International Journal of Social Science and Business
Volume 7, Number 1, 2023, pp. 11-24
P-ISSN: 2614-6533 E-ISSN: 2549-6409
Open Access: https://doi.org/10.23887/ijssb.v7i1.46701

Social Factors and Social Media Usage Activities on Customer Path 5A Continuity Due to E-Marketing Communication

Agustina Multi Purnomo [1*]

[1]Sains Communication Department, Social, Politic, and Computer Science Faculty, Universitas Djuanda, Bogor, Indonesia

ARTICLE INFO

Article history:
Received May 23, 2022
Revised May 30, 2022
Accepted January 11, 2023
Available online February 25, 2023

Kata Kunci:
Komunikasi, kontinuitas, Instagram, faktor social.

Keywords:
Communication, continuity, Instagram, social factor.

ABSTRAK

Pendekatan jalur pelanggan 5A mengusulkan personalisasi dan komunikasi pelanggan pada pemasaran media sosial. Penelitian sebelumnya menunjukkan adanya pengaruh faktor sosial pelanggan yaitu usia, jenis kelamin, pendapatan, dan pekerjaan pada jalur pelanggan 5A karena komunikasi e-marketing X. Penelitian ini menambahkan aktivitas penggunaan media sosial. Namun, penelitian sebelumnya tidak menganalisis peran pelanggan dalam kontinuitas fase jalur 5A. Penelitian ini menguji pengaruh faktor sosial dan aktivitas penggunaan media sosial terhadap kontinuitas konsumen jalur 5A akibat komunikasi e-marketing restoran X. Metode penelitian adalah kuantitatif, dengan survei terhadap 400 sampel. Sampel diambil dari followers Instagram dan rata-rata pengunjung restoran X per bulan pada tahun 2021 atau sebanyak 11.400 orang. Tes ANOVA satu arah menemukan bahwa faktor sosial pelanggan berbeda secara signifikan dalam mempengaruhi jalur pelanggan 5A adalah pekerjaan. Aktivitas penggunaan media sosial merupakan faktor lain yang mempengaruhi jalur pelanggan 5A adalah kategori belanja internet. Dua faktor pelanggan memengaruhi kategori jalur pelanggan parsial 5A dan tidak menunjukkan kontinuitas fase jalur pelanggan 5A seperti yang disarankan oleh studi sebelumnya. Penelitian lebih lanjut diperlukan untuk menjelaskan alasan diskontinuitas antara fase masing-masing pelanggan Path 5A.

ABSTRACT

The customer path 5A approach proposed the customer's personalization and communication on social media marketing. The previous studies suggested the influence of customer's social factors were age, gender, income, and occupation on customer path 5A due to X's e-marketing communication. This study added social media usage activity. However, the previous study did not analyze the customer's role in path 5A phase continuity. This study examined the influence of social factors and social media usage activity on the consumer path 5A continuity due to restaurant X's e-marketing communication. The research method was quantitative, with a survey of 400 samples. The samples were taken from Instagram followers and average monthly visitors of restaurant X in 2021, or 11,400 people. The one-way ANOVA tests found that customers' social factor was significantly different in influencing customer path 5A was the occupation. The social media usage activity was another factor influencing customer path 5A was the internet spending category. The two customer factors influenced the partial customer path 5A category and did not denote the customer path 5A phase continuity as the previous study suggested. Further research is needed to explain the reason for the discontinuity between each customer Path 5A's phase.

1. INTRODUCTION

Indonesian people use the internet the most for social media. The use of social media is in line with changes in consumer behavior who are interested in e-marketing communication (Ancillai et al., 2019; Bălteanu, 2019). Social media has opened opportunities for every producer to influence customers (Dwivedi et al., 2021; Prasath & Yoganathen, 2018). Free social media allows small businesses to create e-marketing communication (Lee, Kang, & Namkung, 2021; Soedarsono et al., 2020; Harun & Tajudeen, 2020). Social media has been used for marketing various products such as luxury products (Khan, 2018; Oliveira & Fernandes, 2022), coffee shops, and restaurants (Lee, Kang & Namkung, 2021; Soedarsono et al., 2020) or non-commercial products (Rachman, Mutiarani & Putri, 2018; Motta & Barbosa, 2018). E-marketing communication-based in the digital era is the driving force for updating the marketing concept

*Corresponding author.
E-mail: agustina.m@unida.ac.id (Agustina Multi Purnomo)

(Kotler, Kartajaya & Setiawan, 2017: 25-26; Guven, 2020). Social media's product personalization and communication features support marketing by promoting and communicating (Hughes & Fill, 2007; Varadarajan et al., 2022). Ten years later, product personalization, consumer character, and the development of digital technology prompted the birth of the marketing 4.0 concept and then marketing 5.0 (Kotler, Kartajaya & Setiawan, 2017; Martinez-Ruiz & Moser, 2019). Offline marketing is shifting to online marketing. Producers are limited in influencing customer decisions. Marketing emphasizes the role of customers in influencing other customers (Kotler, Kartajaya & Setiawan, 2017: 25; Hwang & Kim, 2020). This shift left the marketing mix concept and AIDA to be customer path 4A and then 5A (Kotler, Kartajaya & Setiawan, 2017: 31). Customer path 5A consists of the Aware, Appeal, Ask, Act, and Advocate phases. The e-marketing communication was driven by awareness of the advocacy phase (Kotler, Kartajaya & Setiawan, 2017: 43; Sofi et al., 2018; Hwang & Kim, 2020). The awareness phase is the initial phase that shows the customer's awareness of a product. The awareness phase denoted that customers received information about products from the media and advocacy from other parties. The prospective customer has seen the advertisement regarding the related product, and they have experience with the related product. The appeal phase narrows the list of information in the minds of potential customers with more specific product-related information. The customer is interested in a particular product, and the customer sets considerations about the specific product in the appeal phase.

Prospective customers will ask friends for suggestions, look for product reviews, contact the call center, compare with other products and try the product directly. The customer buys the product, uses it for the first time, complains if something does not fit, and gets service in the action phase. Customer path 5A ends with an advocate phase. Customers use the product continuously, repurchase, and suggest products to others in the advocate phase (Kotler, Kartajaya & Setiawan, 2017: 41-42; Lin, Tseng, & Shirazi, 2022). The advocate phase is not always positive but can also be harmful if the customer is disappointed with the product (Harisandi & Purwanto, 2022; Hwang & Kim, 2020). The activities in each phase were the customer path 5A's indicators (Kotler, Kartajaya & Setiawan, 2017: 41-42; Fadillah & Retnaningsih, 2020; Herlina et al., 2020; Hwang & Kim, 2020).

The previous study focused on the customer's characteristics in customer path 5A of social media marketing communication in food or restaurant products. The customer's characteristics were the social factors from a sociological digital marketing perspective (Fussey & Roth, 2020; Pazhouheshfar, Biabani, & Behboudi, 2021; Ghasem Nezhad, Majidi Ghahroodi, & Jalilvand, 2022). Digital subculture emphasizes customer personalization regarding gender, age, and their role as netizens in disseminating information (Kotler, Kartajaya & Setiawan, 2017: 26, 31; Fadillah & Retnaningsih, 2020). Females were potential as market share and the young generation in mind share (Kotler, Kartajaya & Setiawan, 2017: 26). The previous studies found that youth responded more quickly than the elder (Kotler, Kartajaya & Setiawan, 2017: 41; Tan, Ojo & Thurasamy, 2019). Different age or generation has different 5A phase customer paths and communication patterns on social media in purchasing food products (Dabija et al., 2018; Hwang & Kim, 2020; Mas'adi et al., 2022). The income variable influenced phase customer paths 5A and customer's attitudes (Chou et al., 2020; Hwang & Kim, 2020). The previous study did not pay attention to the occupation variables. The occupation was the sociological aspect of digital customers' lifestyle analysis (Belanche, Flavián, & Pérez-Rueda, 2020; Hoang, Blank, & Quan-Haase, 2020; Kaur & Kochar, 2018). Therefore, this study proposed that the customer's social factors (gender, age or generation, occupation, income) are related to customer path 5A (H1).

Previous research has not added elements of social media usage activity. The addition of elements of consumer behavior in social media has the opportunity to examine the effect of consumer activities in using social media on consumer path 5A. Kotler, Kartajaya & Setiawan was not explained the netizen's behavior in disseminating information. Using internet-based media is an element in assessing customer behavior (Kotler, Kartajaya & Setiawan, 2017: 26; Waris et al., 2022). Customer characteristics have different information search and alternative evaluation behavior (Voramontri & Klieb, 2019; Karimi, Holland, & Papamichail, 2018). The differences in information search behavior (social media usage activity) significantly influenced customer behavior (Ryan et al., 2017; Voramontri & Klieb, 2019). The Indonesian Internet Service Provider Association surveys 2019-2020 focused on internet spending and the length of time spent using social media.

Therefore, this study examined the behavior of using social media with indicators of spending on internet shopping per month, length of time using social media in one day, activities using social media, and frequently used social media features. These social media usage activities and features denoted how the respondents used social media. Therefore, this study proposed that the customer's social factors are related to the customer's social media usage activity and the customer path 5A (H2 and H3). However, the previous study did not analyze the customer's role in path 5A phase continuity as Kotler, Kartajaya & Setiawan (2017) suggested. The e-marketing communication was driven by awareness of the advocacy

phase (Kotler, Kartajaya & Setiawan, 2017: 43; Hwang & Kim, 2020). The connectedness between the awareness of the advocacy phase in each customer's social factors and using social media behavior indicated the continuity in the customer path 5A. Therefore, this study proposed that the customer's social factors and social media usage activity relate to each phase in the customer path 5A (H4). This study examined the influence of social factors and social media usage activity on the consumer path 5A continuity due to restaurant X's e-marketing communication on Instagram. The research questions were 1) was there a relationship between the customer's social factors with the customer path 5A; 2) was there a relationship between the customer's social factors with the customer's social media usage activity; 3) was there a relationship between the customer's social media usage activity with the customer path 5A; 4) there was there a relationship between the customer's social factors and the customer's social media usage activity with each phase in the customer path 5A. The study results contributed to developing a restaurant's e-marketing communication strategy that considered various social factors and customers' social media usage activity.

2. METHODS

The research's subject is restaurant X in Bogor Regency. Bogor tourism was characterized by culinary service growth (Purnomo, 2020, 2021). The restaurant has three branches in Cipanas Cianjur Regency, Cisarua-Puncak, Bogor Regency, and Jl. Setiabudi Bandung. Two restaurant locations were in the heavy traffic tourist area with a weekend visit pattern (Cipanas and Puncak). Therefore, restaurant X's study location is in the Puncak area, Bogor Regency. Visits to restaurants in tourist areas are related to tourist visits (Bustamante, Sebastia & Onaindia, 2019; Hakim, Suryantoro & Rahardjo, 2021). The only very well-known restaurants are deliberately visited by tourists (Daries et al., 2021; Hakim et al., 2021). Congested traffic conditions and difficulties in reaching specific restaurant locations cause tourists to choose the most accessible restaurant or the restaurant that has attracted tourists' attention before making a tourist visit. Restaurants need adequate e-marketing communication support to become consumers' choices (Bustamante, Sebastia & Onaindia, 2019; Kim & Hwang, 2022).

The total population in this study is the Instagram followers of Restaurant X (10,000 people) plus the average monthly visitors of restaurant X in 2021 (1,400 people). Calculating the number of samples using the Slovin formula at the level of 5% denoted that the number of research samples is 400. Researchers distributed questionnaires to Instagram followers and visitors who know the Instagram of Restaurant X to ensure that respondents fill out the questionnaire due to Restaurant X's e-marketing communication on social media. The researcher sent a questionnaire to Instagram followers via direct message on Instagram restaurant X and filled it out indirectly for restaurant visitors. Questionnaires that meet the analysis requirements are 400 units. This amount has fulfilled the number of samples at 5%. The measurement used a Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree). The midpoint (neutral) of 1-5 points on the Likert scale is recommended for ordinal scale measurement. The neutral choice allowed free respondents choice according to their opinion (Alabi & Jelili, 2022; Chyung et al., 2017).

Test the validity of the questionnaire using Pearson's Product Moment correlation technique on 60 respondents. The validity test results found the r count ≥ r table value. Each indicator's R table value was 0.273, and r counts were 0,533-0,822. This value indicated that the questionnaire questions were valid because the r count ≥ r table value in alpha 0,05. The questionnaire reliability test used Cronbach's Alpha. The reliability of a variable construct was acceptable if it had a Cronbach's Alpha coefficient value > 0.60 and an alpha more significant than the r table (Taber, 2018; Bujang, Omar, & Baharum, 2018). Customer Path 5A has Cronbach Alpha 0.755 value or reliability (Taber, 2018; Bujang, Omar, & Baharum, 2018). Research data processing consists of three stages. First, describe the percentage of customers' social factors. Age was two categories, Z and Y generation. The respondent who has aged in X and baby boomers generation was limited, so it was deleted from the age group. Income categories referred to Bogor Regency regional minimum wage 2021 as a research site. The social media usage activity category referred to Instagram as a restaurant's marketing e-communication media. Second, examine the relationship between customer's social factors with the customer's e-communication marketing usage with the Pearson chi-square test and cross-tabulation. Third, examine the relationship between customer's social factors and customer's social media usage activity path 5A with one-way ANOVA and Fisher LSD (BNT).

3. RESULTS AND DISCUSSIONS

Results

Customer's social factors and customer's social media usage activity

There were fewer female respondents than male respondents. The number of respondents below Bogor Regency's regional minimum wage was less than respondents with income above the regional minimum wage. Most of the respondents were in the upper 25 years age group (Y Generation). Respondents who spend the most on the internet cost 50,000-100,000 IDR per month. The time for using Instagram daily was 1-2 hours at most and more than 2 hours a day. More information about respondent characteristics is presented in Table 1.

Table 1. Customer's Social Factors and Customer's Social Media Usage Activity

Respondent Characteristics	Amount	Percentage (%)
Gender		
Male	221	55.25
Female	179	44.75
Age		
< 25 years	183	45.75
> 25 years	217	54.25
The income per month (in a million IDR)		
Less than 4.217.206	280	70
More than 4.217.206	120	30
Occupation		
School	155	38.70
Employee	167	41.75
Entrepreneurs	60	15
Others	18	0.45
Internet spending per month (in IDR)		
50.000-100.000	211	52.75
100.000-150.000	129	32.25
Upper than 150.000	70	15
Length of time using Instagram (in one day)		
Less than one hour	71	17.75
1-2 hours	166	41.50
2-3 hours	91	22.75
More than 3 hours	72	18
Instagram usage activity (choose more than one)		
Product/service buying	19	4.8
Product/service sales searching	40	10.0
Product/service searching	104	26.0
Personal activity posts in Instagram's feed or story	219	54.8
Others	18	4.5
Instagram features used (choose more than one)		
Instagram story	325	45.8
Instagram feed	197	49.3
Instagram direct message	85	3
Instagram hashtags	37	1.5
Others	11	0.5

Based on Table 1, most respondents used Instagram to post personal activities and Instagram stories and feeds. 26% of Respondents were searching for a product/service. Respondents rarely bought and searched product sellers on Instagram. Instagram usage activity data indicated that Instagram was more appropriate for introducing products than selling products. Respondent Instagram features used data that denoted respondents' potential to share and promote a product. Respondents usually used

Instagram stories and fed to share their activities. The activity could suggest the restaurant's product to the respondent's Instagram followers, or it was in the advocate phase.

The Relationship Between Customer's Social Factors and Customer Path 5A

The tests of between-subjects effects with one-way ANOVA in Table 2 found that only the occupation significantly influenced customer path 5A. The occupation variable was significantly different in sig 0,032. The other customer's social factors did not significantly influence customer path 5A variables.

Table 2. Between-subjects effects tests with dependent variable customer path 5A

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	6357.003	10	635.700	4423.861	0.000
Gender	0.007	1	0.007	0.050	0.824
Age	0.547	4	0.137	0.952	0.434
Occupation	1.275	3	0.425	2.959	0.032
Income	0.034	1	0.034	0.234	0.629
Error	56.042	390	0.144		
Total	6413.045	400			

The researcher did Fisher LSD (BNT) further test to analyze which occupation has a different influence on customer path 5A. Table 3 found that the employee and school significantly influenced customer path 5A in alpha 5%. İt means the employee and school categories were the occupation categories significantly different from the customer path 5A.

Table 3. Multiple comparisons with Fisher LSD (BNT)

(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Employee	Entrepreneurs	0.053731	0.0564053	0.341	-0.057165	0.164628
	Others	0.092054	0.1232707	0.456	-0.150305	0.334412
	School	0.158774*	0.0418681	0.000	0.076459	0.241089
Entrepreneurs	Employee	-0.053731	0.0564053	0.341	-0.164628	0.057165
	Others	0.038322	0.1293272	0.767	-0.215943	0.292588
	School	0.105043	0.0572956	0.068	-0.007604	0.217690
Others	Employee	-0.092054	0.1232707	0.456	-0.334412	0.150305
	Entrepreneurs	-0.038322	0.1293272	0.767	-0.292588	0.215943
	School	0.066720	0.1236806	0.590	-0.176444	0.309885
School	Employee	-0.158774*	0.0418681	0.000	-0.241089	-0.076459
	Entrepreneurs	-0.105043	0.0572956	0.068	-0.217690	0.007604
	Others	-0.066720	0.1236806	0.590	-0.309885	0.176444

The Relation Between Customer's Social Factors and Customer's E Social Media Usage Activity

The Pearson chi-square tested the association between customers' social factors and social media usage activity. Table 4 denoted that gender significantly influenced the length of time. Therefore, age, occupation, and income significantly influenced internet spending, length of time, and Instagram usage. The customer's social factors did not influence Instagram features used. H2 accepted in gender and length of time; age, occupation, and income in internet spending, length of time, and Instagram usage activity. H2 rejected Instagram features used. There did no relationship between customers' social factors and the Instagram features used.

Table 4. Pearson Chi-Square Test on Customer's Social Factors and Customer Social Media Usage Activity

Customer's Characteristics	Customer's E Social Media Usage Activity	Pearson Chi-Square	df	Asymp. Sig. (2-sided)
Gender	Internet spending	6.444	4	0.168
	Length of time	12.104	5	0.033
	Instagram usage activity	4.923	4	0.295
	Instagram features used	5.000	4	0.287

Age	Internet spending	50.929	16	0.000
	Length of time	40.680	20	0.004
	Instagram usage activity	46.616	16	0.000
	Instagram features used	15.766	16	0.469
Occupation	Internet spending	33.923	12	0.001
	Length of time	40.225	15	0.000
	Instagram usage activity	43.329	12	0.000
	Instagram features used	13.384	12	0.342
Income	Internet spending	85.437	4	0.000
	Length of time	14.902	5	0.011
	Instagram usage activity	13.902	4	0.008
	Instagram features used	2.177	4	0.703

Although men and women simultaneously significantly influenced the length of time, cross-tabulation results indicated that males tended to be less in the four-hour group. Based on Table 5, females took time longer than males to use Instagram. Therefore gender was not influencing Instagram usage activity, and Instagram features were used. It could not be concluded that females were related to internet media-based communication behavior.

Table 5. Cross-tabulation between gender and length of time

	< 1	1 – 2	2 – 3	3 – 4	4 – 5	> 5	Total
Male	49 (22.2%)	92(41.6%)	46 (20.8%)	23 10.4%)	6 (2.7%)	5 (2.3%)	221 (100%)
Female	22 (12.3%)	74 (41.3%)	45 (25.1%)	17 (9.5%)	10 (5.6%)	11 (6.1%)	179 (100%)
Total	71 (17.8%)	166 (41.5%)	91 (22.8%)	40 (10.0%)	16 (4.0%)	16 (4.0%)	400 (100%)

The age variable significantly influenced internet spending, length of time, and Instagram usage activity. Cross-tabulation results in Table 6 denoted that respondents aged more than 25 (Y generation) spent more than those aged less than 25 (Z generation).

Table 6. Cross-tabulation between age and internet spending

	50.000 – 100.000	100.000 – 150.000	150.000 – 200.000	200.000 – 300.000	>300.000	Total
< 25	107 (58.5%)	50 (27.3%)	13 (7.1%)	9 (4.9%)	4 (2.2%)	183 (100%)
>25	94 (43.3%)	79 (36.4%)	21 (9.7%)	6 (2.8%)	7 (3.2%)	217 (100%)
Total	211 (52.8%)	129 (32.3%)	34 (8.5%)	15 (3.8%)	11 (2.8%)	400 (100%)

Based on Table 7, the respondent's Z generation spent time more than three hours higher than the respondent's Y generation. Respondent Y's generation's internet spent time was highest in the 1-2 hours group. Respondent Z generation was more potential as the social media market segment referred to the spent time using Instagram.

Table 7. Cross-tabulation between age and length of time

	< 1	1 – 2	2 – 3	3 – 4	4 – 5	> 5	Total
< 25	37 (20.2%)	57 (31.2%)	40 (21.9%)	25 (13.7%)	12 (6.6%)	12 (6.6%)	183 00%)
>25	33 (15.2%)	109 (50.2%)	51 (23.5%)	15 (6.9%)	4 (1.8%)	4 (1.8%)	217 (100%)
Total	71 (17.8%)	166 (41.5%)	91 (22.8%)	40 (10.0%)	16 (4.0%)	16 (4.0%)	400 (100%)

Based on Table 8, the respondent Z generation was higher in product and sales searching. Therefore, the respondent's Y generation was higher in product buying. It was denoted that the respondent's Y generation was more potential as a buyer. The percentage of personal activity in respondent's Y generation indicated they were more potential as advocate agents than respondent's Z generation.

Table 8. Cross-tabulation between age and Instagram usage activity

	Product buying	Product sales searching	Product searching	Personal activity	Others	Total
< 25	2 (1.1%)	21 (11.5%)	57 (31.2%)	88 (48.1%)	15 (8.2%)	183 (100%)
>25	17 (7.8%)	19 (8.8%)	38 (17.5%)	131 (60.4%)	3 (1.4%)	217 (100%)
Total	19 (4.8%)	40 (10.0%)	104 (26.0%)	219 (54.8%)	18 (4.5%)	400 (100%)

The cross-tabulation result in Table 9 denoted that the student respondents spent more than the other occupation group except in more than 200.000 IDR groups. The employee and entrepreneur group was not related to internet spending. The groups mostly spent less than 100.00 IDR per month.

Table 9. Cross-tabulation between occupation and internet spending

	50.000 – 100.000	100.000 – 150.000	150.000 – 200.000	200.000 – 300.000	>300.000	Total
School	68 (39.1%)	75 (43.1%)	21 (12.1%)	5 (2.9%)	5 (2.9%)	174 (100%)
Employee	43 (70.5%)	12 (19.7%)	1 (1.6%)	2 (3.3%)	3 (4.9%)	61 (100%)
Entrepreneurs	7 (70.0%)	3 (30.0%)	0 (0%)	0 (0%)	0 (0%)	10 (100%)
Others	93 (60.0%	39 (25.2%)	12 (7.7%)	8 (5.2%)	3 (1.9%)	155 (100%)
Total	211 (52.8%)	129 (32.3%)	34 (8.5%)	15 (3.8%)	11 (2.8%)	400 (100%)

The other respondents spent more extended time on Instagram than the other group. The data in Table 10 denoted that the other group was mainly unemployed and housewife.

Table 10. Cross-tabulation between occupation and length of time

	< 1	1 – 2	2 – 3	3 – 4	4 – 5	> 5	Total
School	25 (14.4%)	78 (44.8%)	47 (27.0%)	14 (8.0%)	5 (2.9%)	5 (2.9%)	174 (100%)
Employee	14 (23%)	35 (57.4%)	6 (9.8%)	3(4.9%)	0 (0%)	3 (4.9%)	61 (100%
Entrepreneurs	0 (0%)	4 (40%)	6 (60%)	0 (0%)	0 (0%)	0 (0%)	10 (100%)
Others	32 (20.6%)	49 (31.6%)	32 (20.6%)	23 (14.8%)	11 (7.1%)	8 (5.2%)	155 (100%)
Total	71 (17.8%)	166 (41.5%)	91 (22.8%)	40 (10%)	16 (4%)	16 (4%)	400 (100%)

Based on Table 11, the other group was the highest percentage of product buying and personal activity. The entrepreneur's group was the highest percentage in product sales searching and the lowest in product buying and searching. The product searching was highest in the student group.

Table 11. Cross-tabulation between occupation and Instagram usage activity

	Product buying	Product sales searching	Product searching	Personal activity	Others	Total
School	4 (2.3%)	11 (6.3%)	21 (12.1%)	39 (22.4%)	99 (56.9%)	174 (100%)
Employee	2 (3.3%)	2 (3.3%)	4 (6.6%)	16 (26.2%)	37 (60.7%)	61 (100%
Entrepreneurs	0 (0%)	4 (40%)	0 (0%)	2 (20%)	4 (40%)	10 (100%)
Others	12 (7.7%)	2 (1.3%)	15 (9.7%)	47 (30.3%)	79 (51.0%)	155 (100%
Total	18 (4.5%)	19 (4.8%)	40 (10%)	104 (26%)	219 (54.8%)	400 (100%)

Based on Table 12, the income variable denoted higher-income influencing internet spending. Cross tabulation results clearly show that the higher income spent higher internet package.

Table 12. Cross-tabulation between income and internet spending

	50.000 – 100.000	100.000 – 150.000	150.000 – 200.000	200.000 – 300.000	>300.000	Total
< 4.217.206	189 (67.5%)	67 (23.9%)	14 (5.0%)	7 (2.5%)	3 (1.1%)	280 (100%)
> 4.217.206	22 (18.3%)	62 (51.7%)	20 (16.7%)	8 (6.7%)	8 (6.7%)	120 (100%)
Total	211 (58.8%)	129 (32.3%)	34 (8.5%)	15 (3.8%)	11 (2.8%)	400 (100%)

Based on Table 13, internet spending was related to the length of time spent using Instagram. The cross-tabulation result denoted that the higher income was a higher percentage in more than four hours times.

Table 13. Cross-tabulation between income and length of time

	< 1	1 – 2	2 – 3	3 – 4	4 – 5	> 5	
< 4.217.206	59 (21.1%)	119(42.5%)	54 (19.3%)	30 (10.7%)	10 (3.6%)	8 (2.9%)	280 (100%)
> 4.217.206	12 (10.0%)	47 (39.2%)	37 (30.8%)	10 (8.3%)	6 (5.0%)	8 (6.7%)	120 (100%)
Total	71 (17.8%)	166 (41.5%)	91 (22.8%)	40 (10.0%)	16 (4.0%)	16 (4.0%)	400 (100%)

Therefore, Table 14 shows that the income variable was related to product buying and sales searching. The higher-income respondents were a higher percentage in product buying and sales searching. The lower-income respondents were a higher percentage in product searching and personal activity.

Table 14. Cross-tabulation between income and Instagram usage activity

	Product buying	Product sales searching	Product searching	Personal activity	Others	Total
< 4.217.206	8 (2.9%)	22 (7.9%)	79 (28.2%)	157 (56.1%)	14 (5.0%)	280 (100%)
> 4.217.206	11 (9.2%)	18 (15.0%)	25 (20.8%)	62 (51.7%)	4 (3.3%)	120 (100%)
Total	19 (4.8%)	40 (10.0%)	104 (26.0%)	219 (54.8%)	18 (4.5%)	400 (100%)

The test and cross-tabulation results denoted that the customer's social factors are related to the social media usage activity in some variables. Females spend more time on Instagram than males. Therefore the gender variable was not related to the activity that supported e-marketing communication (Instagram usage activity). The Y generation spent more and product buying than the Z generation. The Z generation spent more time product searching and sales searching.

The results denoted that older people have more potential as active customers than younger ones. Therefore, the cumulative number of student group internet spending was higher than that of workers. The student group could not be denoted as younger than the worker group. The occupation grouping was limited to exploring the other group with the highest percentage of internet time using and product buying. The higher income group spent more on internet spending, length of time, product buying, and sales searching. The lower-income group was higher in product searching and personal activity.

The Relationship Between Customer's Social Media Usage Activity and Customer Path 5A

The between-subjects effects one-way ANOVA tests in Table 15 found that only internet spending significantly influenced customer path 5A. H2 is accepted in the internet spending variable.

Table 15. Between-subjects effects tests with dependent variable customer path 5A

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	6359.373	18	353.299	2514.524	0.000
Internet spending	2.264	4	0.566	4.028	0.003
Length of time	1.457	5	0.291	2.073	0.068
Instagram usage activity	0.234	4	0.059	0.417	0.797
Instagram features used	0.831	4	0.208	1.478	0.208
Error	53.672	382	0.141		
Total	6413.045	400			

Table 16 shows the Fisher LSD (BNT) further tests found the internet spending groups of 50.000-100.000 and 150.000-200.000; 100.000 –150.000 and 150.000-200.000; 150.000-200.000 and > 300.000; were significantly different influencing customer path 5A in alpha 5%.

Table 16. Multiple comparisons with Fisher LSD (BNT)

(I) Internet spending	(J) Internet spending	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
50.000 –100.000	100.000 – 150.000	-0.008550	0.041893	0.838	-0.090920	0.073821
	150.000 – 200.000	-0.248979	0.069270	0.000	-0.385177	-0.112781
	200.000 – 300.000	-0.080162	0.100163	0.424	-0.277103	0.116779
	> 300.000	0.192242	0.115926	0.098	-0.035692	0.420175
100.000 –150.000	50.000 – 100.000	0.008550	0.041893	0.838	-0.073821	0.090920
	150.000 – 200.000	-0.240429	0.072260	0.001	-0.382508	-0.098351
	200.000 – 300.000	-0.071612	0.102254	0.484	-0.272665	0.129440
	> 300.000	0.200792	0.117737	0.089	-0.030704	0.432287
150.000 – 200.000	50.000 – 100.000	0.248979	0.069270	0.000	0.112781	0.385177
	100.000 – 150.000	0.240429	0.072260	0.001	0.098351	0.382508
	200.000 – 300.000	0.168817	0.116186	0.147	-0.059628	0.397262
	> 300.000	0.441221	0.130021	0.001	0.185575	0.696867
200.000 – 300.000	50.000 – 100.000	0.080162	0.100163	0.424	-0.116779	0.277103
	100.000 – 150.000	0.071612	0.102254	0.484	-0.129440	0.272665
	150.000 – 200.000	-0.168817	0.116186	0.147	-0.397262	0.059628
	>300.000	0.272404	0.148794	0.068	-0.020155	0.564963
> 300.000	50.000 – 100.000	-0.192242	0.115926	0.098	-0.420175	0.035692
	100.000 – 150.000	-0.200792	0.117737	0.089	-0.432287	0.030704
	150.000 – 200.000	-0.441221	0.130021	0.001	-0.696867	-0.185575
	200.000 – 300.000	-0.272404	0.148794	0.068	-0.564963	0.020155

The Continuity of Each Phase in the Customer Path 5A

The tests of between-subjects effects with one-way ANOVA in Table 17 found that the occupation variable was significantly different in influencing act and advocate. The occupation was not significantly different in influencing awareness, appeal, and act. It means the occupation significantly influenced product buying, product use for the first time, complaining, using product continually, repurchasing, and recommending the product to others.

Table 17. Tests between occupation as a social factor and customer path 5A

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Occupation	Aware	1.524	3	0.508	2.067	0.104
	Appeal	0.432	3	0.144	0.753	0.521
	Ask	0.862	3	0.287	1.718	0.163
	Act	2.580	3	0.860	4.831	0.003
	Advocate	2.203	3	0.734	3.474	0.016

The one-way ANOVA test on each customer path 5A variable in Table 18 found internet spending was significantly influencing appeal and advocate in alpha 5%. The internet spending variables

significantly influenced customers' interest and considerations about the specific product, using the product continually, repurchasing, and recommending the product to others. The test also found that the length of time significantly influenced the ask and act. The test also found that the length of time indicator influenced the ask and act phase. Both indicators did not influence the other customer path 5A variable.

Table 18. The customers' social media usage activity variables between-subjects test with dependent variable customer path 5A

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	Aware	6416.591	18	356.477	1464.806	0.000
	Appeal	6393.394	18	355.189	1914.892	0.000
	Ask	6288.779	18	349.377	2147.741	0.000
	Act	6337.909	18	352.106	1975.355	0.000
	Advocate	6367.686	18	353.760	1720.679	0.000
Internet spending	Aware	3.270	4	0.817	3.359	0.010
	Appeal	3.854	4	0.963	5.194	0.000
	Ask	1.216	4	0.304	1.868	0.115
	Act	1.594	4	0.398	2.235	0.065
	Advocate	3.577	4	0.894	4.349	0.002
Length of time	Aware	1.384	5	0.277	1.138	0.340
	Appeal	0.640	5	0.128	0.690	0.631
	Ask	3.094	5	0.619	3.804	0.002
	Act	2.021	5	0.404	2.268	0.047
	Advocate	1.974	5	0.395	1.921	0.090
Instagram usage activity	Aware	0.133	4	0.033	0.137	0.968
	Appeal	0.429	4	0.107	0.578	0.678
	Ask	0.484	4	0.121	0.744	0.562
	Act	0.269	4	0.067	0.377	0.825
	Advocate	1.395	4	0.349	1.697	0.150
Instagram features used	Aware	1.122	4	0.280	1.152	0.332
	Appeal	0.426	4	0.107	0.575	0.681
	Ask	0.291	4	0.073	0.447	0.775
	Act	1.671	4	0.418	2.344	0.054
	Advocate	1.831	4	0.458	2.226	0.066
Error	Aware	92.964	382	0.243		
	Appeal	70.856	382	0.185		
	Ask	62.141	382	0.163		
	Act	68.091	382	0.178		
	Advocate	78.537	382	0.206		

Discussion

The customer's social factors were only significantly different in influencing customer path 5A in the occupation category. The researcher added the occupation category. Previous studies on customer path 5A did not focus on the occupation category (Kotler, Kartajaya & Setiawan, 2017: 26; Fadillah & Retnaningsih, 2020; Hwang & Kim, 2020; Mas'adi et al., 2022). The finding was identical to the social research on customer behavior (Belanche, Flavián, & Pérez-Rueda, 2020; Hoang, Blank, & Quan-Haase, 2020; Kaur & Kochar, 2018). However, the finding differed because the occupation category was not control or intermediate variable (Belanche, Flavián, & Pérez-Rueda, 2020; Kaur & Kochar, 2018). The occupation category was the significant social factor influencing customer path 5A variables.

The occupation category was not listed as the primary social factor of the customer path 5A theoretical. Females were potential as market share and the young generation in mind share (Kotler, Kartajaya & Setiawan, 2017: 26, 41). The customer path 5A theoretical focused on gender and age. The gender and age category has no relationship with the customer path 5A. Although females spent more time on Instagram than males, females did not have the potential to market share (Kotler, Kartajaya & Setiawan, 2017: 26; Fadillah & Retnaningsih, 2020). The potency for marketing share (advocate variable) was in the employee and student category. The difference between an employee and student groups in influencing customer path 5A has not clearly explained the role of the young generation in mind share (Kotler, Kartajaya & Setiawan, 2017: 41; Tan, Ojo & Thurasamy, 2019). The younger (Z generation) was not represented by the student group. This research finding proposed rethinking the significant role of

gender and age variables. The income category was not significantly different from influencing customer path 5A. It differed from previous research (Chou et al., 2020; Hwang & Kim, 2020). Income and occupation have a relationship that indicates social status (Belanche, Flavián, & Pérez-Rueda, 2020; Blau, Duncan, & Tyree, 2019). The test result indicated that income and occupation have a different role in influencing customer path 5A variables. The two categories have not always related that indicate the same social status.

The social media usage activity was significantly different in influencing customer path 5A in the internet spending category. The one-way ANOVA test found that the length of time category significantly differed in influencing ask and act. The research finding denoted that the netizen's role in disseminating information (advocate) was in the internet spending category and the length of time only. The netizen has a role in disseminating information (Kotler, Kartajaya & Setiawan, 2017: 26; Fadillah & Retnaningsih, 2020). The finding was related to the Indonesian Internet Service Provider Association surveys 2019-2020 indicator (APJII, 2020) that focused on internet spending and the length of time spent using social media. Therefore, the differences in information search behaviors (Instagram usage activity and Instagram features used) were not significantly influencing customer behavior as in the previous research (Ryan et al., 2017; Voramontri & Klieb, 2019). The research finding proposed to use of APJII indicators.

The test result indicated the relation between social factors and social media usage activity. Gender category related to a length of time. Age, occupation, and income related to internet spending, length of time, and Instagram usage activity. The finding relates to previous studies that found a relationship between customer characteristics and information search behavior (Voramontri & Klieb, 2019; Karimi, Holland, & Papamichail, 2018). There did no relationship between customers' social factors and the Instagram features used. The finding indicated that Instagram features used activity was not significant social media usage activity. The test between the occupation category and customer path 5A category found that the occupation category was not significantly different in awareness, ask, and appeal but significant differences in act and advocate. The same result was found in social media usage activity and customer path 5A. The different internet spending category was significant in appeal and advocacy, and the different length of time was the only significant difference in ask and act. The customers did not need to get the first step before the next steps of customer path 5A. The finding denoted that customers did not need to be aware first, then ask, appeal, act, and advocate for others. It jumped from the prediction of customer path 5A that the e-marketing communication was driven by awareness to the advocacy phase (Kotler, Kartajaya & Setiawan, 2017: 43; Hwang & Kim, 2020). The test result did not find the connectedness between the awareness of the advocacy phase in each customer's social factors and using social media usage activity that indicated the continuity in the customer path 5A. This research finding asked the customer path 5A theoretical to rethink the continuity of each phase as a definite stage.

The discontinuity between each customer Path 5A phase indicated that e-marketing communication through Instagram cut the aware phase because the respondent was the follower or the visitor. They were aware of the product. The significantly different in the advocate category denoted that Instagram was effective as a restaurant's e-marketing communication media extension. Restaurant X's e-marketing communication on Instagram also suggested that Instagram facilitates the asking phase. Therefore, the research finding did not explain the discontinuity between the appeal and advocate phases. Instagram did not facilitate act activity.

4. CONCLUSION

The study found differences from previous studies. The customer characteristic variable that affects customer path 5A was the occupation category only. Previous studies did not suggest that category is the most important social factor. The social media usage activity that affects customer path 5A was not a variable that indicated customer information search behavior. This study suggested paying attention to occupation, internet spending, and the length of time category as the significant social factor and social media usage activity. The study found the discontinuity of the customer Path 5A phase. The two customer social factors affect some of the customer's Path 5A without going through the stages that indicate the discontinuity of the customer's Path 5A phase. The test results indicated that the respondents did not need to differ in the previous phase to be different in the next phase. Further research is needed to explain the reason for the discontinuity between each customer Path 5A's phase.

5. ACKNOWLEDGE

Researchers obtained research data from independent research. Data sources have confirmed all research data, and there was no potential conflict over the use of the data. The researcher would thank

Muchamad Ardy Abdulatief A., who supported collecting the data and permitted the researcher to use the data for this manuscript.

6. REFERENCES

Alabi, A. T., & Jelili, M. O. (2022). Clarifying likert scale misconceptions for improved application in urban studies. *Quality & Quantity*, 1–14. https://doi.org/10.1007/s11135-022-01415-8.

Ancillai, C., Terho, H., Cardinali, S., & Pascucci, F. (2019). Advancing social media driven sales research: Establishing conceptual foundations for B-to-B social selling. *Industrial Marketing Management*, *82*, 293–308. https://doi.org/10.1016/j.indmarman.2019.01.002.

Bălteanu, C. (2019). The role and importance of social media in the direct selling sector. *Annals of "Constantin Brancusi" University of Targu-Jiu. Economy Series*, *6*, 28–33. https://utgjiu.ro/revista/ec/pdf/2019-06/04_Balteanu.pdf.

Belanche, D., Flavián, M., & Pérez-Rueda, A. (2020). Mobile apps use and WOM in the food delivery sector: the role of planned behavior, perceived security and customer lifestyle compatibility. *Sustainability*, *12*(10), 4275.

Blau, P. M., Duncan, O. D., & Tyree, A. (2019). Measuring the status of occupations. In *Social Stratification* (pp. 255–259). Routledge.

Bujang, M. A., Omar, E. D., & Baharum, N. A. (2018). A review on sample size determination for Cronbach's alpha test: a simple guide for researchers. *The Malaysian Journal of Medical Sciences: MJMS*, *25*(6), 85. https://doi.org/10.21315/mjms2018.25.6.9.

Bustamante, A., Sebastia, L., & Onaindia, E. (2019). Can tourist attractions boost other activities around? A data analysis through social networks. *Sensors*, *19*(11), 2612. https://doi.org/10.3390/s19112612.

Chou, S.-F., Horng, J.-S., Liu, C.-H. S., & Lin, J.-Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of Retailing and Consumer Services*, *55*, 102113. https://doi.org/10.1016/j.jretconser.2020.102113.

Chyung, S. Y., Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-based survey design: The use of a midpoint on the Likert scale. *Performance Improvement*, *56*(10), 15–23. https://doi.org/10.1002/pfi.21727.

Dabija, D.-C., Bejan, B. M., & Tipi, N. (2018). Generation X versus millennials communication behaviour on social media when purchasing food versus tourist services. *E+ M Ekonomie a Management*, *21*(1), 191–205. https://doi.org/10.3727/108354221X16079839951466.

Daries, N., Marine-Roig, E., Ferrer-Rosell, B., & Cristobal-Fransi, E. (2021). Do high-quality restaurants act as pull factors to a tourist destination? *Tourism Analysis*, *26*(2–3), 195–210.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., & Krishen, A. S. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, *59*, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168.

Fadillah, A., & Retnaningsih, K. (2020). Re-design digital marketing innovation of food SMEs in the era of industry 4.0. *Solid State Technology*, *63*(5), 3694–3699.

Fussey, P., & Roth, S. (2020). Digitizing sociology: Continuity and change in the internet era. *Sociology*, *54*(4), 659–674. https://doi.org/10.1177/0038038520918.

Ghasem Nezhad, Z., Majidi Ghahroodi, N., & Jalilvand, M. R. (2022). Provide a model for branding tourist destinations with an emphasis on digital marketing. *Political Sociology of Iran*, *5*(3). https://doi.org/10.30510/PSI.2022.309547.2440.

Guven, H. (2020). Industry 4.0 and marketing 4.0: in perspective of digitalization and E-Commerce. In *Agile Business Leadership Methods for Industry 4.0* (pp. 25–46). Emerald Publishing Limited, Bingley. https://doi.org/10.1108/978-1-80043-380-920201003.

Hakim, M. A. A., Suryantoro, A., & Rahardjo, M. (2021). Analysis of the Influence of Tourism Growth on Economic Growth and Human Development Index in West Java Province 2012-2018. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol*, *4*(1), 160–169.

Harisandi, P., & Purwanto, P. (2022). The effects of price, brand image, and product quality on customer loyalty and repurchase (a study case on customers of Walls products). *IDEAS: Journal of Management & Technology*, *2*(1), 22–33. http://dx.doi.org/10.33021/ideas.v2i1.3739.g1255.

Harun, Z., & Tajudeen, F. P. (2020). Instagram as a marketing tool for small and medium enterprises. *International Journal of Technology Diffusion (IJTD)*, *11*(3), 48–59. https://doi.org/10.4018/IJTD.2020070103.

Herlina, L., Achsani, N. A., Barus, A. E. H., Dewi, F., Fadillah, A., & Shalihati, F. (2020). Digital Marketing to

Build Customer Experience of Hakko Kombucha. *Solid State Technology*, *63*(5), 3687–3693.
Hoang, L., Blank, G., & Quan-Haase, A. (2020). The winners and the losers of the platform economy: Who participates? *Information, Communication & Society*, *23*(5), 681–700.
Hughes, G., & Fill, C. (2007). Redefining the nature and format of the marketing communications mix. *The Marketing Review*, *7*(1), 45–57. https://doi.org/10.1362/146934707X180677.
Hwang, J., & Kim, J. (2020). Food tourists' connectivity through the 5A journey and advocacy: comparison between generations Y and X. *Asia Pacific Journal of Tourism Research*, *25*(1), 27–38. https://doi.org/10.1080/10941665.2019.1580756.
Karimi, S., Holland, C. P., & Papamichail, K. N. (2018). The impact of consumer archetypes on online purchase decision-making processes and outcomes: A behavioural process perspective. *Journal of Business Research*, *91*, 71–82.
Kaur, H., & Kochar, R. (2018). A review of factors affecting consumer behavior towards online shopping. *International Journal of Engineering and Management Research (IJEMR)*, *8*(4), 54–58.
Khan, S. (2018). Instagram as a marketing tool for luxury brands. *International Journal of Management, Business and Research*, *8*(2), 126.
Kim, J., & Hwang, J. (2022). Who is an evangelist? Food tourists' positive and negative eWOM behavior. *International Journal of Contemporary Hospitality Management*, *34*(2), 555–577. https://doi.org/10.1108/IJCHM-06-2021-0707.
Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: moving from traditional to digital.-Hoboken, New Jersey: John Wiley & Sons, Inc*.
Lee, H.-M., Kang, J.-W., & Namkung, Y. (2021). Instagram users' information acceptance process for food-content. *Sustainability*, *13*(5), 2638. https://doi.org/10.3390/su13052638.
Lin, S.-C., Tseng, H.-T., & Shirazi, F. (2022). Consumer decision journey for online group buying: psychological and intentional procedure perspectives. *British Food Journal*. https://doi.org/10.1108/BFJ-12-2021-1277.
Martinez-Ruiz, M. P., & Moser, K. S. (2019). Studying consumer behavior in an online context: The impact of the evolution of the world wide web for new avenues in research. *Frontiers in Psychology*, *10*, 2731. https://doi.org/10.3389/fpsyg.2019.02731.
Mas'adi, M., Narimawati, U., Affandi, A., Priadana, S., & Erlangga, H. (2022). Instagram Customer Behavior Pattern Connectivity Based on Customer Path 5A Advocacy in Purchasing Decision Making. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, *5*(1). https://doi.org/10.33258/birci.v5i1.4527.
Motta, J., & Barbosa, M. (2018). Social media as a marketing tool for European and North American universities and colleges. *Journal of Intercultural Management*, *10*(3), 125–154. https://doi.org/10.2478/joim-2018-0020.
Oliveira, M., & Fernandes, T. (2022). Luxury brands and social media: drivers and outcomes of consumer engagement on Instagram. *Journal of Strategic Marketing*, *30*(4), 389–407. https://doi.org/10.1080/0965254X.2020.1777459.
Pazhouheshfar, P., Biabani, H., & Behboudi, M. R. (2021). Interactive Model of Digital Marketing in Online Service Startups based on Mobile Commerce in Modern Sociology. *Iranian Journal of Educational Sociology*, *4*(3), 81–91. https://doi.org/10.52547/ijes.4.3.81.
Prasath, P., & Yoganathen, A. (2018). Influence of social media marketing on consumer buying decision making process. *SLIS Student Research Journal*, *1*(1), 1–12.
Purnomo, A. M. (2020). Produksi ruang wisata kuliner di Kota Bogor: Antara produksi, konsumsi dan lokalitas. Doctoral disertation Department of Sociology, Social and Politic Sains Faculty of Universitas Indonesia.
Purnomo, A. M. (2021). Urbanization and Tourism Development in Bogor City. *Society*, *9*(1), 393–409. https://doi.org/10.33019/society.v9i1.338.
Rachman, Y. B., Mutiarani, H., & Putri, D. A. (2018). Content Analysis of Indonesian Academic Libraries' Use of Instagram. *Webology*, *15*(2), 27–37. https://www.webology.org/2018/v15n2/a170.pdf.
Ryan, T., Allen, K. A., Gray, D. L., & McInerney, D. M. (2017). How social are social media? A review of online social behaviour and connectedness. *Journal of Relationships Research*, *8*(8), 1–8. https://doi.org/10.1017/jrr.2017.13.
Soedarsono, D. K., Mohamad, B., Adamu, A. A., & Pradita, K. A. (2020). Managing Digital Marketing Communication of Coffee Shop Using Instagram. *International Journal of Interactive Mobile Technologies*, *14*(5).
Sofi, S. A., Nika, F. A., Shah, M. S., & Zarger, A. S. (2018). Impact of subliminal advertising on consumer buying behaviour: an empirical study on young Indian consumers. *Global Business Review*, *19*(6), 1580–1601. https://doi.org/10.1177/0972150918791.

Taber, K. S. (2018). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education*, *48*(6), 1273–1296. https://doi.org/10.1007/s11165-016-9602-2.

Tan, C. N. L., Ojo, A. O., & Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. *Young Consumers*, *20*(2), 121–137. https://doi.org/10.1108/YC-12-2018-0898.

Varadarajan, R., Welden, R. B., Arunachalam, S., Haenlein, M., & Gupta, S. (2022). Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions. *International Journal of Research in Marketing*, *39*(2), 482–501. https://doi.org/10.1016/j.ijresmar.2021.09.002.

Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, *11*(3), 209–233.

Waris, I., Ali, R., Nayyar, A., Baz, M., Liu, R., & Hameed, I. (2022). An Empirical Evaluation of Customers' Adoption of Drone Food Delivery Services: An Extended Technology Acceptance Model. *Sustainability*, *14*(5), 2922. https://doi.org/10.3390/su14052922.