

REFERENCES

- Abedniya, Abed; Mahmouei, Sahar-Sabbaghi (2010). "The impact of social networking websites to facilitate the effectiveness of viral marketing". *Intl journal of advanced computer science and applications*, December, v. 1, n. 6, pp. 139-146. <http://goo.gl/UHIATx>
<http://dx.doi.org/10.14569/IJACSA.2010.010621>
- ACNielsen (2007), *Trust in Advertising: A Global Nielsen Consumer Report*, October.
- Aday, L. (2006) *Designing and Conducting Health Surveys: A Comprehensive Guide* (3rd edn). San Francisco, CA: Jossey-Bass.
- Alvesson, M., & Sköldbberg, K. (1994). *Tolkning och reflektion: Vetenskapsfilisofi och Kvalitativ Metod*. Lund: Studentlitteratur.
- Bernoff, J., & Li, C. (2008). Harnessing the power of the oh-so-social web. *MIT Sloan Management Review*, 49(3), 36-42.
- Blythe J. (2008). *Consumer Behaviour*. THOMSON.
- Brown J, Amanda J. Broderick, and Nick Lee (2007). Word of Mouth Communication within online communities: Conceptualizing the Online Social Network, *Journal of Interactive Marketing*, Vol. 21, Nr. 21, p 2-20.
- Cannell, C.F., Miller, P.V. & Oksenberg, L. (1981) Research on interviewing techniques. In S. Leinhardt (ed.) *Sociological Methodology*. San Francisco, CA: Jossey-Bass
- Cheung Christy M.K., Lei Zhu, Timothy Kwong, Gloria W.W. Chan, Moez Limayem, (2003) Online Consumer Behavior: A Review and Agenda for Future Research, 16th Bled eCommerce Conference eTransformation. Gupta, Neha (2011), "Forecast: Social Media Revenue, Worldwide, 2010–2015," Gartner, Stamford, CT, September 23.

- Culnan, Mary J.; McHugh, Patrick; Zubillaga, Jesus I. (2010). "How large US companies can use Twitter and other social media to gain business value". *MIS quarterly executive*, v. 9, n. 4, pp. 243-259. <http://misqe.org/ojs2/index.php/misqe/article/view/342>
- East R, Wright M, Vanhuele M, (2008). *Consumer Behaviour: Applications in marketing*. London: SAGE.
- Edison. (2011). The Social Habit 2011. Retrieved 2012-05-11, from http://www.edisonresearch.com/home/archives/2011/05/the_social_habit_2011.php
- Eriksson, L. & Wiedersheim-Paul, F. (2001). *Att utreda, forska och rapportera*. Malmö: Liber Ekonomi.
- Evans M, Jamal A, Foxall G, (2009). *Consumer behaviour*. 2nd ed. John Wiley & Sons Ltd.
- Foddy, W. (1993) *Constructing Questions for Interviews and Questionnaires. Theory and Practice in Social Research*. Cambridge, UK: Cambridge University Press.
- Goldsmith, R.E. (2006), "Electronic word-of-mouth", in Khosrow-Pour, M. (Ed.), *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*, Idea Group Publishing, Hershey, PA, pp. 408-12.
- Gupta, Neha (2011). "Forecast: social media revenue, worldwide, 2010-2015". Gartner, Stamford, CT, September <https://www.gartner.com/doc/1802617/forecast-socialmedia-revenue-worldwide>
- Hawkins Del I., Mothersbaugh David L. (2010) *Consumer Behavior:building marketing strategy*, 11th edition. New York: McGraw-Hill Irwin.
- Hagel, J., & Armstrong, A. G. (1997). *Net gain: Expanding markets through virtual communities*. Boston, MA: Harvard Business School Press.

- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons*, 54, 265-273. <http://dx.doi.org/10.1016/j.bushor.2011.01.007>
- He, Xia, Pedraza-Jimenez, Rafael (2015). "Chinese social media strategies: Communication key figures from a business perspective". *El provisional de la informacion*, v. 24, n. 2, pp. 200-209
- Hennig-Thurau, T., & Walsh, G. (2003). Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the Internet. *International Journal of Electronic Commerce*, 8(2), 51-74.
- Heinonen K, (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, Vol. 10, P356-364.
- Heinrichs J.H, Jeon-SU Lim, Kee Sook Lim (2011), Influence of social networking site and user access method on social media evaluation. *Journal of Consumer Behaviour*, Vol. 10 P 347-355.
- Hippler, H.-J., Schwarz, N. & Sudman, S. (1987) (eds) *Social Information Processing and Survey Methodology*. New York: Springer
- Huang, J., Boh, W. F., & Goh, K. H. (2011). *From A Social Influence Perspective: The Impact Of Social Media On Movie Sales*. Paper presented at the PACIS 2011. Retrieved from <http://aisel.aisnet.org/pacis2011/79>
- Hunt, W.H., Sparkman, R.D. Jr & Wilcox, J.B. (1982) The pretest in survey research: issues and preliminary findings. *Journal of Marketing Research*, 19, 2, pp. 269-273.
- Jennette S, Stephanie C, (2013). Social Media from an Integrated Marketing and Compliance Perspective. *Journal of Financial Service Professionals*
- Kardes F.R, Cronley M.L, Cline T.W, (2011). *Consumer Behaviour*. South-Western.
- Katz, E. and Lazarsfeld, P.F. (1955), *Personal Influence*, Free Press, Glencoe, IL.

- Kaplan, Andreas M.; Haenlein, Michael (2010). "Users of the world, unite! The challenges and opportunities of social media". *Business horizons*, v. 53, n. 1, pp. 59-68. <http://dx.doi.org/10.1016/j.bushor.2009.09.003>
- Kelman, H.C. (1958). Compliance, identification, and internalization: three processes of attitude change, *Journal of Conflict Resolution*. Vol. 2 Nr 1, P 51-60.
- Kim, Y. A., & Srivastava, J. (2007). *Impact of social influence in e-commerce decision making*. Paper presented at the Proceedings of the ninth international conference on Electronic commerce. Retrieved 2012-05-10 from <http://dl.acm.org.bibl.proxy.hj.se/citation.cfm?id=1282157>
- Lantos, G.P. (2011). *Consumer Behaviour: in action real-life application for marketing managers*. M.E. Sharp, Inc.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28, 1755-1767. <http://dx.doi.org/10.1016/j.chb.2012.04.016>
- Lee, M.K.O., Cheung, C.M.K., Lim, K.H. and Sia, C.L. (2006), "Understanding customer knowledge sharing in web-based discussion boards: an exploratory study", *Internet Research*, Vol. 16 No. 3, pp. 289-303.
- Lee Rainie, Joanna Brenner, and Kristen Purcell, "Photos and Videos as Social Currency Online," Sept. 13, 2012, Pew Research Center's Internet & American Life Project, <http://pewinternet.org/Reports/2012/Online-Pictures.aspx>.
- Mason, J. (2002). *Qualitative Researching* (2nd ed.). London: SAGE Publications Ltd
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357-365. <http://dx.doi.org/10.1016/j.bushor.2009.03.002>
- Money, R. B., Gilly, M. C., & Graham, J. L. (1998). Explorations of National Culture and Word-of Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan. *Journal of Marketing*, 62, 76-87.
- Moran, Edward; Gossieaux, François (2010). "Marketing in a hyper-social world: The tribalization of business study and characteristics of successful online

- Milder, David M. (2013). *Economic Development Journal: E-Marketing communities*". *Journal of advertising research*, v. 50, n. 3, pp. 232-239.
<http://www.iei.liu.se/fek/svp/mafo/artikelarkiv/1.309542/B5.pdf>
<http://dx.doi.org/10.2501/S0021849910091397>
- OTX research (2008). *Impact of social media on purchasing behavior*. Retrieved 2012-04-10 from <http://174.133.170.120/files/DEIStudyEngaging%20ConsumersOnline-Summary.pdf>
- Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the Internet. *Psychology and Marketing*, 20(2), 99-121.
- Ratchford, B.T., Talukdar, D. and Lee, M.-S. (2001), "A model of consumer choice of the Internet as an information source", *International Journal of Electronic Commerce*, Vol. 5 No. 3, pp. 7-22.
- Ridings, C. M., & Gefen, D. (2004). Virtual community attraction: Why people hang out online. *Journal of Computer Mediated Communication*, 10(1).
- Riegner C, (2007). Word of mouth on the web: The impact of web 2.0 on consumer purchase decisions, *Journal of advertising research*. VOL 47(4). 436-447.
- Riegner C, (2007). Word of mouth on the web: The impact of web 2.0 on consumer purchase decisions, *Journal of advertising research*. VOL 47(4). 436-447.
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*, 73, 90-102. <http://dx.doi.org/10.1509/jmkg.73.5.90>
- Akrimi, Y., & Khemakhem, R. (2012). What Drive Consumers to Spread the Word in Social Media? *Journal of Marketing Research & Case Studies*, 2012, 1-14. <http://dx.doi.org/10.5171/2012.969979>
- Senecal, S., & Nantel, J. (2001). Online interpersonal influence: A framework Retrieved 2012-05-10 Available from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.200.6482&rep=rep1&type=pdf>.

- Schiffman L.G, Kamk L.L, Hansen H. (2008). *Consumer behaviour: A European Outlook*. Prentice Hall.
- Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M. (2010). *Consumer Behavior: Buying: A European Perspective*. 4rd ed., Financial Times Press.
- Silverman, G. (2001). *The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word-of-Mouth*. New York: American Marketing Association.
- Sinclair, J. K., & Vogus, C. E. (2011). Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations. *Information Technology and Management, 12*(4), 293-314.
- Sun T, Youn S, Wu G, Kuntaraporn M. Online word-of-mouth (or mouse): an exploration of its antecedents and consequences. *Journal of Computer-Mediated Communication* 2006; 11:1–22.
- Sweeney A, Camm W, Cochran. (2014) *Statistics for Business and Economics*
- Tourangeau, R., Rips, L.J. & Rasinski, K. (2000) *The Psychology of Survey Response*. New York: Cambridge University Press
- Vikat, A., Speder, Z., Beets, G., Billari, F.C. & Buhler, C. (2007) Generations and gender survey (GGS): towards a better understanding of relationships and processes. *Demographic Research, 17*, 14, pp. 389–440.
- Weinberg, B. D., & Pehlivan, E. (2011). Social spending: Managing the social media mix. *Business Horizons, 54*(3), 275-282.
- Widerberg, K. (2002). *Kvalitativ Forskning i Praktiken*. Lund: Studentlitteratur.
- Williams, L., & Cothrell, J. (2000). Four smart ways to run online communities. *Sloan Management Review, 41* 81-91.
- Williams, T., & Williams, R. (2008). Adopting social media: Are we leaders, managers or followers *Communication World, 25*(4), 34-37.

[Www.referenceforbusiness.com/history2/85/GARUDAINDONESIA.html](http://www.referenceforbusiness.com/history2/85/GARUDAINDONESIA.html) (Accessed September 1st 2015 at 7.00pm)

[Www.garuda-indonesia.com/cn/en/partner/corporate-partners/company-profile/about/index.page?](http://www.garuda-indonesia.com/cn/en/partner/corporate-partners/company-profile/about/index.page?) (Accessed September 3rd 2015 at 8.pm)