

effectiveness of affiliate marketing on instagram for young people

ABSTRACT

The increasing use and effectiveness of social media influencers in marketing have intrigued both academic scholars and industry professionals. With the growing number of active users on Instagram, businesses are adopting this platform as a means to reach out to their customers and build lasting relationships. This study aims to investigate the impact of Instagram marketing on customer relationship management (CRM) in businesses. The findings of this study suggest that Instagram marketing can have a significant impact on CRM, as it provides businesses with a platform to engage with customers and build relationships. Instagram marketing allows businesses to showcase their products and services in a visually appealing manner. Instagram marketing can have a positive impact on CRM in businesses by providing a platform for real-time customer engagement, personalization, and brand awareness. Overall, this study highlights the significance of Instagram as a tool for businesses.

Keywords; Instagram Marketing Activities; Brand Image; Brand Awareness Brand; Perceived Quality;

1. Introduction

Introduction Instagram marketing involves using the Instagram platform to promote products and services to a large audience. Businesses can use Instagram marketing to showcase their products, create brand awareness, and engage with customers. [1,2] Instagram marketing can take various forms, including posting photos, videos, and stories, running sponsored ads, and collaborating with influencers. Instagram's visual nature makes it an ideal platform for businesses to showcase their products and services. [3,4] With features such as Instagram Stories, Reels, and IGTV, businesses can create visually appealing content to attract and engage with their target audience. Instagram also allows businesses to use hashtags and location tags to increase their reach and visibility. [5,6] One of the significant advantages of Instagram marketing is its ability to provide real-time engagement with customers. Businesses can respond to customer queries and comments in real-time, providing a more personalized experience for customers. Instagram also allows businesses to send direct messages to customers, enabling one-on-one communication and building trust and loyalty. [7,8] Instagram marketing can also be an effective way for businesses to increase brand awareness and reach new customers. [9] By running sponsored ads or collaborating with influencers, businesses can reach a wider audience and promote their products and services to potential customers. Instagram's algorithm also prioritizes content that receives high engagement, making it crucial for businesses to create engaging and high-quality content to increase their visibility. [10] Despite the benefits of Instagram marketing, businesses may face some challenges in implementing this strategy. One of the significant challenges is maintaining consistent content quality. [11,12] Instagram is a visual platform, and businesses must ensure that their content is visually appealing, engaging, and aligns with their brand identity. [13] Finally, Instagram's algorithm is constantly evolving, making it challenging for businesses to keep up with the changes. Businesses must stay up to date with Instagram's algorithm changes to ensure that their content remains visible and engaging. [14,15]

2. Literature Review

2.1. Instagram Marketing Activities

Social media refers to online platforms, application programs, or media that aim to facilitate interactions or the sharing of content [16,17]. Today, businesses tend to create, communicate, and deliver a variety of online marketing activities via social media to build and intensify powerful stakeholder relationships. This activity is referred to as social media marketing. It provides enterprises with an opportunity to reach customers and build relationships, which ultimately improve corporate profits [18]. The components of social media activities have been discussed by several researchers in various settings. Kim and divided SNS marketing activities into interaction, entertainment, customization, trendiness, and word-of-mouth (WOM), and applied these categories to luxury fashion brands. These items were applied in follow-up research to different industries, such as airlines, e-commerce, fashion, and food. Based on the aforementioned studies, this study determined that interaction, entertainment,

customization, and trendiness are components of Instagram marketing activities in the coffee industry. Interaction is an important feature that differentiates SNSs from other types of media. Thus, social media is a cyberspace where customers can interact to discuss and exchange opinions about specific brands. Social media users get pleasure, relaxation, and a pastime by consuming brand-related content [19]. Entertainment represents the hedonic aspect of the social media experience and results in users experiencing fun and enjoyment. Customization refers to the degree to which social media provides tailored services to meet customer preferences. Accordingly, customization on social media is a tool that companies can use to convey their brand's uniqueness and increase customers' preferences for and loyalty toward the brand. Trendiness refers to the extent that social media provides trendy or current content. Accordingly, trendiness is defined as providing customers with up-to-date information about products and services.

2.2. Customer-Based

Brand Equity Brand equity, from both an academic and managerial perspective, is one of the most crucial constructs within the field of brand management. Traditionally, brand equity is defined as the sum of assets and liabilities associated with a particular brand, including its logo and name, and is considered a core asset for maintaining a corporate competitive advantage. Brand equity can also refer to a customer's subjective and intangible evaluation of a brand. Despite this being the case, scholars have different views of the sub-constructs of brand equity; it is widely accepted that brand equity is a multi-dimensional concept that includes brand awareness, brand image, perceived quality, and brand loyalty. Further, customer-based brand equity can be treated as a hierarchical structure that assumes associative and directional relationships across the four dimensions of the construct, including brand awareness, brand association, [20] perceived quality, and brand loyalty. Therefore, in this study, brand awareness, brand image, and perceived quality were set as antecedents to brand loyalty, and the directional relationship between the four dimensions of customer-based brand equity and Instagram marketing activities was investigated as a whole.

2.2.1. Brand Awareness Brand

awareness is considered to be a fundamental component of brand equity. defined brand awareness as a consumer's ability to identify or recall a brand belonging to a particular product category. Brand awareness builds associations. Therefore, it is to be expected that the higher the brand awareness, the higher the brand preference, purchase intention, and brand equity [21] will be. This relationship signifies that brand awareness may enhance brand equity over time. Thus, it can be said that brand awareness is the first step in the creation of brand equity.

2.2.2. Brand Image

defined brand image as the sum of experiences accumulated from the past to the present, and mentioned that brand image is an influential antecedent factor in customer loyalty. stated that brand image is a customer's set of beliefs and impressions regarding a brand. Consumers choose a product or brand due to brand image, which is a kind of brand performance. This means that customers' attitudes and actions toward a brand are likely to depend on brand image. In other words, when a brand's image is perceived positively by consumers, it affects perceptions of quality and customer satisfaction. [22] Therefore, brand image management is crucial for business enterprises. Brand image is also identified before a customer even uses a product through marketing activities, such as promotions and advertisements. Brand image provides a business with an identity and helps promote sustainable growth. Brand image can also be considered to be an important factor that leads to trust as well as commitment and, in turn, enhances customer loyalty. Thus, in terms of market competition, creating a powerful brand image can reinforce brand competitiveness.

2.2.3. Perceived Quality

Quality has a prominent impact on an enterprise's profitability. Previous research has emphasized that perceived quality refers to consumers' overall judgements of a product, and, thus, it may differ for each person even if they receive the same product or service. Therefore, perceived quality can be defined as consumers' subjective evaluations. If customers' expectations are greater than a business's performance, then perceived quality is considered low, which eventually leads to customer dissatisfaction. Customers' perceptions of quality are a pivotal factor for achieving a competitive advantage and sustainable profits in the foodservice industry [23]. Thus, if perceived quality increases, then brand loyalty can be improved. Accordingly, customers' perceptions of quality can be a leading factor in a restaurant's success in the foodservice industry.

2.2.4. Brand Loyalty

Researchers have argued that loyalty is a crucial predictor of a user's continued behavior in respect to a particular service or product. A recent study has shown that customer loyalty consists of four constructs, including repurchase intention, positive WOM intention, cross-purchase intention, and price tolerance. Additionally, leveraging customers' brand identification is vital to increase brand loyalty. Overall, extant research suggests that brand loyalty encompasses both attitudinal and behavioral dimensions. Specifically, the affective component of attitudinal loyalty refers to consumers' positive or negative emotions toward a brand, whereas behavioral loyalty signifies a way of behaving, such as the repeated purchasing of a certain brand over time. Therefore, in this study, the notion of brand loyalty focuses on

both customers' attitudinal (brand love) and behavioral loyalty (brand Instagram re-usage intention). Brand Love Brand love is defined as the degree of emotional attachment that satisfied consumers feel toward a specific brand. It is based on theories of interpersonal love and encompasses declarations of love, brand attachment, and passion, as well as loyalty and favorable word-of-mouth [24]. Consumers may recognize and like a variety of brands. However, they can only experience fierce 'love-like' feelings towards a far more restricted number of brands.

Love is a metaphor to illustrate consumers' feelings and behaviors that go beyond mere loyalty. Thus, brand love is a deeper and more enduring emotion than just liking a brand, and is considered irreplaceable. In other words, brand love has a stronger emotional focus. Therefore, brand love conceptually differs from other brand-related constructs, such as 'brand satisfaction'. Accordingly, consumers can experience feelings of love for a brand and, accordingly, place a higher value on the brand. Brand Instagram Re-Usage Intention Usage intention toward a particular service depends on a user's assessment of the service, which, in turn, influences whether using the service is sustainable. Re-usage intention is a concept that explains a consumer's plan to continue to use a service or product. It can also be defined as a consumer's subjective level of preference for using a service again and recommending it to others. That is, re-usage intention is conceptually similar to the customer loyalty construct in marketing. This means that re-usage intention reflects customer loyalty. The extant marketing literature has shown that the success of a product or service depends on consumers' continuous usage [25]. This study defined brand Instagram re-usage intention as the willingness to use a brand's Instagram account in the future.

3. Model Development and Hypotheses

When customers perceive social media marketing activities in a positive light, it creates corporate value and, ultimately, improves brand equity. The positive link between social media marketing activities and brand equity has been endorsed by various empirical studies. researched the effects of social media marketing activities by airlines on brand equity and found that marketing activities positively affect brand awareness and brand image. This finding was consistent with Godey study, which demonstrated an influential relationship between SNS marketing and brand equity. found that social media marketing efforts by ready-to-drink tea brands significantly affected brand equity, including brand awareness, perceived quality, and brand loyalty. Through social media marketing, a brand's social communications had a positive impact on brand equity. Based on previous research, the following hypotheses are proposed:

Hypothesis 1 (H1): Instagram marketing activities have a positive effect on brand awareness.

Hypothesis 2 (H2): Instagram marketing activities have a positive effect on brand image.

Hypothesis 3 (H3): Instagram marketing activities have a positive effect on perceived quality.

discussed the positive relationship between consumers' emotional responses, such as brand awareness, brand attachment, and trust, and brand love in the consumer-brand relationship. Islam and Rahman affirmed the effect of brand image on brand love in the context of fashion brands. This is the same result as another study on the positive relationship between brand

image and brand love. In a study on the antecedents of brand love, brand quality as perceived by customers proved to be an influential factor. also found that perceptions of a brand’s quality are central drivers of brand love. This finding is consistent study, which affirmed the effect of brand ability on brand love. Accordingly, if consumers perceive brand awareness, brand image, and quality positively, they can have a positive effect on attitudinal loyalty towards a brand, including brand love. Thus, the following hypotheses are proposed:

Hypothesis 4 (H4): Brand awareness has a positive effect on brand love.

Hypothesis 5 (H5): Brand image has a positive effect on brand love.

Hypothesis 6 (H6): Perceived quality has a positive effect on brand love.

image of a tourist destination influences revisit intention. In the context of the coffee industry, brand image has a significant role in brand loyalty. A brand having a positive image has a favorable relationship with loyalty behaviors, such as the decision to purchase a product. Hence, a positive brand image could have a favorable impact on brand loyalty. A high-quality product results in positive customer attitudes toward the product, which ultimately leads to loyalty behaviors such as positive word-of-mouth. found that brand loyalty, including revisit intentions toward a festival destination, could be formed by brand awareness, brand image, and perceived quality. In this way, brand equity is likely to affect brand loyalty, such as customers’ willingness to stay with a brand. Therefore, the following hypotheses are proposed:

Hypothesis 7 (H7): Brand awareness has a positive effect on brand Instagram re-usage intention.

Hypothesis 8 (H8): Brand image has a positive effect on brand Instagram re-usage intention.

Hypothesis 9 (H9): Perceived quality has a positive effect on brand Instagram re-usage intention.

Figure 1 depicts the research model and hypotheses. A proposed model was developed to examine how Instagram marketing activities affect brand awareness, brand image, perceived quality, and brand loyalty (brand love and brand Instagram re-usage intention).

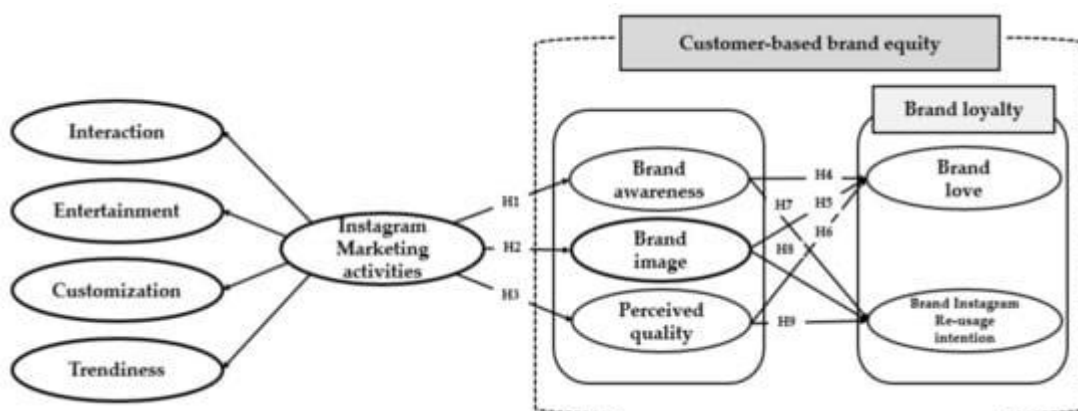


Figure 1. A proposed model.

4. Methodology

4.1. Data Collection

For data collection, a self-administered online survey was sent out in October 2020 by a famous online research company to users who visit coffee brand Instagram accounts. Participation was limited to those over 20 years old with the economic power to buy high-priced coffee. Before the survey, screening questions based on usage experience were included as follows: ‘Have you visited a brand coffee Instagram account within the past 3 months prior to the survey date?’ If the individual responded ‘yes’, then the instructions directed the respondent to choose the coffee brand Instagram account they visited most recently from the survey’s listed brands. Brands were included in this study based on whether (1) the brand’s assets were deemed valid for the study and (2) the brand was actively conducting Instagram marketing activities. Accordingly, coffee brands were selected using the following criteria: sales and growth rates compared to the previous year, number of followers, and brand reputation index. Before the actual survey, a pilot test was conducted with 40 coffee brand Instagram users who had visited a coffee brand Instagram account within the last 3 months to assess whether the measurement items were clearly worded. Unclear and ambiguous sentences were modified based on feedback from the pilot test.

4.2. Measurement Development

The measurement items for each construct were based on measurement scales validated in prior studies, but the item wording was slightly modified to reflect the context of this research. Table 1 presents the demographic characteristics of the respondents. The research model consisted of 6 constructs measuring the relationship between Instagram marketing activities and customer-based brand equity. Instagram marketing activities consisted of 8 items evaluating information, entertainment, customization, and trendiness. These items were developed based on previous studies. Customer-based brand equity was measured using five constructs (e.g., brand awareness, brand image, perceived quality, and brand loyalty). Brand awareness was assessed using three items adopted. Brand image was assessed with three items adopted from Severi. Perceived quality was measured with three items. Brand loyalty was assessed with brand love and brand Instagram re-usage intention. Brand Instagram re-usage intention was measured with four items adopted. All measurement constructs were measured using a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Table 1. Demographic characteristics of the respondents (n = 358).

Demographic and Characteristics	#	%	Demographic and Characteristics	#	%
Gender			Marital status		
Male	130	36.3	Single	186	52.0
Female	228	63.7	Married	172	48.0
Age			Occupation		
20–29	114	31.8	Student	44	12.3
30–39	126	35.2	Office worker	185	51.7
40–49	78	21.8	Service worker	22	6.1
50–59	33	9.2	Public officer	9	2.5
Above 60	7	2.0	Professional worker	36	10.1
			Self-employed	25	7.0
Education			Housewife	26	7.3
High school graduate or below	34	9.5	Other	11	3.1
College/university	282	78.8			
Graduated school and above	42	11.7			

4.3. Data Analysis

A descriptive analysis was conducted to profile the respondents' demographic characteristics with SPSS 26. The proposed model was based on Anderson and Gerbing's two-step approach and estimated using the structural equation modeling software AMOS 22. First, a confirmatory factor analysis was performed to test the measurement model. Then, structural equation modeling was conducted to verify the proposed hypothesis.

5. Results

5.1. Characteristics of the Sample

Of the 358 total respondents, 36.3% ($n = 130$) were male and 63.7% ($n = 228$) were female. The majority of the respondents were in their 30s (35.2%), office workers (51.7%), and university graduates (78.8%). In terms of the coffee brand Instagram accounts they recently visited, 76.3% ($n = 273$) of the respondents indicated Starbucks, and 29.1% ($n = 104$) of the respondents indicated that they visited coffee brand Instagram accounts one–two times per week.

5.2. Measurement Model

CFA was conducted to assess the validity of the conceptual model, and Cronbach's α was used to test the reliability of each structure. Instagram marketing activities were theorized as second-order constructs that consist of interaction, entertainment, customization, and trendiness. As shown in Table 2, the overall model fit exceeded the accepted standards ($\chi^2 = 543.410$, $df = 256$, $\chi^2/df = 2.123$, $CFI = 0.963$, $NFI = 0.933$, $TLI = 0.957$, $IFI = 0.963$, $RMR = 0.050$, and $RMSEA = 0.056$). To test the internal consistency of the items, a reliability test was conducted using Cronbach's alpha coefficients, ranging from 0.821 to 0.944, which was over the reference value of 0.7. The average variance extracted (AVE) of all constructs exceeded the minimum

acceptable value of 0.50 and ranged from 0.544 to 0.809. In addition, the values of composite reliability were higher than the threshold value of 0.70 and ranged from 0.824 to 0.944. Discriminant validity was tested in two ways (Table 2). First, discriminant validity was tested by comparing the AVE values with the squared correlation between constructs. Additionally, discriminant validity was examined by developing a confidence interval for each pair of constructs. To evaluate discriminant validity this study employed the overlapping confidence intervals method. The high end of the confidence interval between brand image and perceived quality ranged from 0.660 to 0.956 but did not include the value of 1.0, which is evidence of discriminant validity.

Table 2. Descriptive statistics and associated measures.

Items	Mean (S.D.)	AVE	(1)	(2)	(3)	(4)	(5)	(6)
(1) IMA	4.91 (0.80)	0.544	0.824 ^a	0.318 ^c	0.563	0.646	0.554	0.638
(2) BA	5.62 (1.01)	0.731	0.564 ^b	0.890	0.604	0.312	0.392	0.408
(3) BI	5.37 (0.98)	0.622	0.750	0.777	0.831	0.653	0.578	0.520
(4) PQ	5.16 (0.97)	0.801	0.804	0.559	0.808	0.924	0.594	0.516
(5) BL	4.77 (1.02)	0.761	0.744	0.626	0.760	0.771	0.927	0.619
(6) BIRI	5.02 (0.97)	0.809	0.799	0.639	0.721	0.718	0.787	0.944

5.3. Structural Equation Modeling (SEM)

The research model was evaluated by using structural equation modeling, and the fit indices of the SEM were acceptable ($\chi^2 = 710.247$, $df = 262$, $\chi^2/df = 2.677$, CFI = 0.943, NFI = 0.913, TLI = 0.935, IFI = 0.944, RMR = 0.069, and RMSEA = 0.069) [103]. SEM results with standardized path coefficients and t-values are presented in Table 3. Instagram marketing activities had significant effects on brand awareness ($\beta = 0.687$, $p < 0.001$), brand image ($\beta = 0.928$, $p < 0.001$), and perceived quality ($\beta = 0.868$, $p < 0.001$), which supports hypotheses 1, 2, and 3, respectively. Brand awareness positively affected brand love ($\beta = 0.127$, $p < 0.05$) and brand Instagram re-usage intention ($\beta = 0.179$, $p < 0.001$), which supports hypotheses 4 and 7. Brand image had a positive influence on brand love ($\beta = 0.440$, $p < 0.001$) and brand Instagram re-usage intention ($\beta = 0.465$, $p < 0.001$), which supports hypotheses 5 and 8. Finally, the effects of perceived quality on brand love ($\beta = 0.349$, $p < 0.001$) and brand Instagram re-usage intention ($\beta = 0.256$, $p < 0.001$) support hypotheses 6 and 9.

Table 3. Results of hypothesis test.

	Hypothesized Path	Standardized Coefficients	C.R.	p	Results
H1	IMA → BA	0.687	7.508	0.000 ***	Supported
H2	IMA → BI	0.928	7.729	0.000 ***	Supported
H3	IMA → PQ	0.868	8.311	0.000 ***	Supported
H4	BA → BL	0.127	2.485	0.013 *	Supported
H5	BI → BL	0.440	5.061	0.000 ***	Supported
H6	PQ → BL	0.349	4.638	0.000 ***	Supported
H7	BA → BIRI	0.179	3.394	0.000 ***	Supported
H8	BI → BIRI	0.465	5.197	0.000 ***	Supported
H9	PQ → BIRI	0.256	3.331	0.000 ***	Supported

6. Conclusions

6.1. Discussions

The findings were interpreted and discussed below. First, Instagram marketing activities could be understood as four sub-dimensions: interaction, entertainment, customization, and trendiness, which is consistent with the findings of previous research. Second, Instagram marketing activities significantly affected brand awareness, brand image, and perceived quality. These findings are in line with the results of previous studies. In addition, the impacts of Instagram marketing activities on brand image were greater than those of Instagram marketing activities on brand awareness and perceived quality. Finally, brand image, perceived quality, and brand awareness had significant impacts on both attitudinal and behavioral loyalty, such as brand love and brand Instagram re-usage intention. These findings supported previous research that assured significant associations among the elements of customer-based brand equity. The research findings suggest that brand image, compared with brand awareness and perceived quality, is a pivotal factor in shaping positive brand loyalty. This research contributes to the Instagram marketing literature and provides theoretical and practical insights for both foodservice marketers and practitioners on how to strategically use Instagram marketing to enhance customer-based brand equity.

Reference

1. Foltean, F. S., Trif, S. M., & Tuleu, D. L. (2019). Customer relationship management capabilities and social media technology use: Consequences on firm performance. *Journal of business research*, 104, 563-575.
2. Rathore, A. K., Shioramwar, S., & Vigneswara Ilavarasan, P. (2016). Social customer relationship management as predictor of customer relationship performance: an empirical study of b2b and b2c companies. In *Social Media: The Good, the Bad, and the Ugly: 15th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2016, Swansea, UK, September 13–15, 2016, Proceedings 15* (pp. 173-182). Springer International Publishing.

3. Guha, S., Harrigan, P., & Soutar, G. (2018). Linking social media to customer relationship management (CRM): A qualitative study on SMEs. *Journal of Small Business & Entrepreneurship*, 30(3), 193-214.
4. Trainor, K. J., Andzulis, J. M., Rapp, A., & Agnihotri, R. (2014). Social media technology usage and customer relationship performance: A capabilities-based examination of social CRM. *Journal of business research*, 67(6), 1201-1208.
5. Buss, O., & Begorgis, G. (2015). The impact of social media as a customer relationship management tool: A B2B perspective.
6. Sigala, M. (2018). Implementing social customer relationship management: A process framework and implications in tourism and hospitality. *International Journal of Contemporary Hospitality Management*.
7. Keshvari, R. S. (2018). Using Social Media to Influence CRM and Loyalty: Case Study of Restaurant Industry. In *Social Media Marketing: Breakthroughs in Research and Practice* (pp. 616-639). IGI Global.
8. Yawised, K., Torugsa, N., & O'Donohue, W. (2017). Exploring social customer relationship management in Australian small and medium enterprises. *International Journal of Globalisation and Small Business*, 9(4), 222-251.
9. Cripps, H., Standing, C., & Fanning, S. (2015, July). Does "Social" Media Work in a Business-to-Business Marketing Context?. In *ECSM2015-Proceedings of the 2nd European Conference on Social Media 2015: ECSM 2015* (p. 89). Academic Conferences Limited.
10. Chang, S. W., & Fan, S. H. (2017). Cultivating the brand-customer relationship in Facebook fan pages: a study of fast-fashion industry. *International Journal of Retail & Distribution Management*.
11. Nikunen, T., Saarela, M., Oikarinen, E. L., Muhos, M., & Isohella, L. (2017). Micro-Enterprise's Digital Marketing Tools for Building Customer Relationships. *Management* (18544223), 12(2).
12. Nunan, D., Sibai, O., Schivinski, B., & Christodoulides, G. (2018). Reflections on "social media: Influencing customer satisfaction in B2B sales" and a research agenda. *Industrial Marketing Management*, 75, 31-36.
13. Kumar, V., & Reinartz, W. (2018). *Customer relationship management*. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.
- Kusumasondjaja, S.; Shanka, T.; Marchegiani, C. Credibility of online reviews and initial trust. *J. Vacat. Mark.* 2012, 18, 185–195. [CrossRef]
15. Dessart, L.; Veloutsou, C.; Morgan-Thomas, A. Consumer engagement in online brand communities: A social media perspective. *J. Prod. Brand Manag.* 2015, 24, 28–42. [CrossRef]
16. Yadav, M.; Kamboj, S.; Rahman, Z. Customer co-creation through social media: The case of 'Crash the Pepsi IPL 2015'. *J. Direct Data Digit. Mark. Pract.* 2016, 17, 259–271. [CrossRef]

17. Koay, K.Y.; Teoh, C.W.; Soh, P.C.H. Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. *First Monday* 2021, 26. [CrossRef]
18. Beig, F.; Khan, M. Impact of Social Media Marketing on Brand Experience: A Study of Select Apparel Brands on Facebook. *Vision* 2018, 22, 264–275. [CrossRef]
19. Chen, S.C.; Lin, C.P. Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technol. Forecast. Soc. Chang.* 2019, 140, 22–32. [CrossRef]
20. Sano, K. Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention? An investigation into the effects of social media on the tourism industry. *Doshisha Shogaku*. 2014, 66, 491–515. [CrossRef]
21. Richter, A.; Koch, M. Functions of Social Networking Services. From CSCW to Web 2.0: European Developments in Collaborative Design Selected Papers from COOP08; ACM Press: Carry le Rouet, France, 2008.
22. Koay, K.Y.; Ong, D.L.T.; Khoo, K.L.; Yeoh, H.J. Perceived social media marketing activities and consumer-based brand equity: Testing a moderated mediation model. *Asia Pac. J. Mark. Logist.* 2020, 33, 53–72. [CrossRef]
23. Kelly, L.; Kerr, G.; Drennan, J. Avoidance of Advertising in Social Networking Sites. *J. Interact. Mark.* 2010, 10, 16–27. [CrossRef]
24. Tang, Y.; Zhong, M.; Qin, H.; Liu, Y.; Xiang, L. Negative word of mouth about foreign lands: Dimensions of the shared discomforts narrated in travel blogs. *J. Glob. Sch. Mark. Sci.* 2019, 29, 311–329. [CrossRef]
25. Kim, A.; Ko, E. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *J.*