



Analyzing the Effectiveness of Social Media Marketing in PT Primajasa

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ABSTRACT

Nowadays, social media is the future of branding in marketing. Social media is used as the main tool in marketing to tell the product review to convey customer engagement. Social media in the digital area is a platform to conduct interaction and information together to accomplish business goals. PT Primajasa, the leading transportation sector in Indonesia, uses the Instagram page to integrate the companies and audiences and helps companies to see the story behind the campaign. Customers frequently make purchases on social media by highlighting the success of the business's social media performance. This study aims to determine the effect of Social Media Marketing, Product Review, and Customer Engagement on Purchase Interest in PT Primajasa's transportation services. This research is associative research and the type of data used is quantitative data. The results of this study answered the direct effect of Social Media Marketing on Customer Engagement and Purchase Intention. Indirect Social Media Marketing has more positive influences through Customer Engagement as a mediator than direct Social Media Marketing on Purchase Intention.

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1. INTRODUCTION

The existence of the Industrial Revolution 4.0 has impacted and disrupted significant changes in the transportation industry. In 2011, Indonesia entered the Industrial Revolution 4.0 with indications of the increasing scarcity of human interaction and increasing information technology. 50% of the Industrial Revolution affected the performance of companies in the transportation sector due to the integration of the use of digitalization and technology. During the presence of industrial revolution 4.0, it is possible that there will be a shift in marketing strategy in the transportation sector. Social Media Digital marketing is a marketing strategy that involves a company's decision to consider further development. The transportation industry sees this shift as a perspective in influencing balance, from the physical world of marketing to the virtual world (Jayaram et al., 2015). Nowadays, the use of the internet has shifted from conventional to social media digital marketing. Based on these facts, the development of connectivity and access to information is accelerating (Dash et al., 2021). In 2014 social media digital marketing became a fundamental strategy that was widely interpreted in the business

world including the transportation industry and until now it is starting to grow rapidly (Savitri et al., 2021). In addition, industry demands related to the shift from conventional marketing to social media digital marketing are driving the growth rate of digital market advertising in Indonesia from 2018-2022.

2. LITERATURE REVIEW

2.1 Transportation Industry Characteristics

The improvement of the transportation administration industry is right now progressively developing quickly alongside different local area exercises that are very helpful by the presence of transportation administrations. The present transportation administration industry likewise is considered to be significant because it fills in as a help for portability (Purnomo, 2012). There are five central matters of transportation, to be specific: individuals who need transportation, products that people required, vehicles as a method for transportation, streets as a method for transportation framework, and associations as transportation

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administrators. Furthermore, the presence of transportation innovation works with human versatility in completing different exercises. As of not long ago, transportation innovation keeps on creating as far as adequacy and proficiency as per human requirements (Prabowo, 2021).

2.2 Conventional marketing strategy to digitalization

Nowadays, the utilization of the internet has shifted from conventional to digital marketing. According to this fact, the development of connectivity and access to information has been hampered (Dash et al., 2021). Transportation adapted to the existing industrial 4.0 transformation to maintain its transportation sector. Furthermore, digitalization has an important role in most of the transportation industry. This can be seen by the number of transportation industries that have already implemented social media marketing as their marketing strategy to accomplish by winning the market. However, the most dominating competitor in the transportation sector which is PO Juragan 99 has already integrated with digitalization. In 2014 digital marketing became the fundamental strategy that was widely interpreted in world business and until now it has started to thrive rapidly (Savitri et al., 2021). To control and data purification, the refining stage is then used for research and the development of new marketing strategies. As a result, all of the online activities are part of the company's digital marketing strategy. It is about the operation of a digital marketing process. Digital advertising corresponds to Step 6 in the diagram above: Promotion, in which the goal is to gain exposure and traffic by promoting content, products, or anything published through advertising. While digital advertising (digital advertising) is also an activity in the overall digital marketing process. A digital advertiser requires input from a digital marketer in order to receive recommendations on what to promote, when to promote, how much budget is required for advertising, and so on. Then, marketers will create lead ads with the goal of driving traffic to the landing page. These are all minor steps in the digital marketing process (Wirtoyo, 2021).

2.3 Social Media Marketing

As per Kaplan and Hanlein (2010), social media definition is a method that involves social media as a way to advance an item (Link Online Business Website page) or help or item other explicitly. SMM is more with regards to region advancement and uses social media as a method or a spot to construct the objective market of the business online social media marketing is a technique to carry out the Internet as an instrument to work together, look for and share data, and impart about intriguing and significant thoughts and subjects (Wilcox, 2013)

2.4 Digital Marketing Process

Social media digital marketing (digital marketing) and Online advertising (digital advertising) are two distinct business strategy approaches, but they are inextricably linked to the development of a company. The process will never come to a halt.

2.5 Conceptual Framework

The conceptual framework is a model that clarifies how the relationship of a hypothesis with known elements in certain issues. The conceptual framework is planned to portray the research worldview as a solution to an examination issue. The conceptual framework will clarify hypothetically the connection between the factors examined in particular the free factor and the reliant variable.

2.5.1 The effect of social media marketing, customer engagement and product reviews on purchase intention PT Primajasa

The impact of social media, customer engagement and product review on PT Primajasa is purchase intention. (Umar, 2020) the connection between web-based media showcasing and item audits with repurchase expectation is that on the off chance that social media is progressed admirably, item surveys will convey great feelings as well, so it will influence buyers purchase intention in a product. As a result, we conduct the following hypothesis to investigate the interaction between social media marketing, product reviews, consumer involvement, and purchase intent in the context of social media.

H1a. Social media marketing, customer engagement, and product review all the while significantly impact purchase intention at PT Primajasa.

2.5.2 The effect of social media marketing on purchase intention PT Primajasa

The correlation between marketing through social media and purchasing revenue is that advertising through web-based media considering advancements through Facebook, advancements through YouTube, advancements through Instagram, and advancements through Twitter is normal that clients will comprehend the items advertised (Mangold, 2008). Moreover, clients will focus, comprehend, and react in order to produce interest in making a buy. Purchaser interest is the after effect of customer decisions that include specific feelings or sentiments in buyers towards the advancements advertised. Hutter et al. (2013) investigated the impact of brands' social media activity and customers engagement with the brands' social media pages on purchase intention. They found that social media use affects all three stages of decision-making: cognitive (knowledge), emotional (preference), and conviction (loyalty). They also mentioned that the average time spent using social media applications is a good indicator of favourable phrases and purchase intent for a company. Finally, the following hypotheses have been formulated:

H1b. Social media marketing has a positive and significant impact on purchase intention at PT Primajasa.

2.5.3 The effect of customer engagement on purchase intention PT Primajasa

One of the indicators to measure customer engagement is to analyze whether social media PT Primajasa brings effectiveness or not. There are several metrics to be measured. Customer engagement is defined as "the extent to which the

organization's essential consumers are engaged in using social media technologies" in the context of social media (Agnihotri, 2020).

Engagement rate is one of the metrics to measure the number of potential audiences in PT Primajasa (Figure 2.2). Based on the figure below, it can be seen that the engagement rate can be said satisfactory due to it being approximately 1 to 3 percent, which indicates that followers are involved in a social media account. Utilizing engagement rate PT Primajasa capable of simplifying their current condition such as the number of likes and comments. Furthermore, the advantage of social media engagement rate is to enhance brand reputation is potentially extensive geographical and population-scale of e-word of mouth as consumers can share opinions and reviews, which can easily be visualized and reshared by other users across the world (Dolega, Rowe and Branagan, 2021).



Figure 1. Instagram Engagement Rate PT Primajasa

Correlations between impression and reach are one of the important metrics used to measure the level of brand awareness and brand perception on PT Primajasa's social media. Brand awareness has an impact on affecting consumer decision-making (Huang and Sarigöllü, 2012), Reach is a social media metric that measures the spread of conversations on social media. The definition of reach is the total number of people who view content, whether paid or not (redcomm.co.id, 2022). Then, impressions are the number of times PT Primajasa posts emerge on the audience timeline. Also, impressions provide PT Primajasa regarding the potential visibility of PT Primajasa content on social media, there is nothing wrong with incorporating it with other metrics to get the best performance. Social media metrics interconnectedness enables viewers to create, develop, and disseminate advertising content, which in turn affects their behavioural intentions (Chawla and Chodak, 2021). According to earlier studies, client loyalty and purchase behavior are correlated (Brodie et al., 2011; Gummerus et al., 2012; Hollebeek, 2011; Prentice et al., 2018; Vivek et al., 2012). Consumer engagement has an effect on brand performance and customer loyalty (So et al., 2014). Customers' desire to engage with the brand community (ACE) might be interpreted as a desire to use the company's products or services. As a result, it would be fascinating to investigate how social media would provide merchants with alternative paths to contact more buyers, thereby enhancing customer loyalty and eventually, customer engagement. Therefore, Sun et al. (2019)

claimed that there is a positive association between customer engagement and purchase intention.

H1c: Customer engagement has a positive and significant impact on purchase intention at PT Primajasa.

2.5.4 The effect of product review on purchase intention PT Primajasa

According to Filieri (2014), Consumers have difficulty predicting the quality of a product, and then the presence of information becomes one of the judgments in making a product's decision. This information is obtained from reviews of consumers who have purchased or used the product (Umara, 2020). Prospective consumers must seek information about the product before deciding on a purchase because potential consumers have not had adequate experience regarding the product. Furthermore, research conducted by Mukhopadhyay (2015) states that online customer reviews have an impact on consumer buying interest in the transportation sector. Promotion through social media effectiveness and efficiency is leveraged by product reviews. The research framework is utilized as a reference so that the research has directions that by with the research objectives are:

Purchasers will have restricted data about the item in deciding on the off chance that the quality acquired is not true to form. By and large, this data is gotten through collaborations between clients through online media about an item (Umara, 2020). Clients in the transportation industry tend to be disparaging of the insights acquired by different clients assuming the quality they get is as per reality. When making exchanges, buyers face inclinations or choices, then again shoppers get insignificant data by sound since buyers cannot contact or just feel the item. Furthermore, research conducted by Mukhopadhyay (2015) states that product reviews have an impact on consumer purchase intention in the transportation sector. Promotion through social media effectiveness and efficiency is leveraged by product reviews. In the face of this obstacle, product reviews are made through social media that provide comprehensive information to consumers (Chou, 2012), said to be comprehensive because online customer reviews are applied freely by consumers who have purchased the product. This will certainly affect the interest in transactions for both a consumer and a potential customer. Consumers can easily use online channels to collect information about products. Where collecting information tends to be cheaper than using conventional channels. According to previous research (Yang, 2016) product reviews on an internet platform have an impact on purchasers' attitudes regarding items and services. The positive association between review valence (positive or negative rating) and product sales shows that review readers are conforming to review writers' viewpoints, and that their attitudes toward purchase are being shaped. As a consequence, we propose the following hypothesis:

H1d: Product Reviews has a positive and significant impact on Purchase Intention at PT Primajasa.

2.5.5 The effect of customer engagement as mediator from social media to purchase Intention

If there is a prevalence of customer engagement, social media has a higher influence on purchase intention (Onofrei, Filieri and Kennedy, 2022). The point is that while social media is one of the components that helps companies maximize buying curiosity, if PT Primajasa's social media is accompanied by good and strong customer engagement, then the tendency of customers to buy interest can be easily achieved, because apart from having social media, PT Primajasa's social media is accompanied by good and strong customer engagement. PT Primajasa is also able to develop positive relationships with clients in order to generate purchasing enthusiasm. In contrast, if a firm has good social media but poor customer engagement, PT Primajasa's chances of increasing customer buying interest are less than ideal because the company is unable to develop interactive relationships through customer engagement. Brand engagement is defined as a connection between brands and consumers that allows for a two-way experience (Jayswal & Vora, 2017). Researchers are interested in studying whether customer engagement can mitigate the influence of social media marketing on purchase intentions on PT Primajasa based on the phenomena and issues that occur.

H1e: social media Marketing indirectly has a positive and significant effect on purchase intention at PT Primajasa through customer engagement.

H1f: Social Media Marketing has a positive impact and significant impact on customer engagement at PT Primajasa

The research framework is utilized as a reference so that the research has directions that are in accordance with the research objectives.

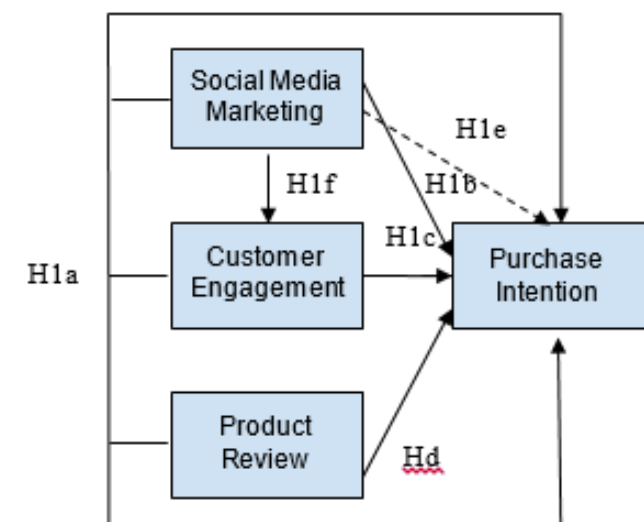


Figure 2 Conceptual Framework

In view of the depiction over, a system can be made that online media promoting through commitment rates and item surveys straightforwardly and by implication impacts purchase intention. With purchasing intention as the dependent variable, social media marketing and product review as the independent variable, and customer engagement as the mediating variables.

2.6 Research Hypothesis

Sugiyono (2017) states that the theory is a brief response to the exploration issue plan, where the issue detailing is expressed as an assertion sentence. It is supposed to be impermanent, on the grounds that through Social Media Product Reviews, new purchasing interest depends on significant hypotheses, not yet in view of exact realities obtained through information assortment or surveys. In view of the system of reasoning depicted beforehand, the theories in this study are as per the following:

H1a. Social Media Marketing, Customer Engagement, and Product Review all the while significantly impact Purchase Intention at PT Primajasa.

H1b. Social Media Marketing has a positive and significant impact on Purchase Intention at PT Primajasa.

H1c. Customer Engagement has a positive and significant impact on Purchase Intention at PT Primajasa.

H1d. Online Product Reviews has a positive impact and significant impact on Purchase Intention at PT Primajasa.

H1e. Social Media Marketing indirectly has a positive and significant effect on Purchase Intention at PT Primajasa through Customer Engagement

H1f. Social Media Marketing has a positive impact and significant impact on Customer Engagement at PT Primajasa

3. RESEARCH METHOD

3.1 Sampling Method

The sampling method used is non-probability sampling, non-probability sampling relies on the judgment of the researcher in the opportunity to select an element sample. The sampling method used in this study is non-probability sampling using a purposive sampling technique. Which is where the sampling is based on certain criteria that have been determined by the researcher, specifically consumers who place orders and knowing and comprehending PT Primajasa's social media accounts. Furthermore, the purpose of this research is to know the effectiveness of social media, customer engagement and product review on the purchase intention of PT Primajasa.

Table 1. Hypothesis Result

Hypothesis	Result
H1a: Social Media Marketing, Customer Engagement, and Product Review all the while significantly impact Purchase Intention at PT Primajasa.	Rejected

H1b: Social Media Marketing has a positive and significant impact on Purchase Intention at PT Primajasa.	Rejected
H1c: Customer engagement has a positive and significant impact on Purchase Intention at PT Primajasa.	Rejected
H1d: Online Product Reviews has a positive impact and significant impact on Purchase Intention at PT Primajasa.	Accepted
H1e: Social media Marketing indirectly has a positive and significant effect on Purchase Intention at PT Primajasa through Customer Engagement	Accepted
H1f: Social Media Marketing has a positive impact and significant impact on Customer Engagement at PT Primajasa	Accepted

- $B3$ = Coefficient Regression X3
- $X1$ = Social Media Marketing
- $X2$ = Customer Engagement
- X = Product Review
- \mathcal{E} = Error term (Residual)

Meanwhile, the path analysis method was utilized to test the mediating variable in the following analytical model:

$$X2 = \beta_0 + \beta_1 X1 + \mathcal{E} \tag{2}$$

Descriptions:

- $X2$ = Customer Engagement
- β_0 = Constant
- β_1 = Coefficient Regression X1
- $X1$ = Social Media Marketing
- \mathcal{E} = Error term (Residual)

3.3 Classical Assumption Test

3.3.1 Normality Test

The objective of the normality test is to see if the regression model is normal. The residuals or confounding variables have a normal distribution (Ghozali, 2016). Test Statistical Analysis is used to determine normalcy. The Kolmogrov Smirnov test was used to do a residual normality test with statistical analysis (K-S). The hypothesis was used to conduct the K-S test.

H0: the residual data follows a normal distribution.

Ha: the residual data is not normally distributed.

The Asymp.Sig is used to perform a normality test (2-tailed). If H0 can be concluded because the significance level is greater than 0.05. As a result, the residual data is said to have a normal distribution.

3.3.2 Heteroscedasticity Test

The heteroscedasticity test, according to Ghozali (2016), is used to assess whether there is a variance inequality between one observation and the next in the regression model. When the variance of a residual from one observation to a set of further observations is constant, it is referred to as homoscedasticity; when the variance is variable, it is referred to as heteroscedasticity (Zhang, Christensen and Pesko, 2021). The Glejser test, according to Ghozali (2016), is one approach to determine whether or not heteroscedasticity exists. Glejser Test is a test that is used to assess if the absolute residual value is regressed against the independent variable. using the following formula:

$$|Ut| = \alpha + \beta Xt + vt \tag{3}$$

3.2 Data Analysis Techniques

3.2.1 Descriptive Analysis

This study's data collection approach was descriptive statistics analysis. Descriptive statistics provide an overview of data. Descriptive statistics are used to illustrate the characteristics of the respondents in the variables used in this scenario.

3.2.2 Multiple Linear Regression Analysis

Researchers utilize multiple linear regression analysis to anticipate how the state (its rise and fall) of the dependent variable will change (criteria), when two or more independent variables are used as predictor factors (increase the value). If there are at least two independent variables, a multiple regression analysis will be performed (Sugiyono, 2017). Because there are multiple independent variables in this study, the author utilizes the multiple linear regression equation. According to Sugiyono (2017), the parallels of multiple linear regression can be expressed as follows:

$$Y = \beta_0 + \beta_1 X1 + \beta_2 X2 + \beta_3 X3 + \mathcal{E} \tag{1}$$

Descriptions:

- Y = Purchase Intention
- β_0 = Constant
- β_1 = Coefficient Regression X1
- β_2 = Coefficient Regression X2

If the independent variable significantly affects the dependent variable, there is an indication that the Heteroscedasticity will occur. However, regression models are not recognized including Heteroscedasticity, if the independent variable does not significantly statistically impact the dependent variable. This can be seen from the significant probability above a 5 percent confidence level.

3.3.3 Multicollinearity Test

According to Ghozali (2016), the multicollinearity test is used to determine whether the regression model revealed a link between the independent variables (independent). A good regression model must not have any association between the independent variables. In this study, multicollinearity can be identified by examining the tolerance and Variance Inflation Factor values (VIF). When the tolerance value is 0.1 and the VIF value is 10, multicollinearity becomes evident. 2016 (Ghozali).

In conclusion, direct social media marketing (shows in fascinating content) technique can have a positive influence on customer engagement. However, the direct social media in PT Primajasa's Instagram posting that has the highest number of likes, comments, does not indicate the customer engagement will get higher too. In another way, social media in PT Primajasa's Instagram does not have a positive influence on the purchase intention directly without seeing interactive involvement by their admin of the content. Nevertheless, PT Primajasa's social media have a positive influence on the purchase intention indirectly through customer engagement as a mediator. This occurs because passengers feel engaged with communication and interaction when they want to buy their services. Furthermore, based on the table above customer engagement does not have a positive impact on the passenger's purchase intention. Then, product review through social media has positive influence on the PT Primajasa passenger's purchase intention because it emphasizing to the customer trust to buy the services aligned with (Yang, Sarathy, and Lee, 2016) online reviews have a favorable effect on product sales, which reflects the readers of online reviews' attitude toward purchase in an indirect way.

From the relation of customer engagement and purchase intention. The engagement in PT Primajasa through social media such as involvement and interaction is not effectively implemented to the purchase intention of their passengers. This result could happen because of some reason from the researcher's perspective. The passenger could see PT Primajasa's social media without showing the engagement to the posting on Instagram, after the fans see the posting, they could click the link through instagram without any buying interest because PT Primajasa's Instagram content lacks interaction and is always monotonous. This means that PT Primajasa needs to plan and schedule material in order to give compelling content to their target market, which primarily consists of current travelers. To maintain their social media performance, PT Primajasa might create interactive material such as promotions and product knowledge in order to achieve their KPI in influencing PT Primajasa's passengers to buy their items.

4. CONCLUSION

The results of this study answered the direct effect of social media marketing on customer engagement and purchase intention. Indirect social media marketing has more positive influences through customer engagement than direct social media purchase intention. However, customer engagement does not have a direct effect on purchase intention. In contrast, product reviews altogether impact the purchase intention of PT Primajasa's passengers on their social media performance. The gap found in this study is because of PT Primajasa's role only as intermediaries but the whole point that makes purchase intention will achieve the target number or not is the creators itself. The difference from the social media owned by a brand is that they make content on social media to increase the performance of the brand itself. Nevertheless, PT Primajasa, as intermediaries could be, has a different goal from the creators, while PT Primajasa wants to have a good performance and impression on social media, and the creators do not consider it but want to increase passengers' purchase intention. To conclude, the owner and PT Primajasa have to be on a mission to accomplish common goals and do a collaboration by conducting interactive and fascinating content to escalate the performance.

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