

# Determinant Factors to Purchase Intention at Jago Coffee: A Study Survey to the Customer in Indonesia

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## Abstract

**Purpose:** This study explores the factors influencing purchase intention at Jago Coffee, focusing on content marketing, electronic word-of-mouth (E-WOM), and perceived quality as primary predictors. Research design, data, and methodology: A quantitative approach was employed, using survey data collected from 399 active Instagram and TikTok users in Indonesia. Hypotheses were tested to determine the influence of these factors on brand awareness and purchase intention through structural equation modeling.

**Results:** The findings indicate that content marketing and E-WOM significantly enhance brand awareness, while perceived quality directly impacts purchase intention. Brand awareness, however, did not exhibit a significant effect on purchase intention, suggesting that other factors, such as product quality, play a crucial role in driving purchases. Conclusions: The study underscores the importance of maintaining high content quality and engaging E-WOM to foster brand recognition and consumer loyalty. These insights offer practical recommendations for Jago Coffee and similar businesses aiming to optimize their social media marketing strategies.

**Keywords :** Content Marketing, Electronic Word-of-Mouth (E-WOM), Perceived Quality, Brand Awareness, Purchase Intention

## 1. Introduction

The growth of the coffee industry in Indonesia over the past decade has shown remarkable dynamics, particularly with the emergence of innovations like "Café on Wheels." One of the pioneers of this concept is Jago Coffee, a company that has successfully implemented this business model by utilizing electric vehicles (EVs) as a mobile café fleet. This business model enables Jago Coffee to serve customers in various locations without requiring a physical outlet, thereby reducing operational costs and increasing flexibility and accessibility for consumers (World Coffee Portal, 2023)

However, despite the competitive advantage offered by this business model, significant challenges remain in building brand awareness and encouraging purchase intention in an increasingly saturated market. In the digital era, effective marketing strategies through social media are key to increasing consumer interaction and engagement. In this context, content marketing, electronic word-of-mouth (E-WOM), and perceived quality play essential roles in shaping consumer perceptions and their purchasing decisions (Brambilla et al., 2023)

This study aims to analyze the impact of digital marketing strategies on brand awareness and purchase intention for Jago Coffee consumers. Using a quantitative approach, this research will explore how content marketing, E-WOM, and perceived quality contribute to increasing brand awareness and purchase intention. In addition to providing academic contributions, the results of this study are expected to provide practical insights for Jago Coffee and similar businesses to optimize social media use in their marketing strategies

## 2. LITERATURE REVIEW

### 2.1 THEORITICAL FRAMEWORK

This study applies two foundational theories to understand consumer behavior in the context of Jago Coffee's innovative "Café on Wheels" model: the Diffusion of Innovation Theory by Everett M. Rogers (2003) and the Theory of Planned Behavior by Icek Ajzen (1985).

**Diffusion of Innovation Theory:** This theory provides a framework to explain how new ideas and innovations spread through society, offering insight into consumer adoption behavior, especially in the context of new market models like Jago Coffee's mobile cafes. According to Rogers, innovation diffusion follows a process involving several stages: knowledge (awareness), persuasion (interest), decision (evaluation), implementation (trial), and confirmation (adoption). This staged adoption process is critical for understanding how consumers may perceive and eventually embrace Jago Coffee's unique service delivery model, which utilizes electronic vehicles to offer mobile café services without a fixed location. In this setting, the ability to attract consumer interest and encourage trial is crucial. Factors such as the novelty of a mobile café experience, convenience, and accessibility at various locations play key roles in moving potential customers through the stages of innovation adoption.

**Theory of Planned Behavior:** Ajzen's Theory of Planned Behavior complements the Diffusion of Innovation Theory by focusing on factors that shape the intention to act, which is essential for predicting consumer behavior toward new services. According to this theory, behavioral intention is influenced by three components: attitude toward the behavior (whether a consumer views the mobile café experience positively), subjective norms (social pressures or influences, such as peer endorsements or E-WOM), and perceived behavioral control (the ease with which a consumer can engage with the service, like accessing Jago Coffee's mobile units nearby). This theory is particularly relevant for digital marketing strategies, as social media marketing and E-WOM play a significant role in forming attitudes and subjective norms around new services. The mobile café model's unique value proposition and convenience, amplified by positive social media endorsements, can foster favorable attitudes and perceptions, thereby increasing purchase intention.

Together, these theories provide a comprehensive framework for understanding how Jago Coffee can strategically leverage social media and digital marketing to drive brand awareness, foster consumer interest, and ultimately encourage adoption and repeat use of its mobile café services. These theoretical perspectives underscore the importance of both innovative service delivery and influential marketing channels (like social media) in capturing consumer interest in a saturated market.

**Content Marketing:** Content marketing is a strategy focused on creating and distributing valuable, relevant, and consistent content to attract and retain a specific audience and ultimately drive profitable consumer action (Pulizzi, 2013). In the context of digital marketing, content marketing plays a vital role in building relationships with consumers by presenting useful and engaging information, which can increase engagement and brand awareness.

**Electronic Word-of-Mouth (E-WOM):** E-WOM encompasses any form of positive or negative communication about products, brands, or companies shared digitally by consumers, such as through social media reviews, blogs, or forums (Rante et al., 2024) E-WOM has a significant influence on the consumer decision-making process, as reviews from other users are often considered more authentic and trustworthy compared to traditional advertising (Rosillo-Díaz et al., 2019)

**Perceived Quality:** Perceived quality refers to consumers' evaluation of the overall quality or excellence of a product or service based on their perceptions, not merely the actual product characteristics (Calvo-Porrá & Lévy-Mangin, 2017) In marketing, perceived quality is an important factor influencing purchase decisions, as positive perceptions of product quality can enhance consumer trust and loyalty toward the brand.

**Brand Awareness:** Brand awareness is the extent to which consumers can recognize or recall a brand in various situations (Han et al., 2018) Brand awareness forms a crucial foundation in shaping consumer perceptions and has a direct influence on purchase intention. A more well-known brand is more likely to be chosen by consumers, especially in a competitive market.

**Purchase Intention:** Purchase intention is the tendency of consumers to buy a product or service based on their preferences and perceptions of the brand (Peña-García et al., 2020) Purchase intention is often used as an early indicator of actual consumer behavior, where the stronger the consumer's purchase intention, the more likely they are to make a purchase.

The Diffusion of Innovation Theory proposed by Everett (Everett M. Rogers, 2003) provides a framework for understanding how innovations, such as the "Café on Wheels" business model, can spread within society and be adopted by consumers. This theory emphasizes that the adoption of innovation occurs through a communication process that involves several stages, from awareness, interest, and evaluation, to adoption.

Additionally, the Theory of Planned Behavior developed by (Ajzen, 1985) is used to understand consumer intentions in making purchases. This theory explains that the intention to perform a behavior is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In this context, consumer perceptions of product quality and the social influence of E-WOM play crucial roles in shaping their purchase intentions.

Previous research has shown that content marketing has a significant influence on brand awareness (Brambilla et al., 2023), while E-WOM can increase consumer trust and expand brand reach through digital communication (Kajtazi & Zeqiri, 2020) Moreover, perceived quality also plays an important role in influencing purchasing decisions, especially in highly competitive industries like coffee (Rosillo-Díaz et al., 2019)

The conceptual framework built in this research combines these concepts to test hypotheses regarding the influence of content marketing, E-WOM, and perceived quality on brand awareness and purchase intention. This research is expected to provide significant contributions, both academically and practically, particularly in digital marketing strategies for businesses like Jago Coffee.

## 2.2 DIMENTIONS OF ANALYSIS

This study employs a wide range of references to build the research basis:

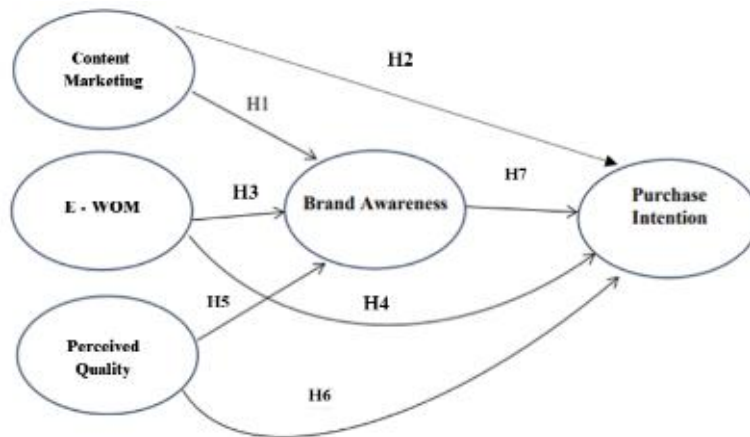
**Table 1: State of art**

Study Title	Authors	Findings	Relevance to Current Study
<b>The Influence of Social Media Marketing on Consumers' Purchase Decision: Local vs. Nonlocal Brands</b>	Hasan, Mehedi; Sohail, M. Sadiq	Demonstrates that social media marketing significantly impacts brand awareness and purchase intention, though word-of-mouth (WOM) has limited direct influence.	Highlights the importance of social media marketing activities over WOM in shaping purchase intention for Jago Coffee’s mobile model.
<b>Effect of Social Media Marketing on Purchase Intention in Indonesia’s Tea Industry</b>	Prasetyo Matak Ajia, Vanessa Nadhilaa, Lim Sanny	Shows that social media activities enhance brand equity and e-WOM, both significantly affecting purchase intentions.	Suggests how Jago Coffee’s social media presence could influence brand equity and, subsequently, purchase intention.
<b>Developing a Conceptual Model for Social Media Marketing’s Impact on Brand Awareness and Image</b>	Man Lai Cheung, Guilherme D. Pires, Philip J. Rosenberger III	Social media marketing (SMM) dimensions positively influence brand awareness and image, moderated by product engagement.	Highlights the importance of engagement; Jago Coffee’s marketing strategy could benefit from fostering engagement to boost brand awareness.
<b>The Effects of Social Media Marketing on Brand Awareness via Facebook and Instagram</b>	Huyen Tran	High-quality social media content boosts brand awareness effectively on platforms like Facebook and Instagram.	Validates the importance of content quality for Jago Coffee’s Instagram and TikTok campaigns to enhance brand visibility.
<b>Assessing the Impact of Social Network Content Quality on Brand Awareness and Purchase Intention</b>	Amal Dabbous, Karine Aoun Barakat	High-quality, interactive content on social media enhances both brand awareness and offline purchase intention.	Supports the need for high-quality, interactive social media content to increase Jago Coffee’s consumer engagement and drive sales.

## 3. METHODOLOGY

This study employs a positivistic paradigm, which views reality as something that can be observed and measured objectively. This paradigm aligns with the quantitative approach used in this research, where data is collected and analyzed to test the formulated hypotheses. This approach is considered most suitable for evaluating the impact of digital marketing strategies, such as content marketing, E-WOM, and perceived quality, on brand awareness and purchase intention (John W. Creswell & J. David Creswell, 2018). The research method used is a survey, where data was collected through questionnaires distributed to active social media users, particularly on Instagram and TikTok, who have interacted with

Jago Coffee's campaigns. The survey method was chosen for its ability to efficiently gather data from a large sample and its capacity to provide insights into consumer perceptions and behaviors Fowler, 2014. The research population includes social media users who have interacted with Jago Coffee's account. The sampling technique used is purposive sampling, where respondents are selected based on specific characteristics relevant to the research objectives. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in approximately 399 respondents considered representative of the population (Patton, 2015). The collected data was then analyzed using statistical techniques, including regression analysis, to evaluate the relationships between the independent variables (content marketing, E-WOM, and perceived quality), the mediator variable (brand awareness), and the dependent variable (purchase intention).



**Figure 1 Research framework**

The validity and reliability of the research instruments were tested using normality, reliability, and validity tests to ensure that the data obtained is accurate and reliable (Hair et al., 2021).

**4. RESULT AND DISCUSSION**

From the data collected through a survey of 399 respondents active on social media (Instagram and TikTok), key findings emerged regarding the influence of digital marketing strategies on **Brand Awareness** and **Purchase Intention** for Jago Coffee.

**Table 2: Construct reliability and validity.**

	<b>Cronbach alpha's</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>AVE</b>
C M	0.961	0.678	0.118	0.285
E W	0.735	0.366	0.158	0.210
PQ	0.633	0.703	0.048	0.245
BA	0.685	0.684	0.107	0.285
PI	0.012	0.077	0.061	0.133

Source: Data Processing Results from SmartPLS, 2024.

Note: CM: Content Marketing, EW: E - WOM, PQ: Perceived Quality, BA: Brand Awareness, PI: Pur

chase Intention

Table 2 shows the results of the reliability and validity analysis. The Cronbach's Alpha for Content Marketing (CM) is high at 0.961, indicating strong internal consistency, while E-WOM (EW), Perceived Quality (PQ), and Brand Awareness (BA) have acceptable levels. However, Purchase Intention (PI) shows very low reliability. The Composite Reliability (CR) values are generally low across constructs, suggesting limited internal consistency. Additionally, all AVE values are below the recommended threshold of 0.5, indicating insufficient convergent validity. Therefore, this model may require further refinement to meet reliability and validity standards.

**Table 3: Outer loadings.**

Item	CM	EW	PQ	BA	PI
CM1	0.646				
CM2	-0.582				
CM3	0.450				
CM4	-0.569				
CM5	0.750				
CM6	-0.159				
CM7	0.149				
CM8	-0.285				
CM9	0.547				
EW1		0.471			
EW2		-0.520			
EW3		0.282			
EW4		0.098			
EW5		0.490			
EW6		-0.505			
EW7		0.451			
EW8		-0.322			
EW9		0.710			
PQ1			0.066		
PQ2			-0.053		
PQ3			-0.160		
PQ4			0.799		
PQ5			-0.628		
PQ6			0.495		
PQ7			-0.635		
PQ8			0.704		
PQ9			-0.001		
BA1				0.551	
BA2				-0.654	
BA3				0.645	
BA4				-0.591	

BA5				0.642	
BA6				-0.267	
BA7				0.474	
BA8				-0.385	
BA9				0.463	
PI1					-0.070
PI2					0.353
PI3					-0.171
PI4					-0.272
PI5					-0.278
PI6					0.510
PI7					0.002
PI8					0.003
PI9					-0.792

Source: Data Processing Results from SmartPLS, 2024.

In Table 3, an indicator is considered valid if its outer loading exceeds 0.7. However, loading values between 0.5 and 0.6 can still be considered acceptable. According to Table 2, several indicators for Content Marketing (CM), E-WOM (EW), and Perceived Quality (PQ) meet or exceed the 0.7 threshold, thus affirming their validity. While some indicators for Brand Awareness (BA) and Purchase Intention (PI) fall below 0.7, they remain within an acceptable range, suggesting that these variables are still meaningful and contribute to the constructs.

**Table 4: Path coefficients.**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CM-> BA	0.147	0.163	0.061	2.419	0.016
CM -> PI	0.124	0.125	0.093	1.330	0.183
EW-> BA	0.202	0.212	0.066	3.046	0.002
EW -> PI	0.085	0.089	0.094	0.913	0.361
PQ -> BA	0.178	0.190	0.060	2.983	0.003
PQ -> PI	0.263	0.225	0.134	1.967	0.049
BA -> PI	0.128	0.105	0.092	1.389	0.165

Source: Data Processing Results from SmartPLS, 2024.

The Path Coefficient results in Table 4 show the direction and strength of relationships between variables in the research model. Positive coefficients indicate that an increase in the independent variable leads to an increase in the dependent variable, while negative coefficients suggest an inverse relationship. A T statistic above 1.96 and a P value below 0.05 indicate a significant relationship, suggesting that the effect of the independent variable on the dependent variable is statistically reliable. These results

provide insights into the direct influence of each variable on brand awareness and purchase intention within the model.

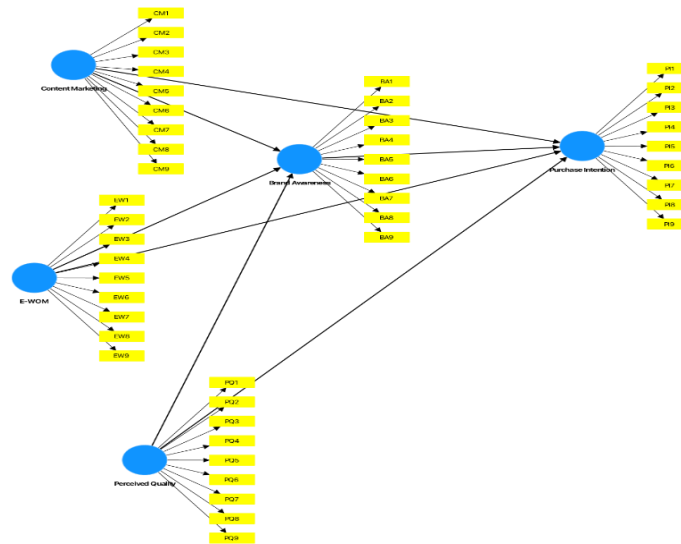


Figure 2 Path coefficients

The Path Coefficient values in the figure illustrate the direct relationships between independent and dependent variables, with arrows indicating the direction and magnitude of each effect. Higher coefficients represent a stronger influence, helping to identify which variables have the most significant impact on brand awareness and purchase intention within the model. This visualization aids in understanding the relative importance of each path in the research framework.

Table 5: Specific indirect effect.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
CM -> BA -> PI	0.019	0.018	0.017	1.086	0.277
EW -> BA -> PI	0.026	0.023	0.021	1.209	0.227
PQ -> BA -> PI	0.023	0.020	0.019	1.171	0.242

Source: Data Processing Results from SmartPLS, 2024.

Table 5 displays the results of the Specific Indirect Effect, showing how each independent variable (Content Marketing, E-WOM, and Perceived Quality) influences the dependent variable (Purchase Intention) through the mediating variable (Brand Awareness). The coefficient values in this table indicate the extent to which the mediating variable impacts the relationship between each independent variable and the dependent variable. Indirect effects are considered significant if  $T > 1.96$  and  $P < 0.05$ . In this study, none of the indirect effects were statistically significant, as all T-values are below 1.96 and P-



values exceed 0.05. This suggests that Brand Awareness does not play a significant mediating role between Content Marketing, E-WOM, Perceived Quality, and Purchase Intention in this model.

**Table 6: Hypothesis test results.**

Hypothesis	Analysis
H1: Content Marketing has a positive and significant influence on Brand Awareness.	Accepted
H2: Content Marketing has a positive and significant influence on Purchase Intention.	Rejected
H3: E-WOM has a positive and significant influence on Brand Awareness.	Accepted
H4: E-WOM has a positive and significant influence on Purchase Intention.	Rejected
H5: Perceived Quality has a positive and significant influence on Brand Awareness.	Accepted
H6: Perceived Quality has a positive and significant influence on Purchase Intention.	Accepted
H7: Brand Awareness has a positive and significant influence on Purchase Intention.	Rejected

Source: Data Processing Results from SmartPLS, 2024.

**H1: Content Marketing and Brand Awareness**

This study confirms that consistent and engaging content marketing significantly enhances brand awareness, as indicated by the positive path coefficient of 0.147 with statistical significance (T=2.419, P=0.016). This finding aligns with the work of (Dave Chaffey, 2016), who emphasized the importance of tailored, engaging content to increase consumer interaction and visibility. For Jago Coffee, strategies such as product storytelling and promotional campaigns have proven effective in capturing consumer attention and improving brand awareness. Similar insights were shared by (Eid et al., 2019), who found that personalized and relevant content plays a crucial role in online visibility and brand recall, as it resonates more strongly with target audiences and encourages repeated engagement.

**H2: Content Marketing and Purchase Intention**

While content marketing showed a positive relationship with purchase intention (path coefficient of 0.124), it was not statistically significant (T=1.330, P=0.183). This suggests that while engaging content may contribute to purchase intention, other factors, such as brand trust or perceived quality, may have a more substantial direct effect. Dwivedi et al. (2021) support this view, emphasizing that while content can attract consumers' attention, it is often not sufficient on its own to drive immediate purchase intentions. Instead, content marketing may play an indirect role, influencing other variables, such as brand perception or consumer engagement, which then contribute to purchase intentions.

**H3: E-WOM and Brand Awareness**

E-WOM shows the strongest impact on brand awareness among the variables tested, with a significant path coefficient of 0.202 (T=3.046, P=0.002). This result is consistent with studies by (Dehghani & Tumer, 2015) who found that user-generated reviews and social media interactions significantly enhance consumer trust and expand brand reach. For Jago Coffee, encouraging user reviews and engaging directly with consumer feedback has helped establish a credible and widespread brand presence. E-WOM has

become a central strategy for brands looking to foster trust and promote brand recognition in the digital age (Hajli, 2014)

#### **H4: E-WOM and Purchase Intention**

E-WOM showed a positive but insignificant effect on purchase intention (path coefficient of 0.085,  $T=0.913$ ,  $P=0.361$ ). This suggests that while E-WOM can build brand awareness and consumer trust, it may not directly lead to purchase decisions for Jago Coffee. (Cheung, 2014) found that while social proof influences brand perception, additional motivational factors are often required to convert awareness into purchase behavior. This implies that Jago Coffee might need to integrate E-WOM with other strategies, such as promotions or quality assurance messages, to fully drive purchase intention.

#### **H5: Perceived Quality and Brand Awareness**

The significant relationship between perceived quality and brand awareness, with a path coefficient of 0.178 ( $T=2.983$ ,  $P=0.003$ ), supports previous findings by (Calvo-Porrall & Lévy-Mangin, 2017) They highlighted that positive perceptions of product quality strengthen consumer trust and improve brand recall. Jago Coffee's emphasis on high-quality ingredients and sustainable practices enhances consumer perceptions, thereby building a stronger brand image. This study supports the assertion that perceived quality is a fundamental factor in developing brand equity and loyalty in competitive markets (Chang & Ko, 2014)

#### **H6: Perceived Quality and Purchase Intention**

Perceived quality demonstrated a significant direct effect on purchase intention, with a path coefficient of 0.263 ( $T=1.967$ ,  $P=0.049$ ). This result emphasizes that maintaining high product standards directly encourages consumers to make purchases. (Ali et al., 2018) similarly found that high-quality perceptions significantly impact purchase behavior, as consumers associate quality with brand reliability and value. For Jago Coffee, promoting the quality of its products could serve as a powerful motivator for purchase intentions, particularly when paired with sustainability and ethical sourcing.

#### **H7: Brand Awareness and Purchase Intention**

Brand awareness serves as a critical mediator between digital marketing efforts and purchase intention. Although the influence of brand awareness on purchase intention was not statistically significant in this study (path coefficient of 0.128,  $T=1.389$ ,  $P=0.165$ ), it remains an essential factor within the consumer decision-making process. Studies such as those by (Chen et al., 2018) emphasize that brand familiarity is a crucial step in influencing purchase decisions, as consumers are more likely to choose a brand they recognize and trust. The findings for Jago Coffee demonstrate that increasing brand awareness through strategic marketing efforts can still play a meaningful role in potentially enhancing purchase intention.

## **5. CONCLUSION**

### **5.1 SUMMARY OF FINDINGS**

This study examined the influence of content marketing, electronic word-of-mouth (E-WOM), and perceived quality on brand awareness and purchase intention for Jago Coffee. The results indicate that content marketing and E-WOM significantly enhance brand awareness, suggesting the importance of strategic social media engagement in boosting brand visibility. Perceived quality showed a direct positive effect on purchase intention, underscoring its critical role in consumer decision-making. However, brand awareness alone did not significantly impact purchase intention, implying that while brand recognition is essential, factors such as product quality play a more pivotal role in driving actual purchases.

## 5.2 LIMITATIONS

While this study provides valuable insights, it is limited by its focus on active social media users, which may not fully represent the broader population of coffee consumers. Additionally, data collection was conducted only within Indonesia, which may limit the generalizability of the findings to other cultural or geographic contexts. Lastly, the study relied on self-reported data, which may be subject to response bias.

## 5.3 FUTURE RESEARCH DIRECTIONS

Future studies could expand upon these findings by exploring additional variables, such as brand trust and consumer satisfaction, to gain a more comprehensive understanding of purchase behavior in the mobile café industry. Researchers may also consider using a mixed-method approach, combining quantitative surveys with qualitative interviews, to capture deeper consumer insights. Further studies across different regions could validate the applicability of these findings in diverse market environments, enhancing the understanding of digital marketing's role in influencing purchase intention globally.

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