived interconnectedness. *A Journal of Gender, New Media and Technology*, (8) Available: <https://adanewmedia.org/2015/11/issue8-abidin/> [Accessed: 28/06/2018].
- Abidin, C. (2016) “Aren’t These Just Young, Rich Women Doing Vain Things Online?”: Influencer Selfies as Subversive Frivolity. *Social Media + Society*, 2 (2), pp. 1-7.
- Baker, M.,J and Churchill, G.,A. (1977) The Impact of Physically Attractive Models on Advertising Evaluations. *Journal of Marketing Research*, 14 (November), pp. 538-555.
- Batra, R. and Ahtola, O.,T. (1990) Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes. *Marketing Letters*, 2 (3), pp. 159-170.
- Belk, R., Fischer, E. and Kozinets, R.,V (2012) *Qualitative Consumer and Marketing Research*. SAGE Publications.
- Benedic, R. and Granjon, V. (2017) *Instagram's Social Media Influencers; A study of online popularity from source credibility to brand attitude*. Uppsala University (Departement of Business Studies). Available: <http://www.diva-portal.org/smash/get/diva2:1136513/FULLTEXT01.pdf> [Accessed: 29/06/2018].
- Berlo, D.,K, Lemert, J.,B and Mertz, R.,J. (1969) Dimensions for Evaluating the Acceptability of Message Sources . *Public Opinion Quarterly*, 33, pp. 563-576.
- Bickart, B. and Schindler, R.,M. (2001) Internet forums as influential sources of consumer information. *Journal of Interactive Marketing*, 15 (3), pp. 31-40.
- Boyd, D. (2014) *It's complicated: The social lives of networked teens*. New Haven.

Boyd, D. and Marwick, A. (2011) Social Privacy in Networked Publics: Teens' Attitudes, Practices, and Strategies. *A Decade in Internet Time: Symposium on the Dynamics of the Internet and Society*, , pp. 1-29.

Bryman, A. and Bell, E. eds. (2015) *Business Research Methods*. 4th ed. Oxford University Press.

Byrne, B. (2004) Qualitative interviewing. *Researching Society and Culture*, , pp. 179-192.

Cater, J., K. (2011) Skype a cost-effective method for qualitative research. *Rehabilitation Counselors & Educators Journal*, 4, pp. 10-17.

Chae, J. (2018) Explaining Females' Envy Toward Social Media Influencers. *Media Psychology*, 21 (2), pp. 246-262.

Chambers, D. (2013) *Social Media and Personal Relationships; Online Intimacies and Networked Friendship*. Palgrave Macmillan.

Chen, Y., Tang, K., Wu, C. and Jheng, R. (2014) Predicting the influence of users' posted information for eWOM advertising in social networks. *Electronic Commerce Research and Applications*, 13, pp. 431-439.

Cheung,Christy,M,K, Lee,Matthew,K,O and Rabjohn, N. (2008) The impact of electronic word-of-mouth; The adoption of online opinions in online customer communities. *Internet Research*, 18 (3), pp. 229-247.

Cheung,Christy,M,K and Thadani, D.,R. (2012) The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54, pp. 461-470.

Cheung, M.,Yee, Luo, C., Sia, C.,Ling and Chen, H. (2009) Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, 13 (4), pp. 9-38.

Chu, S. and Kim, Y. (2011) Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30 (1), pp. 47-75.

Chua, T., Hui-Hui and Chang, L. (2016) Follow me and like my beautiful selfies: Singapore teenage girls' engagement in self-presentation and peer comparison on social media. *Computers in Human Behavior*, 55, pp. 190-197.

Constantinides, E. and Geurts, P. (2005) The Impact of Web Experience on Virtual Buying Behaviour: An Empirical Study. *Journal of Customer Behaviour*, 4, pp. 307-336.

Creswell, J., W. ed. (2013) *Qualitative Inquiry Research Design; Choosing Among Five Approaches*. 3rd ed. Sage.

Creswell, J., W. ed. (2014) *Research design: qualitative, quantitative, and mixed methods approaches*. 4th ed. Sage.

Crisci, R. and Kassino, H. (1973) Effects of Perceived Expertise, Strength of Advice, and Environmental Setting on Parental Compliance. *The Journal of Social Psychology*, 89 (2), pp. 245-250.

Dellarocas, C., Zhang, X. and Awad, N., F. (2007) Exploring the value of online product reviews in forecasting sales: the case of motion pictures. *Journal of Interactive Marketing*, 21 (4), pp. 23-41.

Dinesh, D. (2017) Why Micro-Influencers are social media marketing imperative for 2017. *Econtentmag.com; Industry Insight*, doi: 14 [Accessed: 15].

Djafarova, E. and Rushworth, C. (2017) Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, pp. 1-7.

Djafarova, E. and Trofimenko, O. (2018) 'Instafamous' – credibility and self-presentation of micro-celebrities on social media. *Communication & Society*, , pp. 1-14.

Dobele, A., Lindgreen, A., Beverland, M., Vanhamme, J. and Wijk, R.,van. (2007) Why pass on viral messages? Because they connect emotionally. *Business Horizons*, 50, pp. 291-304.

Doh, S. and Hwang, J. (2009) How Consumers Evaluate eWOM (Electronic Word-of-Mouth) Messages. *Cyberpsychology & behavior*, 12 (2), pp. 193-197.

Duan, W., Gu, B. and Whinston, A.,B. (2008) The dynamics of online word-of-mouth and product sales—An empirical investigation of the movie industry. *Journal of Retailing*, 84, pp. 233-242.

Duffy, B.,Erin and Hund, E. (2015) “Having it All” on Social Media: Entrepreneurial Femininity and Self-Branding Among Fashion Bloggers. *Social Media + Society*, , pp. 1-11.

Ellison, N., Heino, R. and Gibbs, J. (2006) Managing Impressions Online: Self-Presentation Processes in the Online Dating Environment. *Journal of Computer-Mediated Communication*, 11 (2), pp. 415-441.

Erkan, I. (2015) Electronic word of mouth on Instagram: Customers' engagements with brands in different sectors. *International Journal of Management*, 2 (12), pp. 1435-1444.

Fadhila, D. (2018) Authenticity and Transparency in Influencer Instagram Content in Indonesia. Available:

https://www.theseus.fi/bitstream/handle/10024/142785/THESIS_FINAL_DRAFT_DINDA_FADHILA.pdf?sequence=1&isAllowed=y [Accessed: 25/07/2018].

Feick, L.,F and Price, L.,L. (1987) The market maven: a diffuser of marketplace information. *Journal of Marketing*, 51 (1), pp. 83-97.

Filieri, R. and McLeay, F. (2013) E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers' Adoption of Information from Online Reviews. *Journal of Travel Research*, 53 (1), pp. 44-57.

Flick, U. (2007) *Designing Qualitative Research*. SAGE.

Flick, U. (2014) *An Introduction to Qualitative Research*. 5th ed. Sage.



UNIVERSITAS
GADJAH MADA

Instafamous: The Credibility of Instagram Influencers and Its Impact Consumer Behaviour in The Indonesia Beauty Product Market

CYNTHIA JEANNET, Tarsisius Hani Handoko, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Freberga, K., Grahamb, K., Gaugheyc, K. and Freberg, L.,A. (2011) Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37, pp. 90-92.

Gageler, L. and Schee, J.,van-der. (2016) Product Placement on Social Media; a study on how Generation Y's brand perception and purchase intention are influenced. *International Business School*, , pp. 1-49.

Ganesha, A. (2017) *Instagram Has 45 Million Users in Indonesia, the Largest in Asia Pacific*. Jakarta Globe. Available: <http://jakartaglobe.id/news/instagram-45-million-users-indonesia-largest-asia-pacific/> [Accessed: 28/6/2018].

Gill, P., Stewart, K., Treasure, E. and Chadwick, B. (2008) Methods of data collection in qualitative research: interviews and focus groups. *British Dental Journal*, 204 (6), pp. 291-295.

Global Business Guide Indonesia (2016) *Overview of Indonesian Cosmetic Sector: Growing Domestic and Export Markets*. Available: http://www.gbgingonesia.com/en/manufacturing/article/2016/overview_of_indonesian_cosmetic_sector_growing_domestic_and_export_markets_11593.php [Accessed: 28/06/2018].

Goffman, E. ed. (1959) *The Presentation of Self in Everyday Life*. England: Penguin Group.

Goh, D.,Hoe-Lian, Ang, R.,P, Chua,Alton,Y,K and Lee, C.,Sian (2009) Why We Share: A Study of Motivations for Mobile Media Sharing. In: J. Liu et al., eds. *Active Media Technology*. Beijing: Springer, pp. 195-206.

Hague, P., Hague, N. and Morgan, C. (2004) *Market Research in Practice*. Kogan Page.

Hass, R.,G (1981) Effects of source characteristics on cognitive responses and persuasion. In: R. Petty E et al., eds. *Cognitive Responses in Persuasion*. Hillsdale: Lawrence Erlbaum Associates, pp. 72-141.

Hausman, A. (2000) A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 15 (5), pp. 403-426.

Hennig-Thurau, T., Gwinner, K.,P, Walsh, G. and Gremler, D.,D. (2004) Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? . *Journal of Interactive Marketing*, 18 (1), pp. 38-52.

Hochman, N. and Schwartz, R. (2012) Visualizing Instagram: Tracing Cultural Visual Rhythms. *Association for the Advancement of Artificial Intelligence*, Available: <https://www.aaai.org/ocs/index.php/ICWSM/ICWSM12/paper/viewFile/4782/5091> [Accessed: 16/07/2018].

Hovland, C.,I, Irving, K.,Janis and Harold, H.,Kelley. (1953) *Communication and Persuasion*. New Haven, .

Iacobucci, J.,Dawn and Churchill, G.,A (2005) *Marketing Research; Methodological Foundations*. 9th ed. South-Western: International Student Edition.

Indonesia Investment (2017) *Cosmetics Indonesia: Rising Demand for Beauty & Personal Care Products*. Available: <https://www.indonesia-investments.com/id/news/todays-headlines/cosmetics-indonesia-rising-demand-for-beauty-personal-care-products/item8181> [Accessed: 28/06/2018].

Ismagilova, E., Dwivedi, Y.,K, Slade, E. and Williams, M.,D eds. (2017) *Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions*. SpringerBriefs in Business.

Janghorban, R., Roudsari, R.,Latifnejad and Taghipour, A. (2014) Skype interviewing: The new generation of online synchronous interview in qualitative research. *International Journal of Qualitative Studies on Health and Well-being*, , pp. 1-3.

Jin, S.,Annie and Phua, J. (2014) Following Celebrities' Tweets About Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumers' Source Credibility Perception, Buying Intention, and Social Identification With Celebrities. *Journal of Advertising*, 43 (2), pp. 181-195.

Kaplan, A.,M and Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53, pp. 59-68.



UNIVERSITAS
GADJAH MADA

Instafamous: The Credibility of Instagram Influencers and Its Impact Consumer Behaviour in The Indonesia Beauty Product Market

CYNTHIA JEANNET, Tarsisius Hani Handoko, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Kent, R. (1993) *Marketing Research in Action*. London: Routledge.

Khamis, S., Ang, L. and Welling, R. (2016) Self-branding, 'micro-celebrity' and the rise of Social Media Influencers. *Celebrity Studies*, , pp. 1-18.

Kim, A. and Ko, E. (2011) Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65, pp. 1480-1486.

Kim, J., Won and Chock, T., Makana. (2015) Body image 2.0: Associations between social grooming on Facebook and body image concerns. *Computers in Human Behavior*, 48, pp. 331-339.

Krämer, N., C and Winter, S. (2008) Impression Management 2.0: The Relationship of Self-Esteem, Extraversion, Self-Efficacy, and Self-Presentation Within Social Networking Sites. *Journal of Media Psychology*, 20 (3), pp. 106-116.

Lang, C. and Barton, H. (2015) Just untag it: Exploring the management of undesirable Facebook photos. *Computers in Human Behavior*, 43, pp. 147-155.

Leary, M., R and Kowalski, R., M. (1990) Impression Management: A Literature Review and Two-Component Model. *Psychological Bulletin*, 107 (1), pp. 34-47.

Lee, C. (2014) Language choice and self-presentation in social media: the case of university students in Hong Kong. In: P. Seargeant and C. Tagg, eds. *The Language of Social Media; Identity and Community on the Internet*. Palgrave Macmillan, pp. 91-111.

Lin, H., Bruning, P., F and Swarna, H. (2018) Using online opinion leaders to promote the hedonic and utilitarian value of products and services. *Business Horizons*, , pp. 1-12.

Lis, B. and Neßler, C. (2013) Electronic Word of Mouth. *Business & Information Systems Engineering*. Springer Fachmedien Wiesbaden, pp. 63-65.



UNIVERSITAS
GADJAH MADA

Instafamous: The Credibility of Instagram Influencers and Its Impact Consumer Behaviour in The Indonesia Beauty Product Market

CYNTHIA JEANNET, Tarsisius Hani Handoko, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Liu, S., Jiang, C., Lin, Z., Ding, Y., Duan, R. and Xu, Z. (2015) Identifying effective influencers based on trust for electronic word-of-mouth marketing: A domain-aware approach. *Information Sciences*, 306, pp. 34-52.

Mahapatra, S. and Mishra, A. (2017) Acceptance and forwarding of electronic word of mouth. *Marketing Intelligence & Planning*, 35 (5), pp. 594-610.

Malhotra, N.,K, Birks, D.,K and Wills, P. eds. (2012) *Marketing Research; An Applied Approach*. Fourth editions ed. Pearson.

Manago, A.,M, Graham, M.,B, Graham,Patricia,M,Graham and Salimkhan, G. (2008) Self-presentation and gender on MySpace. *Journal of Applied Developmental Psychology*, 29 (6), pp. 446-458.

Marcus, S.,R (2015) Picturing' ourselves into being: assessing identity, sociality and visuality on Instagram. *In Presented at the International Communication Association Conference*. Puerto RicoSan Juan: .

Marwick, A.,E. (2013) "They're really profound women, they're entrepreneurs": Conceptions of Authenticity in Fashion Blogging. *International Conference on Weblogs and Social Media (ICWSM)*, , pp. 1-8.

Marwick, A.,E. (2015) Instafame: Luxury Selfies in the Attention Economy. *Public Culture*, 27 (1), pp. 137-160.

Matthews, B. and Ross, L. (2010) *Research Methods; A practical guide for the social sciences*. Pearson Education Limited.

McCracken, G. (1989) Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16, pp. 310-321.

McCroskey, J.,C. (1996) Scales for the Measurement of Ethos. *Speech Monographs*, 33, pp. 62-75.

McGuire, W.,J (1985) Attitudes and Attitude Change. *Handbook of Social Psychology*. Random House ed. New York:, pp. 233-346.

Mehdizadeh, S. (2010) Self-Presentation 2.0: Narcissism and Self-Esteem on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 13 (4), pp. 357-364.

Meier, E.,P and Gray, J. (2013) Facebook Photo Activity Associated with Body Image Disturbance in Adolescent Girls. *Cyberpsychology, Behavior, and Social Networking*, 10 (10), pp. 1-8.

Miller, G.,R and Baseheart, J. (1969) Source Trustworthiness, Opinionated Statements, and Response to Persuasive Communication. *Speech Monographs*, 36 (1), pp. 1-7.

Ohanian, R. (1990) Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19 (3), pp. 39-52.

Opdenakker, R. (2006) Advantages and Disadvantages of Four Interview Techniques in Qualitative Research. *Forum: Qualitative Social Research Sozialforschung*, 7 (4).

Papacharissi, Z. (2002) The Presentation of Self in Virtual Life: Characteristics of Personal Home Page. *J&mcquarterly*, 79 (3), pp. 643-660.

Perrin, A. (2015) *Social Media Usage: 2005-2015, 65% of adults now use social networking sites – a nearly tenfold jump in the past decade*. Pew Research Center. Available: https://www.secretintelligenceservice.org/wp-content/uploads/2016/02/PI_2015-10-08_Social-Networking-Usage-2005-2015_FINAL.pdf [Accessed: 22/07/2018].

Pew Research Center (2015) *Mobile messaging and social media 2015*. Available: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/2015-08-19_social-media-update_09/ [Accessed: 27/06/2018].

Philips, B.,J, Miller, J. and McQuarrie, E.,R. (2013) Dreaming in Pictures: Pinterest and The Visual Imagination. *American Academy of Advertising*, .

Prasad, V. (2009) *Consumer Behaviour*. Gennext Publication.

Puccinelli, N.,M, C, G.,Ronald, Grewal, D., Price, R., Raghubir, P. and Stewart, D. (2009) Customer Experience Management in Retailing: Understanding the Buying Process. *Journal of Retailing*, 1, pp. 15-30.

Ravaglia, V., Zanazzi, L. and Mazzoni, E. (2015) Network text analysis and sentiment analysis: an integration to analyse word-of mouth. In: S. Rathore and A. Panwar, eds. *Capturing, analyzing, and managing word-of-mouth in the digital marketplace*. IGI Global, pp. 137-153.

Rebelo, M. (2017) *How Influencers` Credibility on Instagram is Perceived by Consumers and Its Impact on Purchase Intention*. MSc In Business Administration, Business and Economics. Available: https://repositorio.ucp.pt/bitstream/10400.14/23360/1/TESE_FINAL%20PDF%20A.pdf [Accessed: 28/06/2018].

Reichelt, J., Sievert, J. and Jacob, F. (2014) How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20 (1-2), pp. 65-81.

Richards, L. ed. (2015) *Handling Qualitative Data*. 3rd ed. Sage.

Ross, J.,A. (1973) Influence of Expert and Peer Upon Negro Mothers of Low Socioeconomic Status," *The Journal of Social Psychology*. *The Journal of Social Psychology*, 89, pp. 79-84.

Rui, J.,Raymond and Stefanone, M.,A. (2013) STRATEGIC IMAGE MANAGEMENT ONLINE. *Information, Communication & Society*, 16 (8), pp. 1286-1305.

Schlenker, B.,R (2002) Self-presentation. In: R. M Leary and P. J Tangney, eds. *Handbook of self and identity*. New York: Guilford, pp. 492-518.

Schwarz, O. (2010) On Friendship, Boobs, and the Logic of the Catalogue Online Self-Portraits as a Means for the Exchange of Capital. *Convergence*, 16 (2), pp. 163-83.

Sheldon, P. and Bryant, K. (2016) Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, pp. 89-97.

Sheth, J.,N, Newman, B.,I and Gross , B.,L. (1991) Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*, 22, pp. 159-170.

Silverman, D. ed. (2005) *Doing Qualitative Research*. 2nd ed. Sage.

Silverman, D. ed. (2011) *Interpreting Qualitative Data*. 4th ed. London: Sage.

Simons, H.,W, Berkowitz, N.,N and Moyer, R.,John. (1970) Similarity, Credibility, and Attitude Change: A Review and a Theory. *Psychological Bulletin*, 73 (1), pp. 1-16.

Solomon, M.,R, Russel-Bennett, R. and Previte, J. (2013) *Consumer Behaviour; Buying,Having,Being*. 3rd ed. Pearson Australia.

Spangenberg, E.,R. (2003) Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*, , pp. 310-320.

Spech, S. (2016) “Instafamous” Women and the Question of Empowerment: Feminist Reading of Popular Constructions of Female Bodies on Instagram. *Honors Theses*, Available: https://ecommons.udayton.edu/cgi/viewcontent.cgi?article=1135&context=uhp_theses [Accessed: 26/07/2018].

Spry, A., Pappu, R. and Cornwell, T.,Bettina. (2011) Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45 (6), pp. 882-909.

Statista (2018a) *Number of monthly active instagram users from January 2013 to September 2017 (in millions)*. Available: <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/> [Accessed: 28/06/2018].

Statista (2018b) *Number of social network users in Indonesia from 2015 to 2022 (in millions)*. Statista. Available: <https://www.statista.com/statistics/247938/number-of-social-network-users-in-indonesia/> [Accessed: 28/06/2018].



UNIVERSITAS
GADJAH MADA

Instafamous: The Credibility of Instagram Influencers and Its Impact Consumer Behaviour in The Indonesia Beauty Product Market

CYNTHIA JEANNET, Tarsisius Hani Handoko, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Statista (2018c) *Leading countries based on number of Instagram users as of July 2018 (in millions)*. Available: <https://www.statista.com/statistics/578364/countries-with-most-instagram-users/> [Accessed: 06/08/2018].

Sternthal, B., Ruby, D. and Leavitt, C. (1978) The Persuasive Effect of Source Credibility: Tests of Cognitive Response. *Journal of Consumer Research*, 4, pp. 252-260.

Teng, S., Khong, K., Wei, Goh, W., Wei and Chong, Alain, Yee, Loong. (2014) Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, 38 (6), pp. 746-768.

Toma, C., L and Hancock, J., T. (2010) Looks and Lies: The Role of Physical Attractiveness in Online Dating Self Presentation and Deception. *Communication Research*, 37 (3), pp. 335-351.

Trammell, K., D and Keshelashvili, A. (2005) Examining the New Influencers: A Self-Presentation Study of A-List Blogs. *Journalism & Mass Communication Quarterly*, 82 (4), pp. 968-982.

Van, Norel, Nienke, D, Kommers, Piet, A, M, Van-Hoof, J., J and Verhoeven, Joost, W, M. (2014) Damaged corporate reputation: Can celebrity Tweets repair it? *Computers in Human Behavior*, 36, pp. 308-315.

Wagner, K. (2015) *Instagram Is the Fastest Growing Major Social Network*. Recode. Available: <https://www.recode.net/2015/1/9/11557626/instagram-is-the-fastest-growing-major-social-network> [Accessed: 28/03/2018].

Wang, C., Yang, Y., Yun-Hsiou and Wang, P. (2014) Sharing word-of-mouths or not: The difference between independent and interdependent self-construal. *Pacific Asia Conference on Information Systems*, PACIS 2014.

Wei, P. and Lu, H. (2013) An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Computers in Human Behavior*, 29, pp. 193-201.



UNIVERSITAS
GADJAH MADA

Instafamous: The Credibility of Instagram Influencers and Its Impact Consumer Behaviour in The Indonesia Beauty Product Market

CYNTHIA JEANNET, Tarsisius Hani Handoko, M.B.A., Ph.D.

Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Wu,Paul,C,S and Wang, Y. (2011) The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*, 23 (4), pp. 448-472.

Yani, M. (2017) *Inilah Pengguna Pertama Instagram*. Merah Putih Berani Menginspirasi. Available: <https://merahputih.com/post/read/inilah-pengguna-pertama-instagram> [Accessed: 20/07/2018].