

THE EFFECT OF SOCIAL MEDIA, DIRECT EMAIL, AND ELECTRONIC WORD-OF MOUTH (E-WOM) ON CONSUMER PURCHASE DECISION AT ZALORA FASHION ONLINE STORE

PENGARUH MEDIA SOSIAL, EMAIL LANGSUNG, DAN MEDIA WOM ELEKTRONIK / TESTIMONIAL TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN DI TOKO BUSANA ONLINE ZALORA

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Abstract: The number of online transaction in Indonesia has increased in recent years with fashion products currently dominate the e-commerce market as the most frequently purchased products. The aims of this study are to analyze the effects of social media, direct email, and electronic word-of-mouth on consumer purchase decision withdrawing taking online fashion retailer Zalora Indonesia as its case study. This research is a quantitative research associated with multiple regression analysis technique. The respondents of this research are the customer from Zalora online fashion store. This research found that there is a significant influence of social media, direct email, and electronic word of mouth on customer purchase decision at Zalora online fashion store simultaneously, there is a significant influence of social media and electronic word of mouth on customer purchase decision in Zalora online fashion store partially, and there is no significant influence of direct mail on customer purchase decision at Zalora online fashion store partially. It concluded that the advertisement that created by zalora through social media is really interesting so it can attract the customer interest to make a purchase and also the good reviews of the product make the consumer want to buy the product, but their advertisement through email can not attract the consumer interest. This study suggest to Zalora management online fashion store to improve their promotion in order to gain many consumers.

Keywords: *social media, direct email, e-wom, purchase decision*

Abstrak: Jumlah transaksi online di Indonesia telah meningkat dalam beberapa tahun terakhir dengan produk-produk fashion saat ini mendominasi pasar e-commerce sebagai produk yang paling sering dibeli. Tujuan dari penelitian ini adalah untuk menganalisis efek dari media sosial, email langsung, dan kata-of-mulut elektronik keputusan pembelian konsumen menarik mengambil secara online ritel fashion Zalora Indonesia sebagai kasus yang study. Penelitian ini merupakan penelitian kuantitatif yang terkait dengan regresi berganda teknik analisis. Responden penelitian ini adalah pelanggan dari Zalora toko fashion online. Penelitian ini menemukan bahwa ada pengaruh yang signifikan dari media sosial, email langsung, dan wom elektronik atau testimonial terhadap keputusan pembelian konsumen di toko busana online Zalora secara bersamaan, ada pengaruh yg signifikan media sosial dan wom elektronik terhadap keputusan pembelian konsumen di toko busana online Zalora, dan tidak ada pengaruh signifikan dari email langsung terhadap keputusan pembelian konsumen di toko busana online Zalora. Ini menyimpulkan bahwa iklan yang dibuat oleh zalora melalui media sosial benar-benar menarik sehingga dapat menarik minat pelanggan untuk melakukan pembelian dan juga ulasan yang baik dari produk membuat konsumen ingin membeli produk, tapi iklan mereka melalui email bisa tidak menarik minat konsumen. Saran penelitian ini kepada manajemen toko busana online Zalora untuk meningkatkan promosi, agar memperoleh banyak konsumen.

Kata kunci: *media sosial, email langsung, wom elektronik, keputusan pembelian*

INTRODUCTION

Nowadays, internet become a very important things for everyone. Through the internet various information can be disseminated and acquired easily. Internet is not only use by people for searching some information and communicate with other people, but also internet can be used to find an interesting product to purchase including the fashion product. As the technology is growing people nowadays are able to shop through internet, via website as the shopping channel to access online store. By shopping through online, consumer only need to search about the products directly to the online store, then booked the product, fulfill the shipment address, paying, and wait until the product arrived to the destination they want. Internet helps the people who want to buy some product and get the products without go out from their house.

Electronic commerce, commonly written as e-Commerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet. E-Commerce can attract the consumers who want an efficient purchase transaction to buy a product. The development of e-commerce in Indonesia is increased dramatically as global trends of e-commerce. One example of e-commerce in Indonesia is online shopping especially online fashion store, there are many sites in online store that can be an option for consumer in buying and selling goods. They compete with their competitors in order to attract the people's interest to buy their product and win the market of online store.

As time goes by, fashion industry become the one of the important thing that loved by the society because they need to create a good appearance of them self. For Indonesian especially Manado citizens, fashion becomes a lifestyle that can live without, because of it so many online stores sell many kind of fashion product. Every online store has their own way to sell their product. In order to attract the customer intention to make a purchase, each online store need to make some strategy to promote their product, they need to make some advertisement to communicate their product to the customer, and they should have a different ways with they competitors in communicating their product, so the customer will decide to buy their product rather than the competitors product.

One of the famous online fashion store in Indonesia is zalora.co.id. Zalora is a Malaysian based online shop company founded in 2012, Zalora is the fastest growing online fashion retailer in Asia. With 400 brands across womenswear, menswear, footwear, accessories, beauty and sport, Zalora quickly becoming the destination for online fashion in the region. Zalora has been a top of mind for mostly people in Indonesia as the largest fashion online store in Indonesia. It is not achieved in the easy ways, but Zalora makes big promotions to communicate their product to the customer. The web design of Zalora is very appealing and it easy for the customer to access the product they want to buy because the interface of this product is very user friendly. Because there are a big chance to selling in online shop, following the growth of technology especially in smartphone users such as blackberry, android and iPhone, so Zalora creates an application designed for mobile and tablet.

Purchase decision is taken in 5 steps, they are problem or need recognition, information search, evaluation of alternative, purchase decision, and post purchase behavior (Kotler, et al, 2011). To get the purchase decision of the customer, the online store need to make some attractive advertisements to promote their online shop or their product. However, the online store can communicate their product through social media, direct mail and also via electronic word-of-mouth (eWOM). These three online marketing strategies are very affected to the decision that make by the customer.

Research Objectives

Regarding the problems which have been formulated and identified that are mentioned in previous section, the following research objective are :

1. To analyze the significant influence of social media, direct email, and electronic word of mouth on consumer purchase decision at Zalora online fashion store simultaneously.
2. To analyze the significant influence of social media on consumer purchase decision at Zalora online fashion store partially

3. To analyze the significant influence of direct email on consumer purchase decision at Zalora online fashion store partially.
4. To analyze the significant influence of electronic word of mouth on consumer purchase decision at Zalora online fashion store partially.

THEORITICAL FRAMEWORK

Theories

Marketing

McDaniel, Lamb, and Hair (2011:12) argue that marketing is activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. They said marketing involves more than just activities performed by a group of people in defined area or department. According to Kotler and Keller (2012:5) Marketing is about identifying and meeting human and social needs. Marketing is the important thing to make the company achieve their goals and get a lot of profit.

Promotion

Mualla (2006:145) stated that the promotion can be defined as a marketing activity involves the persuasion contacting process through which the sender defines a commodity, or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience's minds, to appeal to their response behavior about what promotes. The main task of the promotion is to define the product, specifications, price, places of distribution, how to use it, and places of service centers and maintenance, besides, trying to convince consumers of its benefits (Abdul, 1990). Promotion is the part of marketing mix to communicate and deliver the value of product to the customer in order to get the customer's intention.

Social Media

Social Media is a strategy for broadcasting, and Social Networking as usage for connecting with people (Stelzner, 2009). Social media is one of the applications of internet which facilitates generation and exchange of user-generated material (Kaplan and Haenlein, 2010). It is referred to as user-generated material or media; some ads are liked or not liked because of the fact that those are created by customer. Through social media communication or interaction is done with people at large whereas social networking is a means of communication or interaction among audience with common interests. So, social media is a system or communication channel and social networking is a two-way communication.

Direct Email

Allen (1997) identifies the components of direct marketing as direct mail, direct response marketing, telemarketing, mail order and direct selling. Berry (2001:121) further dissects each tool distinguishing Direct Mail as personally addressed advertising, delivered through the post. Direct mail created greater targeting of consumers to grant them more competitive offerings.

Electronic Word of Mouth (E-WOM)

Word of Mouth (WOM) is a mode of communication that was described originally as a means of sharing opinion and comments as regards to the products and services that people were transacting (Aslam et al, 2011). Cheung and Lee (2013) stated that E-WOM is online consumer reviews, it consists of analyses and commentaries generated and posted by the end users of products who have spent their money on the product and indeed used it. It is a credible source of consumer insight and it can be used by businesses to make corrective or improvement measures on their products and services. E-WOM has evolved into an entirely new form of communication that exploits modern technology. The online reviews are very important in influencing the customer to buy the product.

Online Consumer Review

An online review is similar to the messenger of traditional word-of-mouth communication. It is considered as a new form of recommender (Chatterjee, 2001). Zhang and Zhu (2010) indicate that perceived informativeness and argument strength of reviews are important determinants of consumers' behavioral intention, while source credibility is not. So the content of online reviews still plays an important role in consumers' decision making because a good review from one customer can make the others to purchase the product.

Consumer Behavior

Schiffman and Kanuk (2007:656) stated that consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Khan (2006:4) defined consumer behavior as the decision-making process and physical activity involved in acquiring, evaluating, using, and disposing of goods and services. So, consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think and feel Consumer Behavior is a branch which deals with the various stages a consumer goes through before purchasing products or services for the customer end use.

Consumer Purchase Decision

Consumer will have a buyer decision process before finally comes out with purchase decision, the buyer decision process consists of five stages model: problem recognition or need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler et al, 2011:58). In this process of purchase decision, customers think about the attributes of different products and services logically and avail the trial to take decision about particular product which can satisfy his need in minimum cost (Hawkins and Mothersbough, 2007).

Previous Research

Yogesh and Yesha (2014) found that the social media is most widely used in information source for perceived convenience, effectiveness and perceived credibility. Shantana, Totala, and Gupta (2014) found that the most effective marketing tool is customer advocacy because people trust what others talk. Literature on social media usage and effectiveness is available but there is a need of scale development and validation for the accurate assessment of social media impact on customer purchase decision so that it could help any organization or managers to formulate effective and efficient strategy for social media campaign. Simpson & Mortimore (2015) conducted how widely spread direct mail marketing is currently being used, distinguish the perceived advantages and disadvantages of direct mail from a consumer perspective, this research also about understanding how has the internet impacted the perceived benefits of direct mail. Alamana and Mirza (2013) identified that a positive shopping experience will lead to participation in the writing of eWOM more than a negative experience. The aim of this research is to determine how the Saudi online consumers view and react to the eWOM.

Conceptual Framework

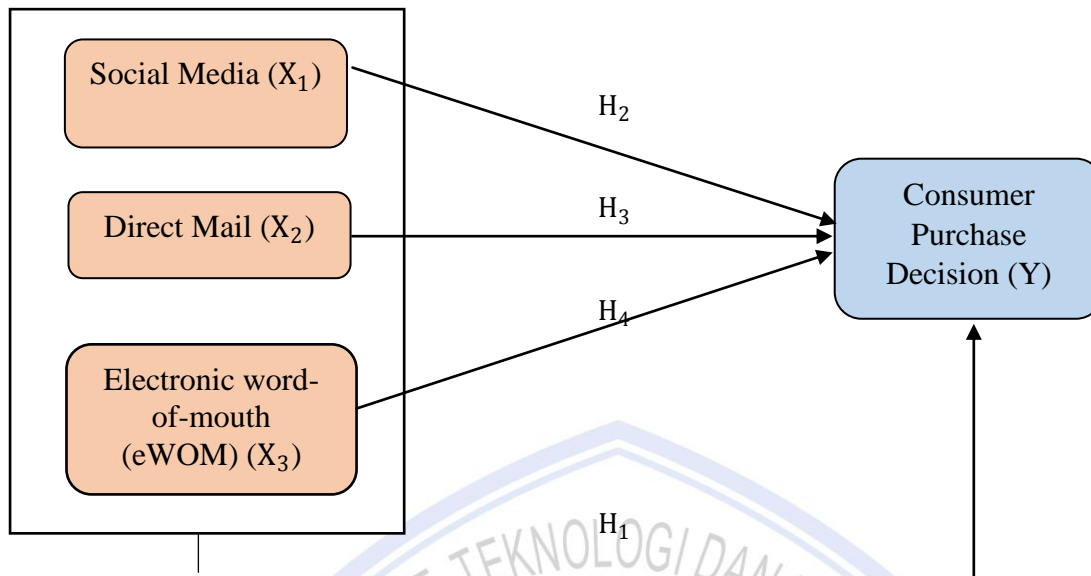


Figure 1. Conceptual Framework

Source Research Procedure

Research Hypothesis

H₁ : Social media, direct mail, and electronic word-of-mouth (eWOM) have a significant influence of consumer purchase decision in zalora online shop simultaneously.

H₂ : Social media marketing has significant influence on purchase decision in zalora online shop partially

H₃ : Direct mail marketing has significant influence on consumer purchase decision in zalora online shop partially.

H₄ : Electronic word-of-mouth (eWOM) has significant influence on consumer purchase decision in zalora online shop partially.

RESEARCH METHOD

Type of Research

This research type uses quantitative type of research or quantitative method based on Sugiyono (2013:349) defined as research method based on positivism paradigm that used to investigate specific population or samples.

Place and Time of Research

This research will be conducted in Manado and the time of research for about three months (June – July) 2016.

Population and Sample

The population in the research is the consumer of Zalora online store. The sample in this research is consisting of 100 respondents the sampling method is simple random sampling. The simple random sampling was applied in this research regarding to obtain information according to criteria.

Data Collection Method

The data used in this research consist of 2 types between primary data through questionnaire and secondary data taken from books, journal, and relevant literature from library and internet to understand the theoretical support in this research.

Operational Definition and Measurement of Research Variable

1. Social Media (X_1)
The form of electronic communication through which users create online communities to share information, ideas, personal messages and other content regarding with Zalora online fashion store.
2. Direct Email (X_2)
The process of providing targeted information through mail and email of Zalora product.
3. Electronic Word of Mouth (X_3)
A mode of communication that refers to any positive or negative statement made by potential, actual and former customers about Zalora product or company via the internet.
4. Consumer Purchase Decision (Y)
The consumers that go through variety of processes before buying a product and purchase decision helps in buying value in case Zalora online fashion store.

Data Analysis Method

Validity and Reability Test

Validity is extent to which a construct measures what it is supposed to measure. An easy measure of validity would be to compare observed measurement with the true measurement (Hair et al, 2007:153). Reability test is established by testing for both consistency and stability of the answer of questions. Consistency indicates how well the items measuring a concept hang together as a set. Alpha cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, 2006:311).

Multiple Regression Analysis Method

Cooper and Schindler (2001:767) stated that multiple regression analysis is a technique to observed value more than X to estimate or predict corresponding Y value. The equation model of multiple regression analysis which used in this research can formulated as shown below :

$$Y = a + b_1X_1 + b_2 X_2 + b_3 X_3 + e$$

Where:

- Y : Consumer Purchase Decision
 a : Intercept
 b_1, b_2, b_3 : The regression coefficient of each variable
 X_1 : Social Media
 X_2 : Direct Email
 X_3 : Electronic Word of Mouth
 e : Error

RESULT AND DISCUSSION

Validity and Reability

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the value of Pearson Correlation above 0.3. Value of correlation index for relationship among variable independents (Social Media, Direct Email, and Electronic Word-of-Mouth) with variable dependent (Consumer Purchase Decision) are greater than 0.3 and below the significant level of 5% (0.05). The Correlation between social media (0.804), direct email (0.672), electronic word-of-mouth (eWOM) (0.818), with customer loyalty (0,805) show a positive relationship. Therefore, the data is considered as valid. The value of Cronbach's Alpha of 5 items used in this research is 0.804. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

Classical Assumption

Multicollinearity

Table 1. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	Social Media	,764 1,308
	Direct Mail	,739 1,354
	eWOM	,698 1,434

a. Dependent Variable: Customer Loyalty

Source : SPSS data analysis 2016

Table shows that the tolerance value of social media is 0.764, direct email is 0.739, and electronic word-of-mouth (eWOM) 0.698 meaning that the tolerance value of each variable is more than 0.1. The VIF value of social media is 1.308, direct email is 1.354, and electronic word-of-mouth (eWOM) is 1.434 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heterocedasticity

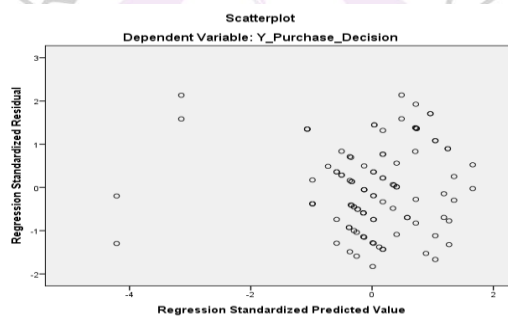


Figure 2. Heterocedasticity

Source : SPSS data analysis 2016

The Figure 2 shows that the pattern of the dots is spreadig and does not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

Normality

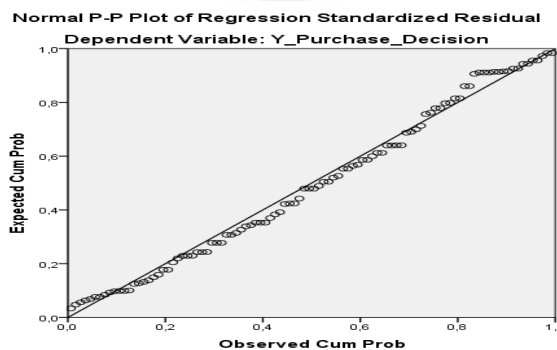


Figure 3. Normality

Source : SPSS data analysis 2016

Multiple Regression Analysis**Table 2. Multiple Regression Result**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,605	,299		5,371	,000
	Social Media	,305	,062	,426	4,962	,000
	Direct Mail	,170	,108	,137	1,547	,120
	eWOM	,184	,060	,274	3,048	,003

a. Dependent Variable: Consumer Purchase Decision

Source : SPSS data analysis 2016

Recall that the Multiple Linear Regression model is used to determine the effect of several independent variables on a dependent variable. The computation was done by using SPSS 21 software. The computerized calculation ensures the accuracy of the analysis. From the result in the table above, the model define as :

$$Y = 1,605 + 0,305 X_1 + 0,170 X_2 + 0,184 X_3 + e$$

Multiple Coefficient and Correlation Determination**Table 3. Multiple Regression Coefficient of Correlation**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	,677 ^a	,459	,442	,36390

a. Predictors: (Constant), Social Media, Direct Email, eWOM

Source : SPSS data analysis 2016

The interpretation of coefficient correlation (R) that shown on Table 3 means there is significant relationship between the the two independent variables with dependent variable. It is because value of R is 0.677 which is proved that the relationship among variable independents and dependent is strong. The coefficient of determination (R^2) according to the table 3 is 0.459, it means that the linear relationship in this model is able to explain the Customer Loyalty (Y) for 45,9%. And the rest 54,1% are caused by other factors not discussed in this research.

Hypothesis Testing**F-Test**

F-Test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable. This test is done by comparing the F_{count} with F_{table} . If $F_{count} > F_{table}$ as confidence level of 95% $\alpha=0.05$).

Table 4. F-test Result**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,783	3	3,594	27,143	,000 ^b
	Residual	12,713	96	,132		
	Total	23,496	99			

Dependent Variable: Purchase Decision

Predictors : (Constat : Social Media, Direct Mail, eWOM)

Source : SPSS data analysis 2016

From the F-test, by using the significant value of 0.05 ($\alpha = 0.05$), the calculated value of F_{count} is greater than the F_{table} ($27,143 > 2,700$). Since the F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted. It means that the independent variables significantly affect the dependent variable simultaneously.

T-test

T-Test is any statistical test intended to determine the partial effect of each independent variable (X) to dependent variable (Y).

Table 5. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	1,605	,299		5,371	,000
1 Social Media	,305	,062	,426	4,962	,000
Direct Mail	,170	,108	,137	1,547	,120
eWOM	,184	,060	,274	3,048	,003

a. Dependent Variable: Consumer Purchase Decision

Source : SPSS data analysis 2016

The partial influence of each independents variable are as follow :

1. Social Media (X_1) Consumer Purchase Decision (Y)

T-count of X_1 is 4.962 with the level of significance of 0.000. Since the value of $t_{count} = 4.962 > t_{\alpha (0.05)} = 1.660$ meaning that H_0 is rejected and H_a is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result of this test declares that there is a partially significant effect of social media (X_1) on consumer purchase decision (Y).

2. Direct Email (X_2) to Consumer Purchase Decision (Y)

T-count for X_2 is 1.567 with the level of significance of 0.120. Since the value of $t_{count} = 1.567 < t_{\alpha (0.05)} = 1.660$ meaning that H_0 is accepted and H_a is rejected. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.120. The result of this test declares that direct email (X_2) does not have a significant effect on consumer purchase decision (Y).

3. Electronic Word of Mouth Email (X_3) to Consumer Purchase Decision (Y)

T-count of X_3 is 3.048 with the level of significance of 0.003. Since the value of $t_{count} = 3.048 > t_{\alpha (0.05)} = 1.660$ meaning that H_0 is rejected and H_a is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.003. The result of this test declares that there is a partially significant effect of electronic word-of-mouth (eWOM) (X_3) on consumer purchase decision (Y).

Discussion

Consumer purchase decision plays an important role in gaining the companys profit. In order to maintain consumer purchase decision, company need to find out some strategies for increase their sales. One of the strategy to maintain consumer purchase decision that set by Zalora Indonesia is social media marketing and direct email marketing. Zalora Indonesia make some marketing strategy that create benefits for their customers, so the customers will still do their purchasing activities through Zalora online store. Zalora Indonesia also concern on the electronic word-of-mouth (eWOM), because they believe an online consumer review also was a good marketing communication to gaining a consumer purchase decision.

In this research the data was collected from 100 respondents which is a consumers of Zalora online fashion store in Manado, and categorized by gender, age, education level, occupation, income, and online shopping experience. The result shows that 70% respondents are female and 30% respondents are male. Most of the respondents are between 15-24 years old, with the largest number of sampled respondents' education level 47%

is undergraduates, so the occupation of most respondent is student and college student, largest number of sampled respondents (63%) have income under Rp. 1.500.000 and mostly respondents have already shopped online for about 1 – 4 years (62%).

Based on the research of questionnaire, the respondents who are the customers of Zalora online fashion store mostly agree that connection, context, and collaboration in social media between the customers and Zalora affect the consumer purchase decision in Zalora online store. It is because the members interest and understand with the information given by Zalora online store. For the direct mail, the respondents who live in Manado mostly disagree to sign up, subscribe, and doing an interaction trough email. Direct mail does not have a place in the future, their research highlighting a considerable right distribution skew, indicating a considerable proportion of the population having no intention to purchase through the email. In the eWOM marketing, the respondents who are Manado citizens mostly agree that online consumer review, trustworthy, and loyalty affect consumer purchase decision in online shopping, especially in fashion industry. This result happens because particularly in online shopping customers cannot directly judge the quality of a product so they must rely on information provided by online shop, people trust of any review from other people. This finding on eWOM has a similar finding with Keles (2016) stated that online review become a power to control the consumer to make a purchase.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

After examining the findings and discussing the result, the conclusions based on this research are as follows:

1. The independent variable which are social media, direct email, and electronic word-of-mouth (eWOM) simultaneously effect consumer purchase decision as the dependent variable.
2. Social media marketing and Electronic word-of mouth (eWOM) as the independent variables partially affects consumer purchase decision in Zalora online shop positively.
3. Direct email marketing as one of independent variables does not have a significant effect on consumer purchase decision in Zalora online shop partially.

Recommendations

The recommendations for online shop owners that can be concluded from the overall result in this research are listed as follow:

1. Zalora need to create a competitive advantage in order to win the market of online shop.
2. Zalora should improve their promotion strategy through e-commerce and also need to design unique advertisement in order to attract the consumer intention to make a purchase.
3. Zalora need to provide and deliver a trusted information about their product to convince the customer, so the customer would like to subscribe it through their email.

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