

References

- Alcocer, N. H. (2017). A Literature Review of Word of Mouth and Electronic Word of Mouth: Implications for Consumer Behavior. *Frontiers in Psychology*.
- Altinbasak-Farina, I. (2015). Identifying the need of Gen Y by exploring their value system: A Qualitative study. *International Journal of Trade, Economics and Finance*, 290-295.
- Bae, S., & Lee, T. (2011). Product type and consumers' perception of online consumer. *Electronic Markets*, 255-266.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior*. Mason, OH : Thomson/South-Western.
- Bouhrel, O., Mzoughi, N., Ghachem, M. S., & Negra, A. (2010). Online Purchase Intention, Understanding the Blogosphere Effect. *International Journal of e-Business Management*, 37-51.
- Burgess, S., Sellitto, C., Cox, C., & Buultjens, J. (2009). *User-Generated Content (UGC) in Tourism: Benefits and Concerns of Online Consumers*. Verona: 17th European Conference on Information Systems.
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 47-57.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: conceptual foundations and. *Journal of Direct, Data and Digital Marketing Practice*, 231-244.
- Cox, C., Burgess, S., Selitto, C., & Buultjens, J. (2009). The role of user-generated content in tourists' travel planning behavior. *Journal of Hospitality Marketing & Management*, 743-755.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 319-339.
- Djavarofa, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 1-7.
- Dobrian, F., Awan, A., Joseph, D., Ganjam, A., Zhan, J., Sekar, V., . . . Zhang , H. (2013). Understanding the Impact of Video Quality on User Engagement. *Communications of the ACM*, 91-99.
- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich.
- Eisner, S. P. (2005). Managing Generation Y. *S.A.M Advanced Management Journal*, 4-15.
- Erkan, I., & Evans, C. (2016). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*, 47-55.
- Flanagin, A. J., Metzger, M. J., Pure, R., & Markov, A. (2011). User-Generated Ratings and the Evaluation of Credibility and Product Quality in ECommerce Transactions. *Proceedings of the 44th International Conference on System Sciences*.
- Fornell, C., & Larcker, D. (1981). Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 39-50.
- Freeman, K. S., & Spyridakis, J. H. (2004). An Examination of Factors that Affect the Credibility of Online Health Information. *Technical Communication*, 239-263.
- Geissler, G. L., & Edison, S. W. (2005). Market Mavens' Attitudes Towards General Technology: Implications for Marketing Communications. *Journal of Marketing Communications*, 73-94.

- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis*. NJ, USA: Prentice-Hall, Inc.
- Hsu, C.-L., Chuan-Chuan Lin, J., & Chiang, H.-S. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 69-88.
- Hsu, H. Y., & Tsou, H. T. (2011). Understanding Customer Experiences in Online Blog Environments. *International Journal of Information Management*, 510-520.
- Huang, Y.-c., & Petrick, J. (2010). Generation Y's Travel Behaviours: a comparison with Baby Boomers and Generation X. *Tourism and Generation Y*, 27-37.
- Jarboe, G. (2012, January 22). *What's the Ideal Length for A YouTube Marketing Video? A Look into Video Duration vs. Social Sharing*. Retrieved from Reelseo: <http://www.reelseo.com/length-youtube-video/>
- Jarrett, K. (2008). Beyond Broadcast Yourself (TM): The Future of YouTube. *Media International Australia*, 132-144.
- Jonas, J. O. (2010). Source Credibility of Company-Produced and User Generated Content on the Internet: An Exploratory Study on the Filipino Youth. *Philippine Management Review*, 121-132.
- Kemp, S. (2018, December). *The global state of digital in 2018—from Argentina to Zambia*. Retrieved from hootsuite.com: <https://hootsuite.com/pt/pages/digital-in-2018>
- King, R. A., Racherla, P., & Bush, V. D. (2014). What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature. *research gate*.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 310-330.
- Lee, S. H. (2009). How Do Online Reviews Affect Purchasing Intention? *African Journal of Business Management*, 576-581.
- MacKinnon, K. A. (2012). User Generated Content vs. Advertising: Do Consumers Trust the Word of Others over Advertisers. *The Elon Journal of Undergraduate Research in Communications*, 14-22.
- McKnight, D. H., & Kacmar, C. J. (2012). User Generated Content vs. Advertising: Do Consumers Trust the Word of Others over Advertisers. *The Elon Journal of Undergraduate Research in Communications*, 14-22.
- Mir, I. A., & Rehman, K. U. (2013). Factors Affecting Consumer Attitudes and Intentions toward User-Generated Product Content on YouTube. *Management & Marketing Challenges for Knowledge Society*, 637-657.
- Mir, I., & Zaheer, A. (2012). Verification of Social Impact Theory Claims in Social Media Context. *Journal of Internet Banking and Commerce*, 1-14.
- Moens, M. F., Li, J., & Chua, T. S. (2014). *Mining User Generated Content*. New York, USA:: CRC Press, Taylor & Francis Group.
- Moscato, G., & P, D. (2010). Mythbusting: Generation Y and Travel. *Tourism and Generation Y*, 16-26.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory (3.ed.)*. New York: McGraw Hill.
- Park, D., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, 125-148.
- Pavlou, P. A., & Fygenon, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 115-143.

- Pendergast, D. (2009). Generation Theory and Home Economics: The Future Proofing the Profession. *Family and Consumer Sciences Research Journal*, 504-522.
- Rudez, H. (2012). Segmentation in Tourism: a holistic approach for future research. *Academica Touristica*, 19-24.
- Sahlin, D., & Botello, C. (2007). *YouTube for Dummies*. USA: Wiley Publishing Inc.
- Saxena, A. (2011). Blogs and Their Impact on Purchase Intention: A Structural Equation Modelling Approach. *Paradigm*, 102-110.
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase. *Journal of Current Issues & Research in Advertising*, 53-63.
- Spencer, J. (2019). *99 Incredible YouTube Stats – 2019 Edition*. Retrieved from Makeawebsitehub: <https://makeawebsitehub.com/youtube-stats/>
- Sun, T., Youn, S., Wu, G., & Kuntaraporn, M. (2006). Online word-of-mouth (or mouse): An exploration of its antecedents and consequences. *Journal of Computer-Mediated Communication*, 1104-1120.
- Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated. *Information systems research*, 47-65.
- Valentine, G. T. (2013). Generation Y values and lifestyle segments. *Journal of Consumer Marketing*, 597-606.
- Wang, X., & Yu, C. (2012). Social Media Peer Communication and Impacts on Purchase. *Journal of Interactive Marketing*, 198-208.
- We, W., & Lee, Y. (2012). The Effect of Blog Trustworthiness, Product Attitude, and. *International Journal of Management & Information Systems*, 256-266.
- Wunsch-Vincent, S., & Vickery, G. (2007). *Participative Web: User-Created Content*. Secretary-General of the OECD. Retrieved from oecd.org.
- Yang, M. H., Chen, J. C., Wu, C. H., & Chao, H. Y. (2010). On Characteristics Influencing Consumer's Intention to Use Web-Based Self-Service. *Human Systems Management*, 41-49.