

BIBLIOGRAPHY

- Chattopadhyay, T., Dutta, R. N., & Sivani, S. (2010). Media mix elements affecting brand equity: A study of the Indian passenger car market. *IIMB Management Review*, 22(4), 173–185. <https://doi.org/10.1016/j.iimb.2010.09.001>
- Cresswell, J. W. (2014). Research Design. Qualitative, Quantitative and Mixed methods approaches. *Research Design Qualitative Quantitative and Mixed Methods Approaches*. <https://doi.org/10.1007/s13398-014-0173-7.2>
- Enginkaya, E., & Hakan, Y. (2014). What drives consumers to interact with brands through social media ? A motivation scale development study. *Procedia - Social and Behavioral Sciences*, 148, 219–226. <https://doi.org/10.1016/j.sbspro.2014.07.037>
- Fifiyanti. (2017). *The Customers' Perception of English as Advertising and Social Media Language in Online Shop DomSportWear*. Soegijapranata Catholic University, Semarang. Retrieved from <http://repository.unika.ac.id/18939/>
- Fujitsu. (1995). Customer data processing system provided in a showroom. Retrieved from <https://patents.justia.com/patent/6105003>
- Gefen, D. (2002). Customer Loyalty in Ecommerce.Pdf. *Journal of the Association for Information Systems*, 3, 27–51. Retrieved from https://www.researchgate.net/publication/242347744_Customer_Loyalty_in_E-Commerce

Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security*, 21(3), 144–154.

<https://doi.org/10.1108/IMCS-04-2012-0024>

Hu, Yuheng; Manikonda, Lydia; Kambhampati, S. (2014). What We Instagram : A First Analysis of Instagram Photo Content and User Types, (McCune 2011),

595–598. Retrieved from

<https://www.aaai.org/ocs/index.php/ICWSM/ICWSM14/paper/download/8118/8087>

Kinoti, A., & Corresponding, M. (2011). An Evaluation of the Entrepreneurs ' Perception of Business-Incubation Services in Kenya, 2(4), 112–121.

<https://doi.org/10.5430/ijba.v2n4p112>

Leeflang, P. S. H., Vries, L. De, Gensler, S., & Lee, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages : An Investigation of the Effects of Social Media Marketing Popularity of Brand Posts on Brand Fan Pages : An

Investigation of the Effects of Social Media Marketing, 26(November 2015), 24–28. <https://doi.org/10.1016/j.intmar.2012.01.003>

Natarajs; Nagaraja, N. (2012). Customer Satisfaction in Automobile Industry –.

International Journal of Multidisciplinary Research, 2(6). Retrieved from

https://www.academia.edu/23614085/Consumer_Satisfaction_in_Automobile_Industry

Oxford Dictionary. (2008). Oxford Press.

Satish, S. M., & Bharadhwaj, S. (2010). Information search behaviour among new car buyers: A two-step cluster analysis. *IIMB Management Review*, 22(1–2), 5–15.
<https://doi.org/10.1016/j.iimb.2010.03.005>

Schiffman, H. (1982). that has anything to do with language, just as we tend to speak, in common layman's parlance, of, (1949). Retrieved from
https://www.academia.edu/18523632/Language_Policy_and_Linguistic_Culture

Singh, P., & Kashyap, R. (2007). Online Shopping Behavior of Consumers. *International Journal of Innovative Research in Science, Engineering and Technology (An ISO Certified Organization)*, 3297(10), 9953–9958.
<https://doi.org/10.15680/IJRSET.2015.0410089>

Sutanto, E. (2018). *Respondents' Perception on Images and Videos for Product Marketing on Instagram*. Soegijapranata Catholic University, Semarang.
Retrieved from <http://repository.unika.ac.id/18940/>