

REFERENCES

- Al-Qudah, O. M. A. (2020). The effect of brands' social network content quality and interactivity on purchase intention: Evidence from Jordan. *Management Science Letters*, 10(13), 3135–3142. <https://doi.org/10.5267/j.msl.2020.5.009>
- Andriani, D. (2020). *Di Tengah Pandemi, Brand Fesyen Lokal Ini Mampu Jual 8.000 Item Perbulan - Entrepreneur Bisnis.com*. Bisnis.Com. <https://entrepreneur.bisnis.com/read/20201013/263/1304595/di-tengah-pandemi-brand-fesyen-lokal-ini-mampu-jual-8000-item-perbulan>
- Antipova, T. (2020). *Instagram Content Management for Fashion eCommerce Stores . Permanent and Ephemeral Content as Promotional Tools.*
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35(October 2015), 639–643. [https://doi.org/10.1016/s2212-5671\(16\)00078-2](https://doi.org/10.1016/s2212-5671(16)00078-2)
- Bergel, M., Frank, P., & Brock, C. (2019). The role of customer engagement facets on the formation of attitude, loyalty and price perception. *Journal of Services Marketing*, 31(7), 890–903. <https://doi.org/10.1108/JSM-01-2019-0024>

Bonilla, M. D. R., del Olmo Arriaga, J. L., & Andreu, D. (2019). The interaction of Instagram followers in the fast fashion sector: The case of Hennes and Mauritz (H&M). *Journal of Global Fashion Marketing*, 10(4), 342–357.
<https://doi.org/10.1080/20932685.2019.1649168>

Boonsiritomachai, W., & Sud-On, P. (2020). Increasing purchase intention and word-of-mouth through hotel brand awareness. *Tourism and Hospitality Management*, 26(2), 265–289. <https://doi.org/10.20867/thm.26.2.1>

Bounkhong, T., Cho, E., & Smith, K. R. (2017). Changing Needs of Millennial Customers Role of social responsibility perception and Instagram engagement in determining purchase intention. *International Textile and Apparel Association Annual Conference Proceedings*, 74(1), 1–3.

Carroll, E. (2020). *What role does Instagram have on the purchase intention of luxury fashion*. 1–55.

Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention: The mediating roles of brand equity dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161.

<https://doi.org/10.1108/JRIM-06-2018-0080>

Cham, T. H., Ng, C. K. Y., Lim, Y. M., & Cheng, B. L. (2018). Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia*. *International Review of Retail, Distribution and Consumer Research*, 28(2), 174–189.

<https://doi.org/10.1080/09593969.2017.1397045>

Chinomona, R. (2017). *The influence of brand awareness , brand association and product quality on brand loyalty and repurchase intention : a case of male consumers for cosmetic brands in South Africa*. 12(1), 143–154.

Dabbous, A., & Barakat, K. A. (2020a). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53(November 2018), 101966.
<https://doi.org/10.1016/j.jretconser.2019.101966>

Dabbous, A., & Barakat, K. A. (2020b). Journal of Retailing and Consumer Services Bridging the online offline gap : Assessing the impact of brands ' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53(November 2018), 101966.
<https://doi.org/10.1016/j.jretconser.2019.101966>

Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59(xxxx), 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>

Eigenraam, A. W., Eelen, J., van Lin, A., & Verlegh, P. W. J. (2018). A Consumer-based Taxonomy of Digital Customer Engagement Practices. *Journal of Interactive Marketing*, 44, 102–121.
<https://doi.org/10.1016/j.intmar.2018.07.002>

El Kedra, A. (2021). *THE IMPACT OF DIGITAL CONTENT MARKETING ON BRAND AWARENESS THROUGH SOCIAL MEDIA AND CUSTOMER*

ENGAGEMENT: A CASE STUDY OF STARBUCKS IN ISTANBUL. Istanbul Aydin University.

Forrest, P. (2019). Content Marketing Today. *Journal of Business and Economics*, 10(2), 95–101. [https://doi.org/10.15341/jbe\(2155-7950\)02.10.2019/001](https://doi.org/10.15341/jbe(2155-7950)02.10.2019/001)

Francis, T., & Hoefel, F. (2018a). ‘True Gen’: Generation Z and its implications for companies.

Francis, T., & Hoefel, F. (2018b). ‘True Gen’: Generation Z and its implications

for companies. *Mckinsey & Company*.

[https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-com%0Ahttps://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-com](https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies%0Ahttps://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-com)

Garg, P., Gupta, B., Dzever, S., Sivarajah, U., & Kumar, V. (2020). Examining the Relationship between Social Media Analytics Practices and Business Performance in the Indian Retail and IT Industries: The Mediation Role of Customer Engagement. *International Journal of Information Management*, 52(January), 102069. <https://doi.org/10.1016/j.ijinfomgt.2020.102069>

Gautam, V., & Sharma, V. (2017). The Mediating Role of Customer Relationship on the Social Media Marketing and Purchase Intention Relationship with Special Reference to Luxury Fashion Brands. *Journal of Promotion Management*, 23(6), 872–888.

<https://doi.org/10.1080/10496491.2017.1323262>

- GlobalWebIndex. (2019). Generation Z examining the attitudes and digital behaviours of internet users aged 16-21. *GlobalWebIndex*, 1–37.
<http://www.globalwebindex.com/reports/generation-z>
- Gomez, K., Mawhinney, T., & Betts, K. (2019). *Welcome to Generation Z*. 1–24.
<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/welcome-to-gen-z.pdf>
- Hinduan, Z. R., Anggraeni, A., & Agia, M. I. (2020). Generation Z in Indonesia: The Self-Driven Digital. *The New Generation Z in Asia: Dynamics, Differences, Digitalisation*, 121–134. <https://doi.org/10.1108/978-1-80043-220-820201012>
- Hirschfelder, B., & Chigada, J. M. (2020). The importance of electronic word-of-mouth on consumer perception of content marketing. *International Journal of Electronic Marketing and Retailing*, 11(2), 184–198.
<https://doi.org/10.1504/IJEMR.2020.106844>
- Jamali, M., & Khan, R. (2018). the Impact of Consumer Interaction on Social Media on Brand Awareness and Purchase Intention! Case Study of Samsung. *Journal of Marketing and Logistics*, August 2018, 114–129.
<http://jml.kasbit.edu.pk/Current Issue/Page 114 -129.pdf>
- Kotler, P., & Keller, K. L. (2016). A Framework for Marketing Management. In *Marketing Management*.
- Kumar, V., & Pansari, A. (2016). Competitive advantage through engagement. In *Journal of Marketing Research*. <https://doi.org/10.1509/jmr.15.0044>

Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2015.1036100>

Langaro, D., Rita, P., & Salgueiro, M. D. F. (n.d.). *Do social networking sites contribute for building brands ? Evaluating the impact of users ' participation on brand awareness and brand attitude*. June 2015, 37–41.

<https://doi.org/10.1080/13527266.2015.1036100>

Li, Y., & Xie, Y. (2020). Is a Picture Worth a Thousand Words? An Empirical Study of Image Content and Social Media Engagement. *Journal of Marketing Research*, 57(1), 1–19.

<https://doi.org/10.1177/0022243719881113>

Lou, C., & Xie, Q. (2020). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 0(0), 1–27.

<https://doi.org/10.1080/02650487.2020.1788311>

Maczuga, P., Sikorska, K., Jaruga, A., Zieliński, K., Boncio, E., Cardoni, G., Paoni, P., Arutjunjan, D., Muscat, D., Kerler, M., & Poschalko, A. (2015). Content Marketing Handbook – Simple Ways to Innovate Your Marketing Approach. *Content Marketing Expert*, 128.
<http://paragoneurope.eu/projects/attachments/Content%20Marketing%20CMEX/ContentMarketingHandbook.pdf>

McKinsey & Company, Kim, A., Mcinerney, P., Smith, T. R., & Yamakawa, N. (2020). What makes Asia-Pacific's Generation Z different? *McKinsey & Company, June.*

Padhy, S. K., & Sawlikar, R. K. (2018). *The Role of Brand Equity And Brand Awareness on Consumers' Purchase Intention.* 7(1), 12–16.

Popp, B., & Woratschek, H. (2016). Introducing branded communities in sport for building strong brand relations in social media. *Sport Management Review.* <https://doi.org/10.1016/j.smr.2015.06.001>

Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2019). Do firms still need to be social? Firm generated content in social media. *Information Technology and People*, 32(2), 387–404. <https://doi.org/10.1108/ITP-03-2018-0134>

Prakashyadav, G., & Rai, J. (2017). *The Generation Z and their Social Media Usage : A Review and a Research Outline.* 2011. <https://doi.org/10.18311/gjeis/2017/15748>

Rahman, M. S. (2020). *Millennials' purchasing behavior toward fashion clothing brands : influence of brand awareness and brand schematicity.* <https://doi.org/10.1108/JFMM-07-2019-0137>

Roncha, A., & Radclyffe-Thomas, N. (2016). How TOMS' "one day without shoes" campaign brings stakeholders together and co-creates value for the brand using Instagram as a platform. *Journal of Fashion Marketing and Management.* <https://doi.org/10.1108/JFMM-10-2015-0082>

Schreiner, M., Fischer, T., & Riedl, R. (2019). Impact of content characteristics and emotion on behavioral engagement in social media: literature review and research agenda. *Electronic Commerce Research*, 0123456789.
<https://doi.org/10.1007/s10660-019-09353-8>

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (Seventh Ed). https://doi.org/10.1007/978-94-007-0753-5_102084

Shojaee, S., & Azman, A. (2013). An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia. *Asian Social Science*, 9(17), 72–78. <https://doi.org/10.5539/ass.v9n17p72>

Singh, A., & Mathur, S. (2019a). The Insight of Content Marketing at Social Media Platforms. *A Journal of Management Sciences*, 9(2).
<https://doi.org/10.21567/adhyayan.v9i2.4>

Singh, A., & Mathur, S. (2019b). *The Insight of Content Marketing at Social Media Platforms*. 9(2). <https://doi.org/10.21567/adhyayan.v9i2.4>

Sprovieri, A. (2017). *From E-commerce to Social commerce , a study about digital customer engagement : the Burberry case.*

Sürütü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Journal of Hospitality and Tourism Management Brand awareness , image , physical quality and employee behavior as building blocks of customer-based brand equity : Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40(November 2018), 114–124.

<https://doi.org/10.1016/j.jhtm.2019.07.002>

Tabrizi, P. S. A. (2019). Influencing Brand Awareness Through Social Media and Influencing Brand Awareness Through Social Media and of. *Master's Thesis: Arcada.*

Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). EWOM and brand awareness impact on consumer purchase intention: mediating role of brand image.

Pakistan Administrative Review, 1(1), 84–102.

Teo, L. X., Leng, H. K., & Phua, Y. X. P. (2019). Marketing on Instagram: Social influence and image quality on perception of quality and purchase intention. *International Journal of Sports Marketing and Sponsorship, 20(2), 321–332.*

<https://doi.org/10.1108/IJSMS-04-2018-0028>

Thakur, R. (2019). The moderating role of customer engagement experiences in customer satisfaction–loyalty relationship. *European Journal of Marketing, 53(7), 1278–1310.* <https://doi.org/10.1108/EJM-11-2017-0895>

Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting.*

<https://doi.org/10.5267/j.msl.2019.3.015>

Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising, 47(1), 38–54.*

<https://doi.org/10.1080/00913367.2017.1405754>

Vuong, B. N., & Khanh Giao, H. N. (2020). The Impact of Perceived Brand Globalness on Consumers' Purchase Intention and the Moderating Role of Consumer Ethnocentrism: An Evidence from Vietnam. *Journal of International Consumer Marketing*, 32(1), 47–68.
<https://doi.org/10.1080/08961530.2019.1619115>

We Are Social & Hootsuite. (2020). Indonesia Digital report 2020. *Global Digital Insights*, 247. <https://datareportal.com/reports/digital-2020-global-digital-overview>

Yoong, L. C., & Lian, S. B. (2019). Customer Engagement in Social Media and Purchase Intentions in the Hotel Industry. *International Journal of Academic Research in Business and Social Sciences*, 9(1).
<https://doi.org/10.6007/ijarbss/v9-i1/5363>

