The Influence of Lazada's Jingle Towards Purchase Intention with Brand Awareness as the Mediating Variable

Angeline Halim[1*], Annisa Rahmani Qastharin[2]
School of Business and Management, Institute Technology Bandung[1,2]

*Email: angeline_halim@sbm-itb.ac.id

Abstract

In today's digital era, e-commerce has gained significant popularity among Indonesian consumers. Lazada, a leading e-commerce platform in Indonesia, employs various advertising strategies, including the use of a catchy jingle, to enhance brand awareness and drive purchase intention. This study examines the effectiveness of Lazada's jingle in increasing customer purchase intention. Advertising effectiveness measures how well the campaign has achieved its goals, specifically in increasing purchase intention in this research. Despite widespread exposure of Lazada's jingle across various platforms, public reactions are mixed; some consumers find the jingle entertaining and memorable, while others consider it annoying and intrusive. This research aims to determine whether the jingle effectively enhances brand awareness and if this increased awareness translates into higher purchase intention. The study investigates the influence of Lazada's jingle on consumers' purchase intention, with brand awareness serving as a mediating variable. It focuses on Generation Z and Millennials aged 17 to 42 in Indonesia, as they represent a significant portion of Lazada's target market. Data were collected using a quantitative approach through preliminary and main research involving 409 respondents via online survey questionnaires. The findings reveal that Lazada's jingle significantly enhances brand awareness, which in turn positively influences purchase intention. The study highlights the importance of incorporating catchy jingles into advertising strategies to boost brand awareness and consumer engagement. These insights are crucial for e-commerce marketers aiming to optimize their advertising efforts and improve customer retention, thereby validating and strengthening existing studies. Future research should explore the long-term effects of jingles on consumer behaviour and emotional response, as well as the frequency with which the jingle is played.

Keywords: Advertisement, Purchase Intention, Brand Awareness, Jingle, E-commerce, Lazada

A. INTRODUCTION

In the contemporary digital age, e-commerce has experienced a significant surge in popularity among Indonesian consumers. With Indonesia's population currently around 279 million, e-commerce users are expected to reach 137.74 million by 2024, representing nearly half of the population (Statista Market Insights, 2024). This intense competition necessitates e-commerce platforms to innovate and attract customers to ensure their sustainability. E-commerce platforms have revolutionized the buying and selling of goods and services by offering unparalleled convenience and efficiency. Among the leading e-commerce platforms in Indonesia, Lazada distinguishes itself through innovative advertising strategies aimed at enhancing brand awareness and stimulating purchase intentions. One such strategy is the use of a catchy jingle, a musical advertisement designed to resonate with consumers and improve brand recall. This research investigates the effectiveness of Lazada's jingle in boosting brand awareness and its subsequent impact on consumers' purchase intentions, emphasizing the critical role of brand awareness as a mediating variable.

Lazada's advertisements, featuring its jingle, are extensively broadcast on TV, in public spaces, and on platforms like YouTube and Spotify. This broad exposure has elicited mixed reactions from the public: while some consumers find the jingle entertaining and memorable, others view it as annoying and intrusive, particularly in public areas such as train stations. An analysis of social media reveals that approximately 24% of tweets (around 9 out of 37 tweets about Lazada's jingle from July to October 2023) express negative sentiments towards the jingle. Such negative feedback has the potential to impact Lazada's reputation over time, as even a small group of dissatisfied individuals can amplify their voices on social media. This study examines whether the jingle effectively enhances brand awareness and whether this increased awareness translates into higher purchase intention despite the significant investment in these advertisements and the varied consumer responses.

The research specifically targets Generation Z and Millennials in Indonesia, aged 17 to 42 years, who reside in urban areas with better internet connectivity. This demographic is particularly relevant as it constitutes

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* Corresponding author

Lazada's primary target market, characterized by high digital engagement and a propensity for online shopping. The study covers six months, from February to July 2024, and focuses on respondents' familiarity with and perceptions of Lazada's jingle across various advertising platforms, including Spotify, public spaces such as train stations and malls, and social media. The scope is limited to analyzing the reactions and behaviours of this demographic towards the jingle without exploring external factors like competitive marketing strategies, broader economic conditions, or the long-term sustainability of the advertising approach. By concentrating on this specific demographic and timeframe, the research aims to offer targeted insights into the effectiveness of Lazada's jingle in enhancing brand awareness and driving purchase intention, which can inform future marketing strategies.

The purpose of the research is to investigate the influence of Lazada's jingle on consumers' purchase intentions, with brand awareness serving as a mediating variable. The study aims to determine whether the catchy jingle in Lazada's advertisements effectively enhances brand recognition and subsequently impacts the likelihood of consumers making a purchase. This investigation involves analyzing how different consumer reactions to the jingle—whether positive or negative—affect their perception of the brand and their purchase decisions using an online survey questionnaire. The findings are expected to provide insights that can help optimize Lazada's advertising strategies, ensuring that their marketing efforts effectively boost both brand awareness and sales. This underscores the importance of integrating catchy jingles into advertising strategies to enhance brand awareness and consumer engagement. These insights are crucial for e-commerce marketers seeking to refine their advertising efforts and improve customer retention, thereby validating and strengthening existing studies. Based on the conceptual framework adapted for this research, three hypotheses have been developed.
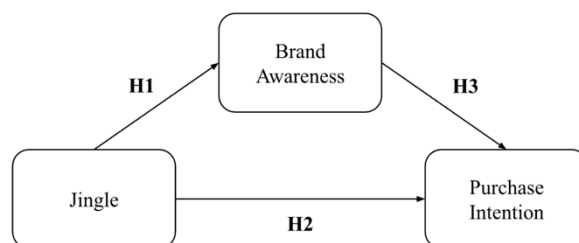

Figure 1. Conceptual Framework
Source: adapted from (Cleo & Sopiah, 2021)

Hypothesis

In various studies, jingles have been found to have a positive and significant impact on brand awareness. (Achyarsyah et al., 2020; Dianty & Magnadi, 2020) both found that jingles, along with advertising creativity and endorsers, play a crucial role in driving brand awareness. This is further supported by (Herawati et al., 2021), who specifically looked at the effect of the "Baby Shark" jingle on brand awareness for Shopee Indonesia. However, (Hinjaya, 2012) found that the use of jingles in TV ads did not significantly affect brand awareness, suggesting that other factors may also play a role. So,
H1: Jingle has a positive influence on Brand Awareness

Jingles are a type of commercial music that has the power to make people feel good and trigger feelings, which in turn makes them more likely to buy a good or service (Ahmed, 2020). Jingles may provoke strong emotional reactions in customers, and the lack of music in advertisements can negatively impact both the emotional response and purchase intention of the target audience (O'Connor, 2021). Jingles affect consumers' intention to buy because they can provide a unique and catchy tune that people will remember and link with a product or brand (Shakil, 2019). In addition to generating a sense of familiarity and comfort, jingles can also boost a company's reputation and encourage customers to make a purchase. The use of popular music in advertising often evokes emotional responses from consumers, which favourably relate to consumers' purchase intentions (Radavičienė et al., 2019). Thus,
H2: Jingle has a positive influence on Purchase Intention

A number of studies have found a positive relationship between brand awareness and purchase intention. Brand awareness has a significant impact on purchase intention, with the latter also emphasizing the role of brand loyalty (Shahid et al., 2017). (Noorlitaria et al., 2020) further explore this relationship, with the former finding a significant impact of brand awareness, perceived quality, and customer loyalty on purchase intention and the latter

identifying a mediating role of perceived quality and brand loyalty in the relationship between brand awareness and purchase intention. These findings collectively suggest that brand awareness plays a crucial role in shaping consumer purchase intentions. So,

H3: Brand Awareness has a positive influence on Purchase Intention

B. RESEARCH METHODS

The study employs both qualitative and quantitative research methods. The qualitative approach is utilized in the preliminary phase to validate the research problem and gain a comprehensive understanding through observations and exploratory techniques, including social media listening. The quantitative approach is then applied in both the preliminary and main research phases, involving the collection and analysis of numerical data through surveys to test hypotheses and establish statistical relationships between variables. In the main research phase, structured questionnaires were distributed to respondents aged 17 to 42 in urban areas of Indonesia. The questionnaire was designed to gather demographic information and assess variables such as customer knowledge, perception of the jingle, and purchase intention. A 5-point Likert scale was used to quantify respondents' attitudes and behaviours, ensuring detailed and measurable data for analysis. Purposive sampling was employed, selecting respondents who had heard Lazada's jingle and were within the specified age range. The final sample comprised 409 respondents, with all responses deemed valid and comprehensive.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships between the jingle, brand awareness, and purchase intention. Descriptive analysis was performed to summarize the collected data, while reliability and validity tests were conducted to ensure the robustness of the measurement model. The PLS-SEM approach provided a detailed examination of indicator reliability and overall model fit, offering a clear understanding of the jingle's impact on brand awareness and purchase intention. This methodological framework provides valuable insights and practical implications for optimizing advertising strategies in the e-commerce sector. The research findings offer significant insights into the impact of Lazada's jingle on customers' purchase intentions and its overall effectiveness. These findings can help advertisers and digital marketers refine their jingle commercials to better align with consumer preferences. Based on the conceptual framework, several adapted measurement developments were implemented to assess each variable. The measurement details are as follows:

Table 1. Research Measurement for Each Variables

Variable	Indicator	Code	Item	Reference(s)
Jingle	Attention	J1	Lazada's jingle caught my attention	Maudina (2023)
	Unique (Distinctiveness)	J2	I think the lyrics of the Lazada jingle are easy to listen to	
		J3	I think Lazada's jingle is unique compared to jingles from other competitors.	
	Consumer Perception	J4	Lazada's jingle influences my perception regarding the product/service advertised.	
Brand Awareness	Brand Recognition	BA1	I have heard or heard a lot about Lazada	Aaker (1996)
		BA2	I can clearly relate Lazada to e-commerce.	
	Brand Recall	BA3	I recall Lazada immediately when I think of a particular product category	
	Top of Mind	BA4	Lazada is often at the top of my mind when I think of a partic	
Purchase Intention	Purchase Intention	PI1	I intend to purchase at Lazada	Chiu et al. (2005)
		PI2	I plan to use Lazada to purchase products within the next few months.	
		PI3	Overall, I would use Lazada for online purchases.	
		PI4	Buying products via Lazada is something I would do	
	Transactional Interest	PI5	I am interested in purchasing products at Lazada	Akhfiani (2022)
	Exploratory Interest	PI6	I seek information to find out more about Lazada	
	Referential Interest	PI7	I would refer people to purchase products/services from Lazada	
		PI8	I am more interested in specific products/services from Lazada	
	Preferential Interest	PI9	I chose to use Lazada when I saw/heard the lazada's jingle	Kurniawan (2023)
		PI10	I make Lazada my main choice for purchasing products, compared to other e-commerce.	

Source: Research data, 2024

C. RESULTS AND DISCUSSION

The quantitative analysis conducted to determine how Lazada's jingle affected purchase intention via brand awareness is presented in this section. Descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM) were used in SmartPLS to analyze the data.

Demographic and Behavioral Analysis

The demographic profile of the 409 respondents indicates that the majority are Generation Z (81.4%), aged 17-28, followed by Millennials (15.9%), aged 29-42. A small percentage are older than 42 (1.5%) or younger than 17 (1.2%). Most respondents are university students (60.1%), while private sector employees (18.3%) form the second-largest group. The remaining respondents include high school students, civil servants, other occupations, and entrepreneurs. Geographically, 78.5% of respondents reside on the island of Java, with smaller percentages from Sumatra, Bali, Kalimantan, Sulawesi, and Papua. This distribution emphasizes a focus on younger, digitally engaged individuals in urban areas with better internet access, which aligns with Lazada's target market. Screening questions confirm that 96.3% of respondents are familiar with Lazada's jingle, indicating broad exposure and supporting the investigation into the jingle's impact on brand awareness and purchase intention. This demographic and familiarity data highlights the relevance of respondents' perceptions and behaviours in assessing the effectiveness of Lazada's advertising strategies.

Measurement Model

(Kwong & Kwong, 2013) State that in order to indicate appropriate reliability, an outer loading score must be at least 0.7. All of the variables in this study had values higher than 0.7; the greatest was 0.901, and the lowest was 0.705. Strong internal consistency is indicated by this, meaning that each indicator accurately represents the intended variable. Apart from that, Wong (2013) says that acceptable internal consistency is indicated by a composite reliability score greater than 0.7. Strong internal consistency and reliable measurement of the constructs by the items were proved by the fact that all latent variables in this study exceeded the minimum criteria. Table 1 contains the specific composite reliability scores for every variable, showing the reliability of each variable.

Table 1. Internal Consistency Reliability

Variables	Composite Reliability	Reliability
Jingle	0.894	Reliable
Brand Awareness	0.863	Reliable
Purchase Intention	0.970	Reliable

Source: Research data, 2024

(Malhotra, 2016) states that the factor loading of each variable must be at least 0.5. Each average variance extracted (AVE) score is larger than 0.5, indicating that they are all considered valid. The complete value of each variable is shown in Table 2 below.

Table 2. Convergent Validity

Variables	Average Variance Extracted (AVE)	Validity
Jingle	0.678	Valid
Brand Awareness	0.613	Valid
Purchase Intention	0.762	Valid

Source: Research data, 2024

The square root of the AVE for each variable is represented by the bold numbers on the diagonal in Table 3. According to correlations with other variables, these diagonal values should be greater than those in their rows and columns. Table 3 shows that every bold diagonal value is higher than the other values in the corresponding rows and columns. This demonstrates discriminant validity and shows that the study's variables are distinct concepts. Table 3 below displays the whole discriminant validity test result.

Table 3. Discriminant Validity

	Brand Awareness	Jingle	Purchase Intention
Brand Awareness	0.824		
Jingle	0.310	0.783	
Purchase Intention	0.549	0.385	0.873

Source: Research data, 2024

Structural Model

All of the variables had a T statistic score higher than 1.96, as Table 4 demonstrates. With a T statistic value of 11.481, the path from brand awareness to purchase intention is the most significant one. On the other hand, the variable with the lowest T statistic (5.612) is jingle to brand awareness. Overall, there are significant relationships between Jingle Brand Awareness, Jingle to Purchase intention, and Brand Awareness to Purchase intention.

Table 4. Structural Path Significance

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (Std. dev)	T statistics
Jingle → Brand Awareness	0.310	0.313	0.055	5.612
Jingle → Purchase Intention	0.238	0.241	0.040	5.881
Brand Awareness → Purchase Intention	0.475	0.475	0.041	11.481

Source: Research data, 2024

The explanatory and predictive value of the model for brand awareness and purchase intention is demonstrated by the data presented in Table 5. With an R² value of 0.349, Purchase Intention indicates that the independent variables can explain a strong explanatory power and 34.9% of its variance. Aside from that, the Brand Awareness R² score is 0.094, meaning that just 9.4% of its variation is explained by the model. With Q² values of 0.0088 for brand awareness and 0.141 for purchase intention, respectively, the former has significant predictive significance, while the latter has limited predictive relevance. The Goodness of Fit (GoF) for this model is 0.0583, meaning that the suggested model is able to explain the data.

Table 5. Coefficient of Determination (R²) And Stone-Geisser (Q²) Test

Variables	R²	Q²
Brand Awareness	0.094	0.088
Purchase Intention	0.349	0.141
Average	0.2215	0.1145
GoF	0.05388	

Source: Research data, 2024

F Square is considered to have a small effect size if its value falls between 0.02 and 0.15, and a value of 0.15 to 0.35 will be regarded as having a medium influence. From Table 6, there are two associations with small impact sizes, which are jingle to brand awareness and jingle to purchase intention. On the other hand, brand awareness to purchase intention has a medium effect size. The medium effect size for brand awareness on purchase intention highlights the importance of building and maintaining strong brand recognition. Campaigns should not only introduce consumers to the brand but also reinforce the brand consistently across various platforms to enhance recall and drive purchases. Given the dynamic nature of consumer responses to advertising, it is crucial for marketers to continuously monitor the effectiveness of their advertising elements, including jingles. This entails regular updates to the jingle's content to maintain its freshness and appeal, as well as adjusting the frequency of its deployment to avoid wear-out or annoyance among the audience.

Table 6. F-Square (F²) Effect Size

	Brand Awareness	Purchase Intention
Jingle	0.106	0.079
Brand Awareness		0.315

Source: Research data, 2024

Hypothesis Testing

In order to evaluate the conformity of the suggested theories, this study looked at both the inner and outer models. In this evaluation, each model path's t-statistics and p-values calculated by SmartPLS were examined. A statistically significant result is defined as a p-value less than 0.05 and a T statistic larger than 1.96, which suggests that the data support the corresponding hypothesis. Table 7 shows a thorough analysis of these findings.

Table 7. Hypothesis Testing

Hypothesis	Structural Path	T statistics	P values	Result
H1	Jingle → Brand Awareness	5.612	0.000	Accepted
H2	Jingle → Purchase Intention	5.881	0.000	Accepted
H3	Brand Awareness → Purchase Intention	11.481	0.000	Accepted

Source: Research data, 2024

Mediation Analysis

Brand awareness acts as a mediator in this pathway. The jingle first increases brand awareness; this enhanced awareness then influences purchase intentions. This pathway implies that the jingle's effectiveness in driving purchases is partially due to its ability to enhance brand recognition and recall. The results of the mediation test indicate that brand awareness partially mediates the relationship between jingle and purchase intention because both the direct and indirect effects are substantial and point in the same direction. When both the direct and indirect effects of mediation are substantial and go in the same direction, it is referred to as complementary mediation. As a result, jingles affect brand awareness indirectly and directly influence consumers' purchasing intention.

Discussion

The first hypothesis (H1) stated that jingles have a positive impact on brand awareness. Following a comprehensive study, the results indicate that this hypothesis is accepted because the T-statistics value is 5.220, above the required minimum value of 1.96. Furthermore, since every indicator's average value is higher than 2.8, jingles have a significant impact on brand awareness in this study. This finding is consistent with earlier research by (Achyarsyah et al., 2020; Dianty & Magnadi, 2020), who both found that jingles, along with advertising creativity and endorsers, play a crucial role in driving brand awareness. Both of these studies also take place in Indonesia, where the behaviour of society could be a factor influencing the similarities of research results.

The following hypothesis (H2) stated that jingles positively influence purchasing intention. The research's conclusions show that the T statistic value rises over the required minimum. The jingle-to-purchase intention path has a T-statistic of 5.881, and a hypothesis must have a minimum quantity of 1.96 to be approved. Thus, H2 is accepted by this study. Apart from that, the descriptive analysis of the questionnaire data reveals nearly the same findings as the prior hypothesis, according to which the average value of each indicator exceeds 2.5. Previous research by (Dewi et al., 2022) stated that jingle negatively impacts purchase intentions, highlighting the need to tailor jingles to the preferences of specific age groups within the target market. However, the research's findings are consistent with the previous studies by (Ahmed, 2020; Radavičienė et al. 2019; Shakil, 2019). To explain it more contextually, this study suggested that Lazada's jingle had a positive impact on purchase intentions, which implies that as customers hear the jingle more, they will become more sure of the company.

According to the third hypothesis (H3), purchase intention is positively influenced by brand awareness. The analysis's actual results show that this hypothesis has the highest T-statistic among the others. The value, 11.481, is greater than the required minimum of 1.96 and has a significance level below 0.05. Furthermore, it can be observed that the average scores of all the purchase intention indicators are higher than 2.50. The highest score, 3.096 for PI5, indicates that "I am interested in purchasing products at Lazada" A score of 4.10 out of 5 was assigned to this question. According to the outcome covered in the previous section, when brand awareness grows, so too will customer purchase intentions. These data provide statistical evidence for the significant relationship between brand awareness and purchase intention. H3 is, therefore, approved. The finding is consistent with previous studies by (Noorlitaria et al., 2020; Shahid et al., 2017), which show that brand awareness positively affects purchase intention.

CONCLUSION

The purpose of this study is to determine how Lazada's jingle affects consumers' intentions to make purchases, using brand awareness as a mediating variable. Using quantitative methods, 409 respondents completed the online survey that was used to obtain the data. After that, PLS-SEM in Smart PLS and descriptive statistics were used to process and analyze the data. First, this study has a significant positive influence on jingle and brand awareness. The path's T-statistic score is 5.612; this indicates that customers will be more aware of the brand the more often the jingle is played. Even though there are some negative opinions regarding the Lazada jingle on X, it still drives brand awareness for Lazada. Secondly, the results of the hypothesis test showed that jingle influences purchasing intention favourably. A statistically significant positive effect is indicated by the T-statistic of 5.881 (higher than 1.96) and the P-value of 0.000 (less than 0.05). This implies that the jingle influences both brand awareness and purchasing intention. Ahmed (2020), Radavičienė et al. (2019), and SHAKIL (2019) are among the previous research that supports the positive influence of jingles on purchase intention. Thus, it can be said that Lazada's buying intention is effectively driven by jingle.

Thirdly, this study discovered that purchase intention is directly influenced by brand awareness, as per the analysis conducted in Chapter 4. The path's T-statistic score is 11.481. This implies that customers will be more

eager to use Lazada with more brand awareness they have. The respondent's response to question PI6, which reads, "I seek information to find out more about Lazada," further supports this statement. This question has an average score of 2.787 out of a possible 5. This indicates that brand awareness drives purchase intention significantly and positively.

Recommendation

Despite the positive impact of Lazada's jingle on brand awareness and purchase intention, some people find it annoying. Lazada can conduct market research to understand customer preferences and introduce new jingles periodically to keep the content fresh. Additionally, managing the frequency of the jingle's broadcast is crucial to maintaining its effectiveness and appeal without overplaying it. For event marketing and sponsorships, Lazada can feature its jingle prominently at live events, sponsorships, and brand activations, including concerts, sports events, and festivals. Hosting Lazada-branded events, such as pop-up stores and flash sales, where the jingle is a key feature, will create an immersive brand experience and reinforce brand recall. Lazada should also create thematic campaigns, like holiday sales and anniversary promotions, incorporating the jingle and customizing it to fit each theme while keeping its recognizable melody. Developing exclusive promotions tied to the jingle, such as offering discounts for customers who remix or interact with it, can further engage customers and enhance brand recall.

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