REFERENCE

- Ajzen, Icek and Martin Fishbein (1980). *Understanding Attitudes and Predicting Social Behavior*. NJ: Prentice Hall.
- Asamoah, E. S., & Chovancová, M. (2016). The effect of cultural orientation on the purchasing decisions of consumers: a cross cultural comparative study. *International Journal of Contemporary Management*, 15 (1), 7.
- Böttger, T., Rudolph, T., Evanschitzky, H. and Pfrang, T. (2017). Customer inspiration: conceptualization, scale development, and validation. *Journal of Marketing*, 81 (6), 116-131.
- Chamberlain, L. (2017). Over 75% of consumers are inspired to make purchases by visual content, available at: https://geomarketing.com/over-75-percent-of-consumers-are-inspired-to-make-purchases-by-visual-content
- Carlson, J., Rahman, M., Voola, R., & De Vries, N. (2018). Customer engagement behaviours in social media: capturing innovation opportunities. *Journal of Services Marketing*.
- Daramola, I., & Oyinade, B. (2015). Impact of cultural globalization on Africa: The role of western media. International Journal Education and Research, 3(3), 31-46
- Darley, W. K., Luethge, D. J., Blankson, C. (2013). Culture and international marketing: A sub-Saharan African context. *Journal of Global Marketing*, 26(4), 188-202
- Dedeke, A. 2016. Travel Web-Site Design: Information Task-Fit, Service Quality and Purchase Intention. *Tourism Management*, 541-554.
- Fishbein, Harold D. (1996). *Peer Prejudice and Discrimination: Evolutionary, Cultural, and Developmental Dynamics*. Boulder, CO: Westview Press.
- Hasanov, J. & Khalid, H. 2015. The Impact of Website Quality on Online Purchase Intention of Organic Food in Malaysia: A WebQual Model Approach. *Procedia Computer Science*, 382-389.

- Hofstede, G. (1984). Cultural dimensions in management and planning. *Asia Pacific journal of management*, *1*(2), 81-99.
- Izogo, E.E., Mpinganjira, M. (2020). Behavioral consequences of customer inspiration: the role of social media inspirational content and cultural orientation. *Journal of Research in Interactive Marketing*, 14, 431-459
- Javornik, A., & Mandelli, A. (2012). Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands. *Journal of Database Marketing & Customer Strategy Management*, 19(4), 300-310.
- Javornik, A., & Mandelli, A. (2012). Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands. *Journal of Database Marketing & Customer Strategy Management*, 19(4), 300-310.
- Kaufman, S.B. (2011), Why inspiration matters. Harvard business review, available at https://hbr.org/ 2011/11/why-inspiration-matters
- Mavondo, F., & Farrell, M. (2003). Cultural orientation: its relationship with market orientation, innovation and organisational performance. *Management Decision*.
- Orlova, M. (2016). User experience design (UX design) in a website development: website redesign.
- Peprah, W. K., Ocansey, E. O. N. D., & Mintah, E. K. (2017). The influence of culture on global marketing strategies: a confirmatory study. *The international journal of business & management*, 5(10), 150-155.
- Pfrang, T., Rudolph, T. and Böttger, T. (2014). Inspire to delight: the effects of customer inspiration on consumers purchase decisions, *Paper Presented at 43rd European Marketing Academy (EMAC) Annual Conference, Valencia, Spain*
- Rajagopal, R. (2011). Consumer culture and purchase intentions toward fashion apparel in Mexico. *Database Marketing & Customer Strategy Management*, 18(4), 286-307.
- Seckler, M., Heinz, S., Forde, S., Tuch, A.N. & Opwis, K. 2015. Trust and Distrust on the Web: User Experiences and Website Characteristics. *Computers in Human Behavior*, 39-50.
- Sinha, M., Fukey, L. N., & Likitha, S. (2020). Web user Experience and Consumer behaviour: The Influence of Colour, Usability and Aesthetics on the Consumer Buying behaviour. *Test Engineering and Management*, 82, 16592-16600.
- Wang, W.T., Wang, Y.S. & Liu, E.R. (2016). The Stickness Intention of Group-Buying Websites: The Integration of the Commintment-Trust Theory and E-Commerce Success Model. *Information and Management*.

Wuryandari, N. E. R., Vincentiar, P., & Permana, D. (2019). Buying Intention through User Interface Design. *European Research Studies Journal*, 22(3), 470-479.

Yoo, B., & Donthu, N. (2005). The effect of personal cultural orientation on consumer ethnocentrism: Evaluations and behaviors of US consumers toward Japanese products. *Journal of International Consumer Marketing*, 18(1-2), 7-44.

