

Effects of Social Media Marketing Communication on Generation Z Consumers' Attitude in Yogyakarta

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Abstract

The continuing phenomenal growth in the digital field has an indirect impact on all aspects of life in society, including those of Generation Z members. (www.nielsen.com). For Generation Z, the development of social media has become an inseparable part of life in the modern era. Social media will play a key role in “communication success”. Thus, a company can realise an opportunity in marketing communication with the extensive use of social media. In particular, interactive social media allows marketers to communicate widely with consumers. Therefore, this study aims to determine the extent of the impact of the development of the digital era, particularly social media as a form of marketing communication, on the attitude of Generation Z. The study sample includes 325 respondents gathered through purposive sampling technique. Results of the hypothetical test are as follows: (1) marketing communication in social media has an impact on attitude component and (2) social media use and demography have no influence on the attitude component.

Keywords Generation Z, social media marketing communication, demography, attitude

1. INTRODUCTION

The continuing phenomenal growth in digital technology has an indirect impact on all aspects of life in society, including those of Generation Z members. Generation Z in Indonesia comprises those born between 1995 and 2000s. The members of this generation are deemed vulnerable teenagers in terms of attitude development because they are still searching for their identity. Monks et al. (2002) suggested that being a teenager is a phase in the development between childhood and adulthood that occurs between 12 and 21 years. The teenage years comprise the pre-adolescent (12–15 years), middle adolescent (15–18 years) and post – adolescent (18–21 years) ages. Hence, this study uses Generation Z members as research subjects, although the current research would substantially effective if it involved the post-adolescents because they are already deemed mature in terms of thinking. This idea is consistent with Santrock (2003), which suggested that adolescence is a transitional period between childhood and adulthood that covers biological, cognitive and social emotional changes. Thus, such changes will likely have an impact on

the attitude of individuals, particularly Generation Z, who undergo development (www.nielson.com). Advancements in the digital realm have resulted in the emergence of social media as an inseparable component of the modern era. Evidently, the attitude and habits of users may play key roles in technological advancement. Hence, social media tends to play a key role in 'communication success' (Phan et al, 2011). Accordingly, a company realises certain opportunities that can be utilised in marketing communication as the cause of high-rate social media use, particularly amongst the youth, and an easy access by anyone through social media.

Thus, the present study was conducted to reveal the extent of the impact of the current digital era development, particularly in social media marketing communication, on the attitude of Generation Z. Belch and Belch (2012) indicated that three components of attitude are included in the attitude model: cognitive (belief in an object), affective component (feeling towards an object, which can be positive or negative) and behavioural (readiness to respond to an object in a behavioural form) components. This study also intended to determine the actual impact on consumers in terms of their attitude towards the existence of social media users, how demography can be seen through gender and age, and how to influence the development of marketing communication through social media on the basis of the attitude of Generation Z.

2. LITERATURE REVIEW AND HYPOTHESES

2.1. Generation Z

The concept of generation refers to a group of individuals who are identified on the basis of their year of birth, age, location and similar events that have a significant influence on their growth. Generation Z is the generation that utilised technological developments based on the Internet; hence this group is also called the I Generation, Generation Net or Generation of the Internet. Moreover, a generation is a group of individuals who are influenced by historical events and cultural phenomena that occur and are experienced in the various phases of their life (Twenge, 2000; Nobel & Schewe, 2003). Accordingly, these events and phenomena lead to the formation of collective operating memories that may have an effect on their lives (Dencker et al. 2008).

Putra (2016) argued that there are significant differences in characteristics between Generation Z and other generations, in which one of the main distinguishing factors is mastery of information and technology. For Generation Z, information and technology have become part of their lives because they were born when access to information, particularly through the Internet, has become a global phenomenon that affects their values, views and goals in life. The emergence of Generation Z has also created new challenges for the practice of marketing communication, particularly through social media. This generation is an interesting topic to study because of its members' high sense of optimism, achievement, self-confidence and high moral and social values that emphasises diversity in society. Additionally, Generation Z is aware of their sophisticated technology that is characterised by the ease and speed of accessing information.

2.2. Marketing Communication through Social Media

Social media is a platform for a community or groups of people that enables them to interact, socialise and share ideas with other people. Consumers interact via social media through online forums, communities, ratings, reviews and recommendations. This development has introduced a new stream in e-commerce called social commerce, which empowers consumers to create contents and influence others. This interaction provides different values for businesses and consumers (Astuti, 2018). Tuten and Solomon (2014) defined social media as an online communication facility, transporter, collaboration and cultivation amongst interconnected networks, in which the interdependence of people, communities and organisations is improved using technological ability and mobility. Kotler and Keller (2016) explained that social media is used by consumers to share text, images, audio and video of information whether with other people and companies. Kaplan and Haenlein (2010) described social media as the application of Internet groups that facilitates the content production and transmission of users. Mayfield (2008) considered social media as a new form of online media. The followings characteristics are common to social media: participation, openness, conversation, community and connectedness. Particularly, marketing communication of social media is supported by the young generation as consumers who obtain the information they need. Additionally, social media substantially supports companies, thereby enabling them to provide a one-way direction message of a certain product that may enable realise marketing communication.

2.3 Uses of Social Media

Mangold and Faulds (2009) explained that social media is a new hybrid element of mix promotion. Social media changes the traditional marketing communication, which was previously employed by a company, into a marketing communication that can also be employed and created by customers (Astuti, 2017). Given the emergence of social media, control of content, time, frequency and media itself have decreased. Duffet et al. (2016) provided the characteristics of the use effect on attitudes as follows:

1) Accessing: Social media marketing communication is found to be most effective when accessed using mobile devices (i.e. smartphones, cell phones and tablets), specifically for awareness, knowledge and purchase intentions. Social media accessed through mobile devices also displays the highest average value for the two other hierarchical response attitude stages (i.e. desires and purchase). Jordan et al. (2011) revealed that the credibility of mobile advertising is significantly higher than online advertising and nearly 9 out of 10 people access Facebook via their mobile phones. Powers et al. (2012) revealed that online consumers use mobile devices for shopping activities and to connect to social media.

2) Length of use: Millennials who have used social media for at least 5 years display favourable cognitive attitudes (i.e. awareness and knowledge), whereas those who have used social media below 5 years exhibit significantly positive affective attitudes (i.e. desires and preferences) for online marketing communication on

information and communication technology platforms. Cox (2010) determined that the effectiveness of advertising declines amongst experienced Internet users because they begin to find annoying advertisements and attempt to block them.

3) Log-on frequency: The characteristics of this usage have minimal influence on the response hierarchy, except in terms of preference. Accordingly, millennials show positive sentiments when logging on to social media 2 to 4 times a month compared with those who log in daily. Gong and Maddox (2003) explained that online users are constantly online (i.e. they go online at least once a day), thereby increasing the possibility of using online content to make purchasing decisions.

4) Log-on duration: The number of users who spend at least two hours on social media show favourable attitudes in all stages of the response hierarchy compared with those who only use interactive channels no more than one hour.

5) Updating profile: Updating social media profiles are often presented in the most positive attitudes to marketing communication in all stages of the response hierarchy compared with those who update minimally. Additionally, young adults who update their profile regularly exhibit a considerably favourable attitudes (i.e. desires and preferences).

Therefore, the use of social media in marketing communication is considered from the aspects of access, duration of use, duration of frequency, log-on duration and profile renewal and influence attitudinal behaviour related to desires and cognitive (information) attitude components of social media marketing communication. The use of social media makes enables companies to easily provide information to consumers on the products they offer. Duffet (2017) showed that the use of social media influences the attitude of Generation Z consumers towards a product.

2.4 Demographic Factor

Mowen and Minor (2002) explained that demography is a description of the characteristics of a population. Statistical data published by the Kompas newspaper indicate that Indonesia has 30 million Internet users and ranges from children to adolescents. Accordingly, a gap often exists between children and adolescents who live in cities with those who live in the rural areas. As many as 98 percent of children and adolescents claimed to know about the Internet and 79.5 percent of them are Internet users. Given that mobile devices are being used by an increasing number of users, social media sites should modify their design and layout for ease of use and correct display on users' mobile devices (Moss et al., 2006).

Duffett et al. (2016) determined that the attitudinal characteristics of demographic factors include the following aspects.

1) Gender: This demographic characteristic has a minimal impact on the hierarchy of attitude response stages, with the exception of desires and preferences. Particularly, female respondents have a tendency to be more profitable for marketing communication on an online ICT platform than male respondents. Gender can be one of the important factors in the decision-making process in social and economic aspects.

2) Age: This demographic characteristic also has minimal effects on the hierarchy stage of attitude response, except in terms of desire, in which millennials

show a positive attitude towards social marketing communication. Particularly, the more mature an individual, the stronger his or her intellectual and practical acumen. Age and gender are the factors that determine the social environment of one's institution. Individuals will join a particular group based on their age and gender. Social networking sites that are patronised eventually influence an individual (Stanley & Dennis, 2010).

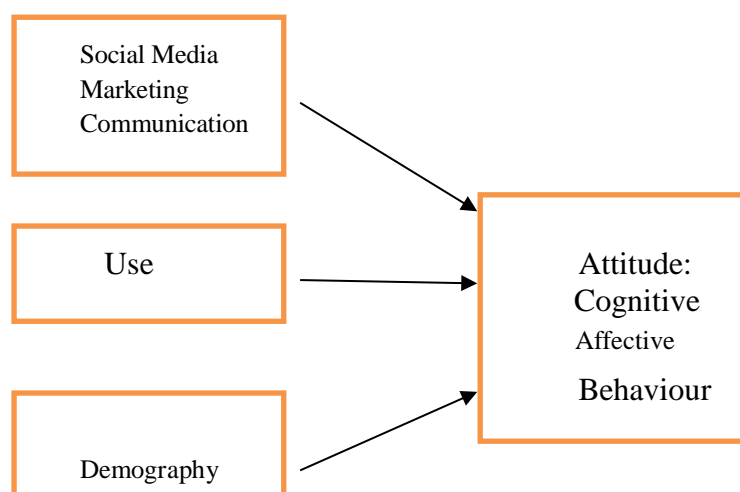
2.5 Attitude

Belch and Belch (2012) stated that the three stages of attitudes or components comprise the cognitive (i.e. beliefs on objects), affective (i.e. feelings towards objects, which can be positive or negative) and behavioural (i.e. individual readiness to respond to objects in the form of behaviour) components.

(1) Cognitive Components: Barry (2002) explained that the cognitive components include awareness and knowledge (awareness of the existence of brands and knowledge of brand offerings). Belch and Belch (2012) and Schiffman and Kanuk (2004) explained that the cognitive component consists of awareness, knowledge and information, which are received from advertisements and other sources. That is, this component enables consumers to perceive a product and the information related to it.

(2) Affective Component: The affective or emotional component is often deeply rooted to attitude, which is the most enduring influence that may change attitudes (Azwar, 1988).

(3) Conative or Behavioural Component: The conative component or an individual's tendency to act (behave) is related to attitude. A person's behaviour in certain situations and in situations facing a particular stimulus is considerably determined by beliefs and feelings towards such a stimulus. The tendency to behave consistently in harmony with these beliefs and feelings shapes an individual's attitude (Azwar, 1988). The behavioural component is related to the likelihood or tendency of how consumers will react or behave in a certain manner for products that often includes trials, purchases, rejections or adoption.



3. RESEARCH METHOD

To determine the marketing communication effect of social media on the attitude of Generation Z, primary data were collected through questionnaires, the responses of which were measured using a Likert scale. The respondents in this study are college students and students in Yogyakarta who belong to the post-adolescents (i.e. 18–21 years) of Generation Z. A total of 325 respondents were selected using the purposive sampling technique.

4. RESULT

4.1. Characteristics of the Respondents Based on Demography

Table 1 shows that 28% of the respondents are male and 72% are female. In terms of age, the majority of the respondents (171; 52.6%) are 21 years, 59 (18.2%) are 20 years, 57 (17.5%) are 18 years and 38 (11.7%) are 19 years. The older the respondent, the more advanced their way of thinking. This case certainly influences an individual's life choices, including the use of social media.

Table 1: Characteristics of the Respondents

Characteristics of the Respondents	Frequency	Percentage
Gender		
Male	91	28
Female	234	72
Age		
18 years old	57	17.5
19 years old	38	11.7
20 years old	59	18.2
21 years old	171	52.6
TOTAL	325	100

4.2. Characteristics of the Respondents Based on Use

The result of the descriptive analysis of use is shown as follows. Table 2 shows that the number of respondents that generally access social media using cellular device (HP) and computer (PC) is 212 (65.2%) and cellular device (HP) is 113 (34.8%). Furthermore, the number of respondents according to the length of social media use of over 5 years is 270 respondents (83.1%); 4 years, 31 respondents (9.5%); 3 years, 16 respondents (4.9%); 2 years, 5 respondents (1.5%) and 1 year, 3 respondents (0.9%). In terms of the daily use of social media, 193 respondents (59.4%) use over 5 hours a day; 46 people (14.2%), 3 hours; 40 people (12.3%), 4 hours; 26 people (8%), below 1 hour and 20 people (6.2%), 2 hours. In terms of log frequency, 310 people (95.4%) use social media every day; 7 people (2.2%), once a month; 5 people (1.5%), 2 to 4 times a week; 2 people (0.6%), 2 to 4 times a month and 1 person (0.3%), once a week. Lastly, in terms of updating profiles, 221 people (68%) update their profiles once a month; 57 people (17.5%), 2 to 4 times a month; 22 people (6.8%), once a week; 19

people (5.8%), 2 to 4 times a week and 6 people (1.8%), every day. These findings indicate that current teenagers are highly dependent on social media and devote their time to access social media throughout the day.

Table 2: Characteristics of the Respondent Based on Use

Characteristics of the Respondents	Frequency	Percentage
Access to Social Media		
Cellular device (Hp) cellular device (Hp) and (Computer)	113 212	34,8 65.2
Length of Social Media Use		
<1 year	3	0.9
>5 years	270	83.1
2 years	5	1.5
3 years	16	4.9
4 years	31	9.5
Use of Social Media In a Day		
<1 hour	26	8
>5 hours	193	59.4
2 hours	20	6.2
3 hours	46	14.2
4 hours	40	12.3
Length of Social Media Use		
<1 year	3	0.9
>5 years	270	83.1
2 years	5	1.5
3 years	16	4.9
4 years	31	9.5
Use of Social Media In a Day		
<1 hour	26	8
>5 hours	193	59.4
2 hours	20	6.2
3 hours	46	14.2
4 hours	40	12.3
Frequency of Social Media Use		
2 to 4 times a month	2	0.6
2 to 4 times a weeks	5	1.5
Once a month	7	2.2
Once a week	1	3
Daily	310	95.4

Updating Profile		
2 to 4 times a month	57	17.5
2 to 4 times a week	19	5.8
Once a month	221	68
Once a week	22	6.8
Daily	6	1.8
TOTAL	325	100

4.3. Verificative Analysis

In the present study, the ANOVA test and generalised linear model (GLM) test indicated a lack of relationship between the response and predictor variables. The ANOVA test results show differences in attitudes in terms of the cognitive, affective and behaviour towards online marketing communication.

Table 3: ANOVA Test of Online Marketing Communication towards Attitude

		Sum of Squares	df	Mean Square	F	Sig.
Cognitive	Between Groups	8910.595	21	424.314	12.695	0.000
	Within Groups	10127.454	303	33.424		
	Total	19038.049	324			
Affective	Between Groups	8286.9	21	394.614	13.286	0.000
	Within Groups	8999.857	303	29.702		
	Total	17286.757	324			
Attitude	Between Groups	8367.716	21	398.463	8.528	0.000
	Within Groups	14157.195	303	46.723		
	Total	22524.911	324			

Table 4: ANOVA Test of Social Media Use towards Attitude

		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	99.445	4	24.861	0.42	0.794
	Within Groups	18938.604	320	59.183		
	Total	19038.049	324			
	Between Groups	117.217	4	29.304	0.546	0.702
	Within Groups	17169.54	320	53.655		
	Total	17286.757	324			
Attitude	Between Groups	71.548	4	17.887	0.255	0.907
	Within Groups	22453.363	320	70.167		
	Total	22524.911	324			

Table 5: ANOVA Test of Demography towards Attitude

		Sum of Squares	Df	Mean Square	F	Sig.
Cognitive	Between Groups	1161.477	14	82.963	1.439	0.134
	Within Groups	17876.572	310	57.666		
	Total	19038.049	324			
Affective	Between Groups	1271.994	14	90.857	1.759	0.044
	Within Groups	16014.763	310	51.661		
	Total	17286.757	324			
Attitude	Between Groups	1561.454	14	111.532	1.649	0.065
	Within Groups	20963.457	310	67.624		
	Total	22524.911	324			

GLM was tested to find out which attitudes give the same or different influences. Table 6 show the results, which show the influence of social media marketing communication on attitudes (i.e. cognitive, affective and behavioural). Although the use of social media and demographics have no effect on attitudes

Table 6: Test of the General Linear Model

Source	Dependent Variable	F	Sig.
Online Marketing Communication	Cognitive	186.223	0.000
	Affective	205.822	0.000
	Attitude	81.008	0.000
Use of Social Media in a Day	Cognitive	0.399	0.528
	Affective	0.262	0.609
	Attitude	0.203	0.653
Demography	Cognitive	0.007	0.935
	Affective	0.558	0.455
	Attitude	0.812	0.368

5. DISCUSSION

The results of this study are consistent with those of Duffett (2017), thereby proving that social media marketing communication has a significant influence on everyone in terms of the attitude component. Communication of social media marketing that is clear and easy to understand can encourage individual attitudes towards a brand. Thus, companies in the digital era should make new updates in the digital era by intensely marketing through social media.

The use of social media in terms of the extent of use, duration and updating profiles does not affect a person's cognitive attitudes. Cox (2010) reported that advertising effectiveness decreased amongst experienced Internet users because they

began to find annoying advertisements and attempted to block advertisements. The data obtained indicated that the extent of the respondents' use of social media (i.e. over five years) does not affect their individual cognitive attitudes. The reason is that current teenagers no longer use social media appropriately but are likely to show off their personal lives. Thus, companies should understand the changes that occur by increasing their use of social media platforms to enhance the people's interest in what the company offers. Thus, management of companies should use social media as a marketing communication tool to continue to innovate and focus on the changes in attitudes of the younger generation. Accordingly, mutual benefits are created amongst the users of social media.

Individuals who have been using social media for many years will not necessarily be affected in terms of their behaviour. The data obtained indicate that the use of social media shows that the majority of the respondents use computers and mobile devices, but the use of both devices does not affect their attitude of individual behaviour. The online activities (e.g. purchases of goods or services through the Internet media) carried out by people throughout the world are relatively extensive and intensive. People have numerous motives and goals when accessing online services (e.g. purchasing goods or services through Internet media), particularly social media. Nasrullah (2015) found that the use of social media (e.g. selfie, cyber war, online shopping, user personalisation, and share culture) relatively attracts the attention of academics and researchers. This reality leads to the fact that users want to initially share their moments or activities with friends on social media. The fact that such information is displayed on social media in the context of self-existence and effort show what has been achieved by users outside the network (offline). This result shows that the use of social media in marketing communication includes access, length of time, log-on frequency, duration of log-on and updating profiles have no effect on Generation Z's cognitive, affective and behavioural attitudes. Accordingly, companies should be able to sell their product with the help of artists or stars who are adored by teenagers today because it can enhance the special attraction for teens to focus on the products that the company offers. Schiffman and Kanuk (2008) explained that consumers gives attitude in the form of feeling (influence) and consideration (cognition) as the effect of openness of the advertisement. Adriyanto and Haryanto (2010) revealed that this interactive marketing has no direct influence on purchasing decision but has a direct influence on word of mouth. The need to build a social relationship on the Internet is a primary reason of people in accessing the media.

The results show that the demographics of the respondents did not influence the attitude of Generation Z in determining the cognitive, affective and behavioural attitudes. The results of this study are consistent with that of Duffet (2017), which showed that gender demographic variables do not have a major influence on the attitude component. Although adolescent females show high-level preference (affective attitude) in terms of social media marketing communication. The current study is also consistent with Duffet (2017), which stated that age demographic variables show limited influence on the attitude component, in which older teenagers exhibit sentiments that are more favourable than their younger counterparts. Therefore, this study should have involved respondents aged 15–18 years because these individuals are still searching for their identity and will definitely provide good results in the succeeding study.

6. CONCLUSION AND RECOMMENDATION

This study found that marketing communication through social media has an effect on the cognitive, affective and behavioural attitudes of Generation Z. However, the use of social media and demographics did not affect this generation's attitudes. When using social media as a means of communication, the changes that occur should be understood by improving the appearance of social media platforms, providing education on the products they offer and using striking marketing communication to enhance the interest of consumers. An example is using artist endorsements, specifically those who are loved by young people today. The reason is that current teenagers no longer use social media appropriately but are likely to use social media to show off their personal lives. Researchers can use one of the existing social media platforms to enhance the effectiveness.

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