The Shifting of Marketing Strategy During Pandemic Covid-19: Case Study on PT Summarecon Bekasi

Ikhsan Nugraha and Eko Sakapurnama*

Faculty of Administrative Science, Universitas Indonesia

Abstract. *As we know that Covid-19 become the biggest challenge for corporation to perform its business. This study aims to explain the shifting in implementing marketing strategy through social media marketing activities, electronic word of mouth and brand equity and measure the purchase intention of PT Summarecon Bekasi's followers. The study uses a quantitative approach through survey methods based on purposive and snowball sampling of the population. The number of respondents in this study were 175 of Summarecon Instagram followers that obtained through an online questionnaire. The data obtained were processed using SPSS through descriptive statistical analysis and multiple regression. The results of this study indicate that the relationships held in the research model are significant and mutually influential toward dependent variable. Overall, PT Summarecon Bekasi is expected to upgrade its marketing content through social media which is more interesting to gain purchase intention of consumers towards Summarecon Bekasi property.*

Keywords: *Social Media Marketing Activities, Electronic Word of Mouth, Brand Equity, Purchase Intention*

1. Introduction

Every consumer has needs and wants in his life, in order to fulfill his wants and needs consumers purchases products from producers. According to (Assael, 1998), purchase intention starts from the emergence of ownership feelings for a product or brand which ends with consumer information processing.

Entering digital era, consumers in evaluating alternative products or service choices are becoming easier and faster. This convenience provides an opportunity for people to have a new lifestyle to make purchases. It also has an impact on increasing internet penetration and the smartphones use which continues to accelerate every year. According to the Indonesian Internet Service Providers Association (APJII), Indonesian internet users have accessed the internet more than 3 to 4 hours a day, reaching an internet penetration rate of 171,17 million people from Indonesia's total population of 264,16 million people in 2018 (techno.okezone.com, 2019). The high internet penetration in Indonesia becomes an opportunity for business owners among various sectors in digital marketing. One of the business sectors that takes advantage of digital marketing is the property and real estate sector.

The Property and Real Estate Industry is known as a fast-changing industry due to competitive, complex and highly determined competition. According to Bank Indonesia, the Covid-19 pandemic has dealt a quite severe blow to the current property sectors. During the PSBB, the property and real estate business activities were very sluggish and suffered severe losses (rumah.com, 2020). In 2020, Bank Indonesia data shows that property sales dropped by 40.3% in the first quarter (yoy), and 25.6% (yoy) in the second quarter. Even so, the second quarter sales figure (qoq), residential property sales in the second quarter of 2020 increased 10.14 % compared to the previous quarter which was -30.52 % (lokadata.id, 2020). This data shows that even if compared to sales figures for year over year have decreased, there is an increase in sales figures in the second quarter compared to the previous quarters in 2020.

According to the Indonesian Real Estate Association (REI), the increase in property sales figures in the second quarter was due to the many developers adapting to the Covid-19 era by creating digital property marketing strategies using social media (Ekonomi.Bisnis.com, 2020). Before the Covid-19 pandemic, 70% of real estate marketing was done offline and 30% online. In the era of the Covid-19 pandemic, the marketing strategy changes to 70% online and 30% offline (Katadata, 2020).

Social media marketing also builds customers loyalty (Anderson, 2005), gets insights from valuable customers (Hippel, 2005), and interacts to support brands (Fournier, 2011). The relationships and interactions of these social media marketing activities have a significant impact on brand equity (Owino et al, 2016). Brand equity is a multidimensional concept consisting of 4 (four) main dimensions, namely brand awareness, perceived quality, brand association and brand loyalty (Aaker, 1991). This framework defines the development of brand equity as a consumer learning consisting of brand awareness which then leads to consumer's attitude, which in turn will influence brand loyalty (Konecnik and Gartner., 2007). The elements of brand equity have been found affecting consumer perceptions positively of a product or service and further influencing their buying behavior (Reynolds and Philips, 2005).

One of the social media that has become a tool for building customer relationships and loyalty is Instagram (Elena, 2016). Instagram is an application for sharing photos and videos that can be accessed by anyone use quickly and easily. Instagram experienced rapid growth in terms of users, followed by its innovations to provide the latest features and services. Currently, Instagram has another feature namely Instagram for Business that can be used by business people, brands and marketers to help sell their products. A company that actively uses social media marketing activities on Instagram is Summarecon Bekasi. Summarecon Bekasi has an Instagram account @Summareconbekasi. Instagram currently has

50 thousand followers with a total of more than 6 thousand posts that have been published (Instagram, 2020). In the Covid-19 era, Summarecon Bekasi gets a minimum of 70 potential customers from social media to be followed up every single day. Summarecon Bekasi only invested 127.3 million IDR for online media advertising to attract potential consumers. From these expenditures, 10,120 sales agents were obtained with a total of 33 units sold or equivalent to Rp 26.8 billion IDR (propertyandthecity, 2020).

The high number is comparable to the level of electronic word of mouth owned by the Summarecon Bekasi Instagram account which has an engagement rate of 0.55% with average likes of 246 per post (Modashreport, 2020). Electronic word of mouth is the process of delivering information from person-to-person in groups or partially via electronics and has a major role in influencing consumer buying decisions through social media (& Root-Shaffer, 1988). Electronic word of mouth is a phenomenon that is considered as a real transformation from traditional interpersonal communication between individuals to a new generation. This is because many of today's consumers are searching for various information needed on a product via electronic before deciding to purchase goods and services. Based on the explanation above, this study aims to analyze how social media marketing activities, electronic word of mouth and brand equity have an influence on purchase intention cased in Summarecon Bekasi.

2. Literature Study / Hypotheses Development

The first theory used in this study is Purchase Intention which defined as a combination of consumer interest and the probability of buying a product and a form of consumers' tendency to purchase a brand that they want to own according to their needs and desires (Kim and Ko, 2012; Belch, 2018). Purchase intention is a stage of the customer's tendency to act before making a purchase decision (Taylor & Todd, 1995). According to (Kotler, 2000) there are

several stages in purchase decision and purchase intention process, one of which is the purchase decision stage. Furthermore, purchase intention is critical to predict decision making and generate future sales for organization (Yacoob and Baroto, 2019).

The second theory used in this research is social media marketing activities. According to (Dewing, 2012) social media has been used as a reference for various services on the internet and mobile that allows users participate in online exchanges, contribute to content created by users, or join online communities such as blogs, wikis, social networks, and media sharing. Barefoot & Szaboo in Rafiee & Sarabdeen, (2013) defines social media marketing activities as the promotion of a company and its products through social media channels. On social media, a company or brand owner cannot manage the communication that is built between consumers, but can only observe it.

The third theory used in this study is electronic word of mouth. Electronic word of mouth is the emergence of a product or service that has a positive or negative impact made by customers in the form of statements in the future, present or past and can be accessed by anyone online (Hennig-Thurau et al., 2004). When consumers want to collect information about a product, before making a purchase decision, consumers often look for product reviews or information online (Jalilvand & Samiei, 2012). According to (Baker et al, 2016), positive electronic word of mouth communication will increase purchase intention, but if the information is negative, it will result in a lack of buying interest. Consumers can share their opinions through various platforms. The platform is facilitated and exchanged through what is often referred to as social media (Kaplan & Haenlein, 2010).

The fourth theory used in this study is of brand equity. According to (Kotler and Keller, 2013) brand equity is the added value of a product and service that is reflected in what consumers think, feel and do, as well as consumer pride in using a brand. Brand equity is the obligation of a brand and a set of assets linked to brand, name and symbol, which increase or decrease the value provided by a good or service to the company or its customers (Aaker, 1991, p. 15). Yoo et al. (2000) defines that brand equity is used as the difference in consumer choice between branded and unbranded products, this definition is consistent with the understanding of many other researchers that brand equity is the criterion of overall brand precision for its target market so it could be used as marketing decision making (Syahrivar and Ichlas, 2018)
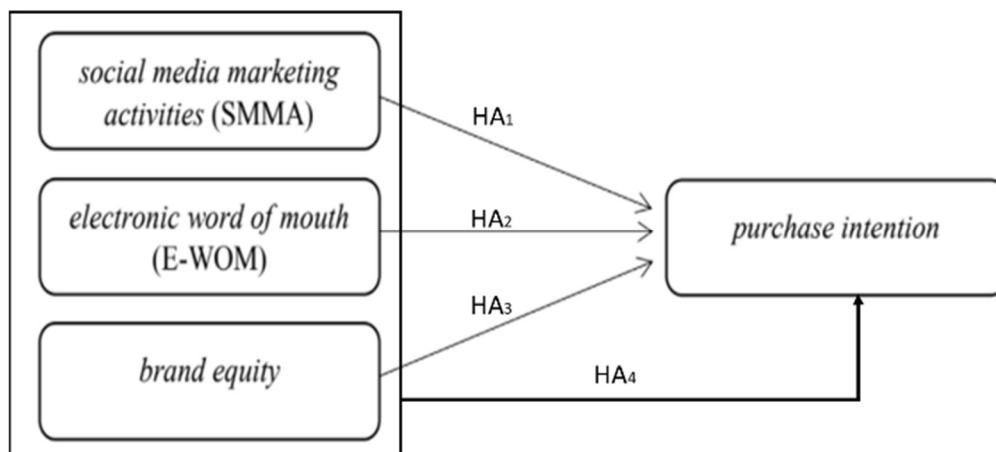

Figure. 1.
The Conceptual Model
(Source: Research Theoritical Foundation)

Based on the research conceptual model, there are following research questions are raised:

Is SMMA has a positive influence on the customer's purchase intention of Summarecon Bekasi Property?

Is e-WOM has a positive influence on the customer's purchase intention of Summarecon Bekasi Property?

Is Brand Equity has a positive influence on the customer's purchase intention of Summarecon Bekasi Property?

Are those SMMA, e-WOM and Brand Equity have a positive influence on the customer's purchase intention of Summarecon Bekasi Property?

Therefore, the researcher established four hypotheses in this study. The hypotheses are:

HA1: There is an effect between social media marketing activities (SMMA) and purchase intention (PI) at Summarecon Bekasi.

HA2: There is an effect between the electronic word of mouth (e-WOM) variables and purchase intention (PI) at Summarecon Bekasi.

HA3: There is an effect between the Brand Equity (BE) variables and purchase intention (PI) at Summarecon Bekasi.

HA4: There is an effect between social media marketing activities, electronic word of mouth, and brand equity with purchase intention at Summarecon Bekasi.

According to the literature above, the researcher explains the operational concept on the table 1.

Table 1.
Operational Concepts

Variabel	Dimensions	Indicators
Social Media Marketing Activities	*Entertainment*	Interacting with Summarecon Bekasi's Instagram social media accounts is fun
		The content presented by the Summarecon Bekasi Instagram account is interesting.
	Interaction	Summarecon Bekasi Instagram account allows sharing information with others.
		It's easy to express opinions on an Instagram account Summarecon Bekasi.
	Trendiness	Summarecon Bekasi Instagram account frequently updates information
		Interacting with the Summarecon Bekasi Instagram account is quite trendy
	Customization	Summarecon Bekasi's Instagram account provides the information I need
		I can easily get the information I need
	Advertisement	I like the ads published by the Instagram account Summarecon Bekasi
		It positively influenced my attention to the Summarecon Bekasi brand
Brand Equity	Perceived Quality	This brand has a very high quality compared to others
		Summarecon Bekasi is the best
		This brand has consistent quality in terms of products
	Brand Assosiation	Some characteristics of Summarecon Bekasi come to my mind quickly.
		I can quickly remember the excellent of Summarecon Bekasi
		I have no trouble imagining this brand
	Brand Loyalty	I will buy summarecon Bekasi products someday
		I will recommend summarecon Bekasi products to others.

Table 1. *(Continued)*
Operational Concepts

Variabel	Dimensions	Indicators
Electronic Word of Mouth	Brand Awareness	I am always aware of the presence of Summarecon Bekasi
		I am aware of the characteristics of Summarecon Bekasi
		I always remember the Summarecon Bekasi logo
	Intensity	In electronic media, I talk more about summarecon Bekasi than others
		I spoke about Summarecon Bekasi to many individuals.
	Positive Valance	I recommend Summarecon Bekasi through social media
		I will feel proud if I tell others that I am a customer of Summarecon Bekasi.
		I often say positive things about Summarecon Bekasi to others through social media
	Negative Valance	I often say negative things about Summarecon Bekasi to others through social media
		I once spoke unpleasantly about the Summarecon Bekasi account to other people through social media
	Content	I discuss the Summarecon Bekasi product prices through social media
		I discuss the Summarecon Bekasi features product through social media
		I discuss the Summarecon Bekasi quality product through social media
Purchase Intention		Interacting with Summarecon Bekasi's instagram account helps me make better decisions before buying their products
		Interacting with Summarecon Bekasi's Instagram account increases my interest in buying their products
		I will definitely buy products like those marketed by the Summarecon Bekasi Instagram account
		I have a high intention to become a customer of Summarecon Bekasi

Sources: Processed By Researcher (2021)

3. Methodology

The study is a quantitative research. Based on the objectives, this study is purely an explanatory research with cross-sectional. This study draws upon primary data gathered from a questionnaire with the help of Google Form while secondary data from available previous documents, such as previous research, company documentation, news articles, etc.

According to Creswell and Creswell (2017), sample is a group of participants in a study selected from a target population from which the researcher generalizes to the target population. The method used to determine the sample of this study was non-probability sampling using purposive sampling, where the samples needed in this study were active followers of the Summarecon Bekasi Instagram account. In addition, the researcher also screened the relevant respondents regarding how long the respondents had been following the Summarecon Bekasi Instagram account. The samples at least followed the Instagram account for 3 months so that they really understand the social media activities of the Summarecon Bekasi Instagram account. In addition, the researcher also requires the age consent of the samples is over 17 years old, because that age is considered adult and clearly understands all the questions on the questionnaire.

According to (Hair et al., 1998), the minimum sample size in a study can be obtained by multiplying at least 5 times the number of indicators used in the research conducted. This study has 35 indicators / parameters in the form of question items contained in the questionnaire. Based on the explanation, the sample size taken in this study was 35 x 5 = 175. So, the sample size or respondents taken by the researcher was 175 male and female respondents.

This research also used quantitative data analysis and descriptive statistic to process the data. This study used a 5-point Likert scale questionnaire to find the mean value through descriptive statistic. Furthermore, it used multiple regression research analysis to provide an explanation regarding the relationship between two or more independent variables on the dependent variable (Sekaran and Bougie, 2013).

4. Finding and Discussion

The researcher has doing the pretest of 35 items questionnaire and measure its validity and reliability. In the pretest used as many as 30 respondents then with a probability of 5% and n=30, the results obtained R table of 0.361. From the result by using SPSS, all the items are valid shown by the Item Total > R table value of 0.361. Then, to measure Reliability of the questionnaire, the researchers observed the value of Cronbach's Alpha which suggested value of above 0.7 is reliable. (See table. 2)

Table 2.
Reliability

Variabel	Cronbach Alpha	Critical Value	Interpretation
Social media Marketing Activities	0.932	0.700	Reliable
Electronic Word of Mouth	0.902	0.700	Reliable
Brand Equity	0.948	0.700	Reliable
Purchase Intention	0.899	0.700	Reliable

Source: Data Processed by SPSS (2021)

Characteristic of Respondents
Respondents in this study amounted to 175 respondents consisting of 53.14% men and 46.86% women. Moreover, of 175 respondents who aged between 25-34 years has a percentage of 49.14% who become the majority of respondent. Then followed by age 18-24 years with a percentage of 34.29%, age 35-44 years with a percentage of 11.43%, age 45-54 years with a percentage of 4.57%, and age >54 years with percentage of 0.57%.
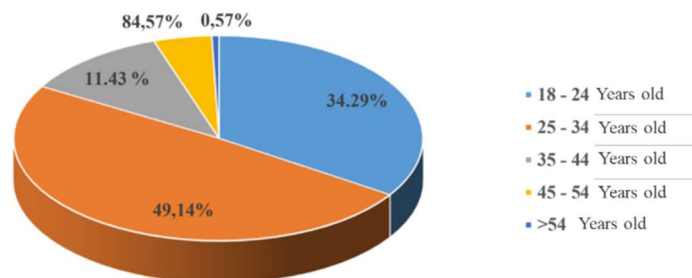

Figure 2.
Characteristic Respondent by Age
Source: Data Processed (2021)

By monthly expenditures, 175 respondents who have a monthly expenditure of < Rp. 4,000,000 has a percentage of 30.86%. Furthermore, between Rp. 4,000,000 - 8,500,000 has a percentage of 41.71% and respondent which has a monthly expenditure of > Rp. 8,500,000 accounted of 27.43%.

Multiple Regression Analysis
To answers the problem statement below, the researcher conducts partial regression and multiple regression in order to measure the influence of independent variable simultaneously toward dependent variable.

Table 3.
Partial Coefficient of Determination (t-test)

		Coefficients[a]							
		Unstandardized Coefficients		**Standardized Coefficients**			**Correlations**		
Model		**B**	**Std. Error**	**Beta**	**t**	**Sig.**	**Zero-order**	**Partial**	**Part**
1	(Constant)	.219	1.037		.211	.833			
	Social Media Marketing Activities	.075	.038	.140	1.999	.047	.676	.151	.089
	Electronic Word of Mouth	.073	.029	.169	2.522	.013	.671	.189	.113
	Brand Equity	.226	.030	.566	7.492	.000	.793	.497	.335
a. variabel dependen: *Purchase Intention*									

Source: Data Processed By SPSS (2021)

Table 4.
Results of Partial Determination of Independent Variables

Variabel Independent	beta x zero order	**Persentase**
Social Media Marketing Activities	0.140 x 0.676	9,46 %
Electronic Word of Mouth	0.169 x 0.671	11,34 %
Brand Equity	0.566 x 0.793	44,88 %
a. Variabel dependen: *Purchase Intention*		

Source: Data Processed By SPSS (2021)

From the results of the calculation of the coefficient of partial determination above (table 3 and table 4), to answers the first research question, the results obtained are that the contribution of social media marketing activities has an influence of 9.46% on purchase intention at Summarecon Bekasi. While the remaining 90.54% are factors other than Social Media Marketing Activities.

The second question ia answered where e-WOM has an effect of 11.34 % on purchase intention in Summarecon Bekasi, while the remaining 88.66% are factors other than e

WOM. Moreover, the third one, brand equity has an influence of 44.8% on purchase intention at Summarecon Bekasi, while the remaining 65.2% are factors other than brand equity. Of these 3 variables, it can be analyzed that brand equity has a greater influence on purchase intention on Summarecon Bekasi products. Thus, below are equation model of regression:

$$Y = 0.219 + (0.075X_1 + 0.073X_2 + 0.226X_3)$$

Y= PI; X_1= SMMA; X_2= e-WOM; X_3 = BE
Refer to the equation model above, it can be seen that the coefficient value is positive which

can also be interpreted as having a positive relationship also. This shows that the higher the Social Media Marketing Activities, Electronic word of mouth, and brand equity, the higher the purchase intention on Summarecon Bekasi.

Table 5.
Coefficient of Determination (R test)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811ª	.657	.651	1.78026

a. Predictors: (Constant), Brand Equity, Electronic Word of Mouth, Social Media Marketing Activities

Source: Data Processed By SPSS (2021)

Based on the table 5, the value of R square is 0.657 which means shows that the purchase intention variable of 65.7% can be explained by variables of social media marketing activities, electronic word of mouth and brand equity. Or it can be said that the variables of social media marketing activities, electronic word of mouth and brand equity contributed 65.7% of the influence of purchase intentions.

Hypothesis Testing
Furthermore, researchers will test the hypothesis of the influence of social media marketing activities, electronic word of mouth and brand equity on purchase intention. Hypothesis testing done by using the t test to help determine the effect of each the independent variable on the dependent variable partially and the F test for help determine the simultaneous effect of all independent variables on dependent variable.

The basis for acceptance or not of the t-test hypothesis is the t-score is above 1.973. The first hypothesis examines whether there is a relationship between Social Media Marketing Activities and purchase intention. The second hypothesis examines whether there is a relationship between e-WOM and purchase intention. The third hypothesis examines whether there is a relationship between brand equity and purchase intention. The last one, social media marketing activities, electronic word of mouth and brand equity simultaneously have a significant effect on the purchase intention. From the figure 3, HA1, HA2, HA3 and HA4 is accepted.
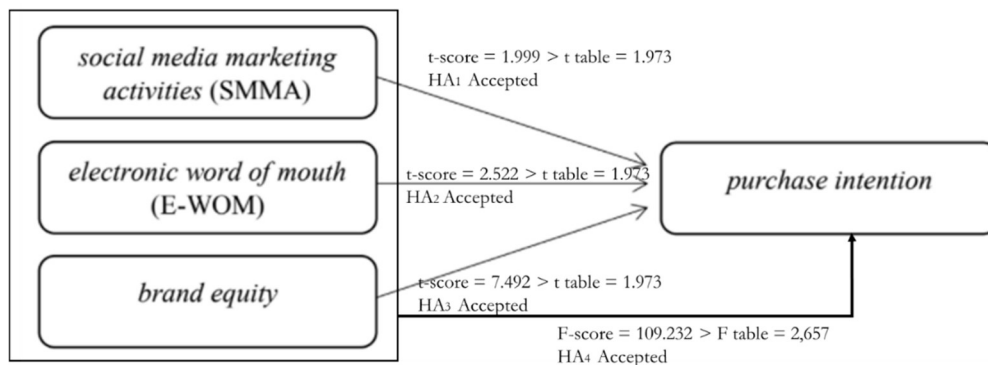

Figure 3.
Hypothesis Testing
Source: Data Processed (2021)

Based on the results obtained in this study, the researcher attempts to make a connection with the theories used. In the first hypothesis, the results of this hypothesis test are in accordance with the research of (Kim and Ko, 2010) which revealed that purchasing intention is affected by social media marketing activities. Likewise, research conducted by Yadav and Rahman (2017) showed that social media marketing activities affects purchase intention in the journal entitled Measuring Consumer Perceptions of Social Media Marketing Activities in E-commerce Industry: Scale Development & Validation where the results of social media marketing activities have a positive effect on purchase intentions.

In the next hypothesis, the hypothesis testing results have the same results as previous research that the Electronic Word of Mouth (E-WOM) can affect consumer interest in product through reviews or information published by consumers (Brown & Reingen, 1987; Herr et al., 1991). In addition, electronic word of mouth is supported by the presence of the internet which allows public opinion so that it is more easily and quickly accessed by consumers. The experience of using a product or service from previous online users has a significant effect on one's behavior and electronic word of mouth is considered one of the important reasons for consumers in making purchase decisions (Thompson, 2003).

In the last hypothesis, it is supported by the previous research conducted by (Park, Robertson, and Wu, 2004) which states that brand equity has an effect on consumer purchase interest. On the other hand, research from (Walgren et al., 1995) states that the higher the value of brand equity in a particular product, it can be ascertained that the higher the purchase interest and the form of preference in a product. The same thing is obtained from the research results conducted by (Nisal, 2015) which concludes that brand equity directly provides significance to the purchase interest made by potential consumers. The relationship between brand equity and purchase interest is also supported by research from (Hilgenkamp and Shanteau, 2010) which states that brand equity has a significant effect on purchase intention.

5. Conclusion

The conclusions of the research results regarding the impact of social media marketing activities, electronic word of mouth and brand equity on purchase intention in the Covid-19 era on Summarecon Bekasi Instagram account are significant. 3. It is expected that Summarecon Bekasi can maintain its brand equity by continuing to maintain the quality in terms of brands, as well as continuing to maintain and improve the quality of other products so that the consumer buying interest continues to grow and be maintained.

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