MUSYTARI
ISSN : 3025-9495
Neraca Akuntansi Manajemen, Ekonomi
Vol 25 No 12 Tahun 2026

FACTORS INFLUENCING PURCHASE INTENTION TOWARD SAFF & CO PERFUMES AMONG GENERATION Z CONSUMERS IN MANADO

Daniela Lingkan Mesalina Ticoalu[1], Willem Johan Fredrik Alfa Tumbuan[2], Emilia Margareth Gunawan[3]
Department of Management, Faculty of Economics and Business, Sam Ratulangi University
danielaticoalu9@gmail.com, alfa.tumbuan@unsrat.ac.id, emilia_gunawan@unsrat.ac.id

Abstract
The growth of social commerce has positioned TikTok as an important channel for product discovery and consumer evaluation. This study examines the effects of parasocial interaction, influencers' credibility, online reviews, and perceived risk on purchase intention toward Saff & Co perfumes among Generation Z consumers in Manado. A quantitative approach was employed using a structured questionnaire and purposive sampling. The final sample consisted of 99 Generation Z TikTok users in Manado who had been exposed to Saff & Co-related content and had never purchased the brand's perfume. Data were analyzed using SPSS, including multiple linear regression, t-tests, an F-test, and the coefficient of determination. The results show that parasocial interaction (B = 0.504; p < 0.001), influencers' credibility (B = 0.198; p = 0.033), and online reviews (B = 0.236; p = 0.018) have positive and significant partial effects on purchase intention. Perceived risk has a positive but statistically insignificant coefficient (B = 0.059; p = 0.380). Simultaneously, the four independent variables significantly explain purchase intention (F = 34.472; p < 0.001), with R^2 = 0.595. The findings highlight the relevance of emotional connection with influencers, influencer credibility, and consumer-generated information in shaping purchase intention toward fragrance products in a TikTok context.

Keywords: Parasocial Interaction; Influencer Credibility; Online Reviews; Perceived Risk; Purchase Intention

Article history
Received: November 2026
Reviewed: November 2026
Published: November 2026

Plagirism checker no 80
Copyright : author
Publish by : musytari

This work is licensed under a creative commons attribution-noncommercial 4.0 international license

1. Introduction

Social media has become an important platform for discovering products and influencing consumer purchasing decisions. TikTok allows brands to promote their products through influencers, short-form videos, and user-generated content. This trend is also reflected in Indonesia's fragrance market, where e-commerce perfume sales reportedly increased from 84 million units in 2024 to 115 million units in 2025, representing approximately 36% growth (Compas, 2026). Furthermore, North Sulawesi recorded an internet penetration rate of 78.88% in 2023, indicating the growing relevance of digital platforms in the region (APJII, 2023). One local fragrance brand that benefits from this digital environment is Saff & Co., which has gained visibility through TikTok content and user-generated posts. However, purchasing perfume online presents challenges because consumers cannot directly smell or test the product before buying it. Differences between expected and actual scents, product authenticity, and product quality may create uncertainty and influence consumers' purchasing decisions.

Several factors may explain how TikTok content influences purchase intention. Parasocial interaction refers to the perceived relationship consumers develop with media personalities

(Horton & Wohl, 1956), while influencer credibility relates to how trustworthy and knowledgeable an influencer appears. Online reviews provide additional information through other consumers' experiences (Cheung & Thadani, 2012; Erkan & Evans, 2016). Meanwhile, perceived risk reflects consumers' uncertainty regarding potential negative outcomes when purchasing a product online (Featherman & Pavlou, 2003). Preliminary interviews with ten Generation Z consumers in Manado revealed that all respondents had encountered fragrance-related content on TikTok, 90% usually searched for information before purchasing perfume online, and 90% considered reviews important. These findings highlight the relevance of influencer content and online reviews in consumers' decision-making, while also indicating concerns about purchasing fragrance products without trying them first. Therefore, this study examines four independent variables—parasocial interaction (X_1), influencer credibility (X_2), online reviews (X_3), and perceived risk (X_4)—and their relationship with purchase intention (Y) toward Saff & Co. perfume among Generation Z consumers in Manado. Specifically, this study aims to determine: (1) whether Parasocial Interaction, Influencers' Credibility, Online Reviews and Perceived Risk simultaneously have a significant influence on Purchase Intention; (2) whether Parasocial Interaction has a significant influence on Purchase Intention; (3) whether Influencers' Credibility has a significant influence on Purchase Intention; (4) whether Online Review has a significant influence on Purchase Intention; and (5) whether Perceived Risk has a significant influence on Purchase Intention. Data were collected from 99 respondents using purposive sampling and analyzed through multiple linear regression. Although previous studies have investigated influencer marketing, online reviews, and perceived risk, further research is needed to understand how these social, informational, and risk-related factors operate together in specific product and geographical contexts.

2. Literature Review

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) framework, introduced by Mehrabian and Russell (1974), explains how environmental stimuli influence individuals' internal states, which subsequently shape their behavioral responses. In consumer behavior, external stimuli may include marketing messages, information sources, and online consumer reviews, while the organism represents consumers' internal evaluations and perceptions that influence their responses. The response refers to the resulting behavioral tendencies, such as purchase intention. In the context of TikTok fragrance marketing, influencer content and online reviews may serve as external stimuli that shape consumers' perceptions and evaluations of a product. These processes are relevant to understanding how parasocial interaction, influencer credibility, online reviews, and perceived risk relate to consumers' intention to purchase Saff & Co. perfume. Therefore, the S-O-R framework provides a theoretical foundation for examining purchase intention as a behavioral response to social, informational, and risk-related factors in an online purchasing environment.

Purchase Intention

Purchase intention refers to consumers' willingness or likelihood to purchase a product after evaluating available information and perceived benefits. In digital marketing, this intention may be influenced by product recommendations, online information, and consumers' perceptions of the promoted product. Iqbal et al. (2025), as discussed in this study's literature

review, examine influencer-related factors in relation to online purchase intention. In the present study, purchase intention refers to Generation Z TikTok users' willingness to purchase Saff & Co. perfume despite having no previous purchasing experience with the brand.

Parasocial Interaction

Parasocial interaction describes the perceived connection audiences develop with media figures through exposure to their content, even without a reciprocal personal relationship. On social media, this perceived closeness may influence how audiences respond to influencers' opinions and product recommendations. Hammond et al. (2025) found that parasocial interaction positively influenced Generation Z consumers' purchase intention on TikTok. This relationship is relevant to fragrance marketing because consumers may rely on influencers' experiences and recommendations when they cannot directly smell or test a perfume before purchasing.

Influencers' Credibility

Influencer credibility refers to the extent to which consumers perceive influencers as trustworthy, knowledgeable, and capable of providing reliable product information. These perceptions may influence consumers' acceptance of recommendations and evaluations of promoted products. Saad et al. (2025), as reviewed in this thesis, examined influencer characteristics in relation to purchase intention and brand credibility among young consumers. In the context of Saff & Co. perfume, influencer credibility may therefore be relevant to how Generation Z consumers evaluate fragrance recommendations on TikTok and develop purchase intentions.

Online Reviews

Online reviews are consumer-generated opinions and evaluations that provide prospective buyers with information about a product based on other consumers' experiences. These reviews can help consumers assess product characteristics and reduce uncertainty before making purchasing decisions. Mahmud et al. (2024) found that electronic word-of-mouth influenced consumers' purchase intention, with trust playing an important mediating role. For fragrance products, online reviews may be particularly useful because consumers cannot directly experience a perfume's scent before purchase.

Perceived Risk

Perceived risk refers to consumers' perceptions of uncertainty and potential negative consequences associated with a purchasing decision. In online shopping, these concerns may involve product quality, financial loss, or the possibility that a product will not meet expectations. Ma et al. (2025), as discussed in this thesis, reported a negative relationship between perceived risk and consumers' purchase and recommendation intentions in online marketplaces. This concept is relevant to fragrance purchases because consumers may be uncertain whether a perfume's scent and quality will match their expectations when they cannot test it beforehand.

Research Model

The variables examined in this study consist of four independent variables, namely Parasocial Interaction, Influencers' Credibility, Online Reviews, and Perceived Risk, and one dependent variable, namely Purchase Intention. These variables are examined to determine their simultaneous and partial relationships in the context of online purchase of generation z customers in Manado.

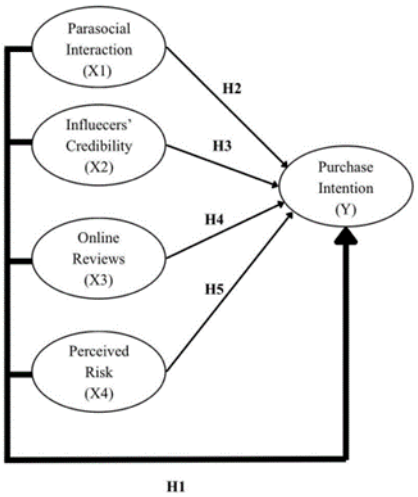


Figure 2.1 Research Model

Based on the conceptual framework presented in figure 2.1, the relationships among these variables are formulated into four hypotheses, as follows:

H1 : Parasocial Interaction, Influencers' Credibility, Online Reviews, Perceived Risk simultaneously influence consumers' Purchase Intention
H2 : Parasocial Interaction has a positive effect on consumers' Purchase Intention
H3 : Influencers' Credibility has a positive effect on consumers' Purchase Intention
H4 : Online Reviews has a positive effect on consumers' Purchase Intention
H5 : Perceived Risk has a negative effect on consumers' Purchase Intention

3. Research Method

This study employed a quantitative approach with a correlational design to examine the relationships between four independent variables—parasocial interaction (X_1), influencer credibility (X_2), online reviews (X_3), and perceived risk (X_4)—and purchase intention (Y). Primary data were collected through a structured questionnaire distributed using Google Forms, with responses measured on a five-point Likert scale. Non-probability purposive sampling was applied, with respondents required to be Generation Z consumers (1) residing in Manado, (2) active TikTok users, (3) familiar with Saff & Co., (4) exposed to its perfume content on TikTok, (5) and had never purchased its perfume.

The final sample consisted of 99 valid respondents. Data were analyzed using SPSS, including validity and reliability tests, classical assumption tests, multiple linear regression, partial t-tests, a simultaneous F-test, and the coefficient of determination (R^2). The reliability test using Cronbach's Alpha showed that all five variables exceeded the recommended threshold of 0.70:

parasocial interaction (0.742), influencer credibility (0.734), online reviews (0.722), perceived risk (0.829), and purchase intention (0.783). Therefore, all research variables were considered reliable. The significance level was set at 0.05 to evaluate the individual and simultaneous effects of the independent variables on purchase intention.

4. Results and Discussion

Respondent Profile

Table 4.1 Respondent Profile

	n	%
Age		
< 17 Years Old	0	0
17 - 24 Years Old	99	100
> 24 Years Old	0	0
Duration of TikTok Usage		
< 1 Hour	3	3.03
1 - 2 Hours	35	35.35
> 2 Hours	61	61.61
Purchase Experience		
Yes	0	0
No	99	100
Exposure		
Yes	99	100
No	0	0

Source: Data Processed (2026)

Data were collected from 99 respondents who met the predetermined purposive sampling criteria. All respondents were Generation Z consumers aged 17–24 residing in Manado City, actively using TikTok, familiar with Saff & Co., and previously exposed to its perfume-related content on the platform. Additionally, none of the respondents had previously purchased Saff & Co. perfume, allowing the study to examine purchase intention among prospective consumers rather than existing customers. Regarding their digital behavior, 61.61% of respondents reported using TikTok for more than two hours per day, indicating substantial exposure to the platform.

These characteristics are relevant given the increasing role of digital platforms in consumer product discovery and the reported growth of Indonesia's e-commerce perfume sales from 84 million units in 2024 to 115 million units in 2025 (Compas, 2026).

Validity and Reliability Test

The validity test was conducted to determine whether the questionnaire items accurately measured their respective research variables. The results indicated that all questionnaire items from the 99 respondents were valid, as their calculated correlation coefficients (r-count) exceeded the r-table value of 0.1946 and their significance values were below 0.05. Therefore, all collected responses met the validity criteria and were suitable for further analysis.

Table 4.2 Reliability Test Result

Variable	Cronbach's Alpha	N of Items	Conclusion
X1 - Parasocial Interaction	0.742	5	Reliable
X2 - Influencers' Credibility	0.734	5	Reliable
X3 - Online Reviews	0.722	5	Reliable
X4 - Perceived Risk	0.829	5	Reliable
Y - Purchase Intention	0.783	5	Reliable

Source: Data Processed, SPSS (2026)

Based on Table 4.2, all five research variables demonstrated acceptable reliability with Cronbach's Alpha values ranging from 0.722 to 0.829, exceeding the recommended threshold of 0.70. These results indicate that the research instruments demonstrated satisfactory internal consistency and were considered reliable for further statistical analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the effects of Parasocial Interaction (X_1), Influencers' Credibility (X_2), Online Reviews (X_3), and Perceived Risk (X_4) on Purchase Intention (Y) toward Saff & Co perfume. The analysis aimed to determine the direction and magnitude of each independent variable's relationship with purchase intention. The regression coefficients and their statistical significance were examined using IBM SPSS. Based on the regression results, the estimated regression equation is:

Y = 0.11 + 0.504(X1) + 0.198(X2) + 0.236(X3) + 0.059(X4)

The constant value of 0.11 represents the predicted value of Purchase Intention when all

independent variables are zero. The coefficient for X1 is 0.504, indicating that each one-unit increase in Parasocial Interaction is associated with 0.504-unit increase in Purchase Intention. The coefficient for X2 is 0.198, indicating a positive directional relationship value with Purchase Intention. The coefficient for X3 is 0.236, indicating that each one-unit increase in Online Reviews is associated with 0.236-unit increase in Purchase Intention. The coefficient for X4 is 0.059, indicating a positive but very small directional relationship with Purchase Intention.

Table 4.3 Hypotheses Test Result

Test	Statistic	Value	Sig.	Conclusion
Simultaneous F (F Test)	F	34.472	p < 0.001	H1 Supported
Partial - Parasocial Interaction	t	5.092	p < 0.001	H2 Supported
Partial - Influencers' Credibility	t	2.164	p = 0.033	H3 Supported
Partial - Online Reviews	t	2.409	p = 0.018	H4 Supported
Partial - Perceived Risk	t	0.882	p = 0.380	H5 Not Supported

Source: Data Processed, SPSS (2026)

The hypothesis testing results show that the independent variables jointly have a statistically significant effect on Purchase Intention, as indicated by an F-value of 34.472 and a significance level of $p < 0.001$; therefore, H1 is supported. The partial t-test results reveal that Parasocial Interaction ($t = 5.092$, $p < 0.001$), Influencers' Credibility ($t = 2.164$, $p = 0.033$), and Online Reviews ($t = 2.409$, $p = 0.018$) have statistically significant effects on Purchase Intention, supporting H2, H3, and H4, respectively. In contrast, Perceived Risk ($t = 0.882$, $p = 0.380$) does not have a statistically significant effect on Purchase Intention; thus, H5 is not supported. Furthermore, the correlation coefficient (R) of 0.771 indicates a strong relationship between the independent variables collectively and Purchase Intention. The coefficient of determination (R^2) of 0.595 indicates that the four independent variables explain 59.5% of the variation in Purchase Intention, while the remaining 40.5% is explained by factors outside the model. Meanwhile, the adjusted R^2 value of 0.577 indicates that, after accounting for the number of independent variables and sample size, the model explains 57.7% of the variation in Purchase Intention. Overall, these results indicate that the regression model has substantial explanatory power, although Perceived Risk does not demonstrate a statistically significant individual effect.

Discussion

1. The Simultaneous Influence of Parasocial Interaction, Influencers' Credibility, Online Reviews, Perceived Risk

The results of the simultaneous F-test indicate that Parasocial Interaction, Influencers' Credibility, Online Reviews, and Perceived Risk collectively have a statistically significant effect

on Purchase Intention, with an F-value of 34.472 and a significance level of $p < 0.001$. Therefore, H1 is supported. The coefficient of determination (R^2) of 0.595 indicates that the four independent variables collectively explain 59.5% of the variation in Purchase Intention, while the remaining 40.5% is explained by factors outside the research model. These findings suggest that consumers' purchase intentions toward Saff & Co perfumes are associated with a combination of social, informational, and risk-related factors. However, the partial test results reveal that not all independent variables demonstrate statistically significant individual effects. While Parasocial Interaction, Influencers' Credibility, and Online Reviews significantly influence Purchase Intention, Perceived Risk does not demonstrate a statistically significant partial effect. This indicates that although all four variables are included in the overall regression model, their individual contributions differ.

These findings can be understood through the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974), which explains how external stimuli influence individuals' internal evaluations and subsequent behavioral responses. In the context of TikTok fragrance marketing, influencer interactions, credibility, online reviews, and perceived purchasing risks represent different considerations that may be associated with consumers' purchase intentions.

2. The Influence of Parasocial Interaction on Purchase Intention

The partial t-test results indicate that Parasocial Interaction has a statistically significant effect on Purchase Intention, with a t-value of 5.092 and a significance level of $p < 0.001$. Therefore, H2 is supported. This finding suggests that the perceived connection between TikTok users and influencers may contribute to consumers' willingness to consider purchasing Saff & Co perfumes. When audiences feel familiar with or emotionally connected to an influencer, they may pay greater attention to the influencer's recommendations and become more interested in the products being presented. This interpretation is consistent with Horton and Wohl (1956), who introduced the concept of parasocial interaction to describe the perceived interpersonal connection audiences can develop with media figures. It is also supported by Chung and Cho (2017), who examined parasocial relationships with celebrities on social media and their implications for endorsement. Furthermore, Sokolova and Kefi (2020) explored the relationships between influencer characteristics, parasocial interaction, and purchase intentions in social media contexts. In the context of fragrance marketing, where consumers cannot directly experience a perfume's scent through TikTok, an influencer's ability to establish familiarity and connection with their audience may make product recommendations more engaging and encourage purchase consideration.

3. The Influence of Influencers' Credibility on Purchase Intention

The results show that Influencers' Credibility has a statistically significant effect on Purchase Intention, with a t-value of 2.164 and a significance level of $p = 0.033$, which is below the 0.05 threshold. Therefore, H3 is supported. This finding indicates that consumers' perceptions of an influencer's credibility are significantly associated with their intention to purchase Saff & Co perfumes. Influencers who are perceived as knowledgeable, honest, and trustworthy may provide information that helps consumers evaluate a fragrance before making a purchase decision. This finding is consistent with Source Credibility Theory, which explains the role of source characteristics in shaping the persuasiveness of a message (Ohanian, 1990). It is also in

line with Sokolova and Kefi (2020), who examined influencer credibility and its relationship with purchase intentions, as well as Coutinho et al. (2023), which is discussed in the thesis in relation to the role of influencer credibility in purchase intention. For fragrance products, credible explanations of scent profiles, fragrance notes, longevity, and suitable occasions may be particularly useful because consumers cannot physically smell the product through online content. Thus, influencer credibility may help prospective consumers assess promotional information and form purchase intentions.

4. The Influence of Online Reviews on Purchase Intention

The partial t-test indicates that Online Reviews have a statistically significant effect on Purchase Intention, with a t-value of 2.409 and a significance level of p = 0.018. Therefore, H4 is supported. This result suggests that consumer-generated reviews provide relevant information that can influence Generation Z consumers' intentions to purchase Saff & Co perfumes. Online reviews may help prospective buyers compare experiences, assess product characteristics, and evaluate whether a fragrance meets their preferences. This finding is consistent with Erkan and Evans (2016), who investigated the influence of electronic word-of-mouth on purchase intentions through information adoption. Ahn and Lee (2024) also examined the impact of online reviews on consumers' purchase intentions, highlighting the relevance of social influence and individual differences in review evaluation. In the fragrance context, reviews can be particularly valuable because consumers cannot directly experience the scent before purchasing online. Information about fragrance characteristics, product quality, and other consumers' experiences may therefore help prospective buyers evaluate Saff & Co perfumes and strengthen their intention to purchase.

5. The Influence of Perceived Risk on Purchase Intention

The results indicate that Perceived Risk does not have a statistically significant individual effect on Purchase Intention, with a t-value of 0.882 and a significance value of 0.380, which exceeds the 0.05 significance threshold. Therefore, H5 is not supported. Although the regression coefficient is positive (B = 0.059), this result does not provide sufficient statistical evidence to conclude that Perceived Risk positively influences Purchase Intention. Instead, it indicates that Perceived Risk does not demonstrate a statistically significant individual relationship with Purchase Intention in this study. This finding suggests that concerns regarding fragrance suitability, product authenticity, product quality, or potential financial loss do not independently explain consumers' purchase intention when Parasocial Interaction, Influencers' Credibility, and Online Reviews are considered simultaneously. One possible explanation is that consumers may rely on influencer content and online reviews to obtain additional information when evaluating fragrance products online. However, this interpretation should be considered cautiously, as the study did not directly examine whether these factors reduce consumers' perceived risk. The finding differs from the expected negative relationship proposed in the hypothesis and discussed in previous research on online purchasing risk, including Featherman and Pavlou (2003). Therefore, further research is needed to understand the role of perceived risk in consumers' fragrance purchasing decisions.

5. Conclusion

1. Parasocial Interaction, Influencers' Credibility, Online Reviews, and Perceived Risk jointly have a statistically significant effect on Purchase Intention toward Saff & Co

perfumes, as indicated by an F-value of 34.472 and $p < 0.001$. The R^2 value of 0.595 indicates that the model explains 59.5% of the variation in Purchase Intention, while the adjusted R^2 of 0.577 indicates an explanatory power of 57.7% after adjustment. Therefore, H1 is supported.

2. Parasocial Interaction has a statistically significant effect on Purchase Intention, with a t-value of 5.092 and $p < 0.001$. This suggests that the perceived connection between TikTok influencers and their audiences is associated with consumers' intention to purchase Saff & Co perfumes. Therefore, H2 is supported.

3. Influencers' Credibility has a statistically significant effect on Purchase Intention, with a t-value of 2.164 and $p = 0.033$. This indicates that consumers' perceptions of influencers as credible sources of product information are significantly associated with their purchase intention. Therefore, H3 is supported.

4. Online Reviews have a statistically significant effect on Purchase Intention, with a t-value of 2.409 and $p = 0.018$. This finding suggests that consumer-generated reviews provide information relevant to consumers' evaluations and purchase intentions toward Saff & Co perfumes. Therefore, H4 is supported.

5. Perceived Risk does not have a statistically significant individual effect on Purchase Intention, with a t-value of 0.882 and $p = 0.380$. This indicates that perceived risk does not independently demonstrate a significant relationship with purchase intention in the regression model. Therefore, H5 is not supported.

This study found that Parasocial Interaction, Influencers' Credibility, Online Reviews, and Perceived Risk collectively have a statistically significant effect on Gen Z consumers' Purchase Intention toward Saff & Co perfume promoted on TikTok. However, the partial test results revealed that Parasocial Interaction, Influencers' Credibility, and Online Reviews have significant individual effects on Purchase Intention, whereas Perceived Risk does not demonstrate a statistically significant individual effect. Among the three significant predictors, Parasocial Interaction recorded the highest t-value, suggesting that the perceived connection between consumers and influencers may be particularly important in encouraging purchase intention. These findings suggest that Saff & Co and other fragrance brands should prioritize creating engaging influencer content, collaborating with credible influencers, and encouraging authentic online reviews to strengthen consumer trust and purchase intention. Nevertheless, this study has several limitations. The research focuses on Gen Z consumers exposed to Saff & Co perfume content on TikTok, which may limit the generalizability of the findings to other age groups, brands, or social media platforms. Furthermore, the study examines only four independent variables, while other factors may also influence purchase intention. Future research is therefore recommended to include a broader and more diverse sample, examine other brands and digital platforms, and incorporate additional variables, such as brand image, product quality, price perception, and consumer trust. Further investigation into Perceived Risk is also recommended to better understand its role in fragrance purchase decisions.

REFERENCES

[1] Ahn, Y., & Lee, J. (2024). The impact of online reviews on consumers' purchase intentions: Examining the social influence of online reviews, group similarity, and self-construal. Journal of Theoretical and Applied Electronic Commerce Research,

19(2), 1060–1078. https://doi.org/10.3390/jtaer19020055

[2] Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

[3] Andini, I. (2025, February 5). Tren di e-commerce 2024: Siapa yang memimpin ? Parfum & wewangian makin laris, penjualan meningkat Rp1,4 triliun! Compas. https://compas.co.id/article/tren-di-e-commerce-2024/

[4] Asosiasi Penyelenggara Jasa Internet Indonesia. (2023). Survei penetrasi & perilaku internet 2023. https://survei.apjii.or.id/survei/2023

[5] Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. Decision Support Systems, 54(1), 461–470. https://doi.org/10.1016/j.dss.2012.06.008

[6] Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. Psychology & Marketing, 34(4), 481–495. https://doi.org/10.1002/mar.21001

[7] Coutinho, F., Dias, A., & Pereira, L. F. (2023). Credibility of social media influencers: Impact on purchase intention. Human Technology, 19(2), 220–237. https://doi.org/10.14254/1795-6889.2023.19-2.5

[8] Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. Computers in Human Behavior, 61, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

[9] Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: A perceived risk facets perspective. International Journal of Human-Computer Studies, 59(4), 451–474. https://doi.org/10.1016/S1071-5819(03)00111-3

[10] Hammond, E. J., Bhaduri, G., & Copeland, L. (2025). Parasocial interaction and the effects of Gen Z purchase intention on TikTok. Fashion, Style & Popular Culture. https://doi.org/10.1386/fspc_00345_1

[11] Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction: Observations on intimacy at a distance. Psychiatry, 19(3), 215–229. https://doi.org/10.1080/00332747.1956.11023049

[12] Iqbal, Dr. N., Syed Hamza Javaid Bukhari, & Muhammad Ashfaque. (2025). Celebrity Culture and the Psychology of Parasocial Relationships in the Age of Instagram and TikTok. Review Journal of Social Psychology & Social Works, 3(3), 366–386. https://doi.org/10.71145/rjsp.v3i3.325

[13] Jacoby, J. (2002). Stimulus-organism-response reconsidered: An evolutionary step in modeling (consumer) behavior. Journal of Consumer Psychology, 12(1), 51–57. https://doi.org/10.1207/S15327663JCP1201_05

[14] Koay, K. Y., Cheah, C. W., & Yap, J. Y. (2024). Self-influencer congruence, parasocial relationships, credibility, and purchase intentions: A sequential mediation model. Journal of Relationship Marketing, 23(1), 1–20. https://doi.org/10.1080/15332667.2023.2216373

[15] Ma, D., Dong, J., & Lee, C.-C. (2025). Influence of perceived risk on consumers' intention and behavior in cross-border e-commerce transactions: A case study of the Tmall Global platform. International Journal of Information Management, 81, 102854. https://doi.org/10.1016/j.ijinfomgt.2024.102854

[16] Mahmud, Md. S., Islam, Md. N., Ali, Md. R., & Mehjabin, N. (2024). Impact of Electronic Word of Mouth on Customers' Buying Intention Considering Trust as a

Mediator: A SEM Approach. Global Business Review, 25(2_suppl), S184–S198. https://doi.org/10.1177/0972150920976345

[17] Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. MIT Press.

[18] Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. Journal of Advertising, 19(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

[19] Rubin, R. B., & McHugh, M. P. (1987). Development of parasocial interaction relationships. Journal of Broadcasting & Electronic Media, 31(3), 279–292. https://doi.org/10.1080/08838158709386664

[20] Saad, M., Awad, A., Fathy Aziz, A., & Rashad Shma, T. (2025). Influencer marketing's impact on credibility and purchase intention: A study on University of Bisha students in Saudi Arabia. Innovative Marketing, 21(1), 326–337. https://doi.org/10.21511/im.21(1).2025.26

[21] Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of Retailing and Consumer Services, 53, Article 101742. https://doi.org/10.1016/j.jretconser.2019.01.011