



Social Media and Planned Behaviour: Impact on TikTok Purchase Intentions

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ABSTRACT

Social media nowadays significantly affects consumer buying habits, especially in the beauty sector. As a developing social commerce network, TikTok presents chances for companies like Wardah to increase sales and visibility. In order to impact online purchase intention using the Theory of Planned Behavior, this emphasizes the necessity of planned social media marketing that incorporates influencer credibility, platform utilization, and marketing content. Users of TikTok in Indonesia who had seen advertisements for Wardah participated in a quantitative survey. Partial least squares (PLS) and structural equation modeling (SEM) were used to examine the data. The findings show that purchase intention is positively impacted by marketing on social media, highlighting the significance of user interaction, reliable influencers, and focused tactics for Wardah's TikTok expansion.

INTRODUCTION

In the fast-paced era of the 21st century, the whole world-including Indonesia-must adapt to the digital age, where access to information is facilitated by digital devices such as the internet. The internet is dedicated to collecting and providing content to convey culturally specific types of knowledge, beliefs and customs (Álvarez-Valdivia & López-Benavides, 2010). As TikTok develops into one of the leading social commerce apps, the platform has opened up new opportunities for brands to reach consumers in a more personalized and interactive way. Users are not only entertained by creative content, but can also directly purchase products through e-commerce features provided by TikTok. One industry that greatly benefits from this phenomenon is the beauty industry. Wardah is an Indonesian beauty brand with a halal label founded by Nurhayati Subakat in 1985. Wardah focuses on halal-certified beauty products so that all Muslim women can wear cosmetics without worry because Wardah produces products that do not contain harmful ingredients and are halal certified. In research conducted by Madiawati & Pradana (2016), products that have halal certificates can affect the level of consumer buying interest, because halal certificates can strengthen consumer confidence in the products offered considering that the majority of Indonesian society is Muslim.

Beauty brands such as Wardah have utilized their presence on TikTok to build brand awareness and drive purchase intention through product reviews, beauty tutorials, and exclusive offers. In 2024, sales of Wardah products ranked 3rd in Indonesian e-commerce based on data from [compas.co.id](https://www.compas.co.id) in 2024. Although the Wardah brand was founded in 1995, its popularity, as seen from the number of followers on TikTok, is still below the Somethinc brand, which was only founded in 2019. According to Dias et al. (2021), brands with a large number of followers show higher purchase intentions among consumers, which indicates that the number of followers can affect perceived brand value. This study claims that social media marketing include customer contact on social media, the legitimacy of influencers endorsing companies and goods, and social media marketing via live shopping and beauty product videos. According to Ajzen (1991), three components – attitude, subjective norms, and perceived behavioral control – that can explain a person's goal, according to the theory of planned behavior.

According to study investigations by A. Khan et al. (2024), women's intentions to purchase beauty items online are positively and significantly impacted by consumer mindset. According to Ajzen (1991), perceived behavioral control is the ability or confidence to do something, and most consumers will purchase a brand because they enjoy it. A person's intention to act rises in tandem with their level of competence. A person is more likely to buy halal-labeled cosmetics if he believes that he has the ability to do so. The societal pressures people experience to perform or refrain from performing a particular action are known as subjective norms (Ajzen, 1991). To put it another way, subjective norms are a person's opinion of what other people think such as family, friends or coworkers whether they will approve of this behavior. When a person sees an action positively and feels that others want them to do it, they will do it. Prasetyo

et al. (2022) state that consumers always do an information search stage pertaining to items or services that are available online before purchasing a product or using a service. Numerous things might affect this attitude. According to A. Khan et al. (2024), customer attitude can be impacted by social media usage and the dependability of social media influencers. According to research by Anggrenita & Sander (2022) customer attitudes, namely perceptions and attitudes toward brands, mediate the relationship between purchase intention and social media marketing. Nurazizah et al. (2022) found that social media marketing has been effective in fostering a positive consumer perception, which has increased the promotion of hedonistic shopping behavior. Wardah uses hashtags, user-generated content, and challenges on TikTok to interact with customers.

As a result, there is now a strong and profitable connection made between Wardah and things like trends, beauty, and community, all of which can help improve the relationship between the product brand and its consumers. So that based on data from iprice.co.id in 2024, the Wardah brand is ranked 2nd in the most watched local skincare brand. Online consumer behavior is influenced by social media's growing influence and Indonesian consumers' growing usage of it (Nekmahmud et al., 2022). On TikTok, beauty influencers often create content featuring products from Wardah, offer product reviews, and display the effects of using the products. Therefore, the likelihood that customers will buy Wardah products can be significantly increased by recommendations from influencers, who are frequently seen as reliable. Influencers in social media have emerged as a result of the expansion of social media marketing.

Influencers in social media aim to impact several facets of their followers' lives. For example, they might persuade individuals to purchase or make use of particular goods or services. They leverage their influence to change behaviors, thoughts, and actions, particularly in areas like diet, lifestyle choices, and even how their audience communicates and speaks (Solomon, 2020). They are thought to be the most appropriate and direct way to reach target audiences (Lou & Yuan, 2019). Online reviews and suggestions are the two factors that most affect consumer behavior, according to research by Indrawati et al. (2022).

THEORETICAL REVIEW

Social Media Influencer's Credibility

According to Solomon (2020) an individual who uses their credibility and online presence to affect many facets of their target audience's lives is known as a social media influencer. By convincing people to buy or utilize particular goods and services, they have a big influence on how consumers behave. Through their content and interactions with their audience, social media influencers also affect routines, attitudes, and behaviors, such as food habits, lifestyle decisions, and communication styles.

Becker et al. (2022) research, which applies planned behaviour theory, demonstrates that customer opinion is positively impacted by the credibility of social entrepreneurship messages (knowledge and trust). Considering the significance of the idea of planned behavior in marketing, opinions about the

organic cosmetics sector are greatly impacted by the legitimacy, skill, and attractiveness of celebrities (Murwaningtyas et al., 2020).

H1: The credibility of social media influencers significantly and favourably impacts attitudes towards Wardah on TikTok Indonesia

Social Media Usage

Smith and Gallicano (2015) define SMU as an assortment of online activities. According to Pop et al., (2020), claim that social networking sites significantly influences individuals' attitudes and opinions when they are making purchasing decisions. According to studies by Nekmahmud et al. in 2022, SMU has an impact on SN and PBC.

H2: Social media usage significantly and favourably impacts attitudes towards Wardah on TikTok Indonesia

H3: Subjective norms of Wardah on TikTok Indonesia are greatly and favorably impacted by social media use.

H4: Perceived behavioral control of Wardah on TikTok Indonesia are greatly and favorably impacted by social media use.

Social Media Marketing

When consumers choose a relatively lifestyle class on social media, social media marketing has been considered the best alternative for marketers and advertisers (Lee et al., 2018). Social media marketing significantly and favorably affects subjective norms since people use social media to gather information, make decisions about what to buy, and revise those decisions. This makes it a great way for firms to create online marketing strategies (Sun & Wang, 2020). According to research by Hassan et al. (2021) and I. Khan (2022) which demonstrate that social media marketing can affect consumer attitudes.

H5: Social media marketing significantly and favourably impacts attitudes towards Wardah on TikTok Indonesia

H6: Social media marketing significantly and favourably impacts subjective norms towards Wardah on TikTok Indonesia

Attitude, Subjective Norms, and Perceived Behavioural Control

The fundamental concept of planned behavior is behavioral intention, which indicates the degree to which an individual plans to carry out specific actions based on their behavior (Ajzen, 1991). According to earlier research by Nekmahmud et al. (2022), the theory of planned behavior variable has a substantial impact on an individual's motivation to make an online purchase.

H7: Attitude significantly and favourably impacts online purchase intention towards Wardah on TikTok Indonesia

H8: Subjective norms significantly and favorably impacts online purchase intention towards Wardah on Tiktok Indonesia

H9: Perceived behavioral control significantly and favourably impacts online purchase intention towards Wardah on TikTok Indonesia

Online Purchase Intention

Purchase intention is the likelihood that a customer will buy a good or service in the near future (Ajzen & Fishbein, 1980). According to research by Zhao et al. (2024) attitude mediates the association between purchase intention and influencer traits such attractiveness, credibility, and interactivity. Through

attitude, Celep & Çorumlu, (2022) discovered a positive relationship between social media engagement and internet sales. Social media material can influence customers' desire to buy in more subjective ways, per research by Mubdir et al. (2024). Through perceived behavioral control, social media use favorably increases online purchase intentions, according to research by Sharma et al. (2022). According to studies by Divsalar et al. (2023), social media marketing that is mediated by behavior can affect consumers' desire in making online purchases. Zhang et al. (2023) demonstrated that purchase interest is significantly impacted by subjective norms that are altered by social media marketing.

H10: Credibility of Social Media Influencer positively influences Online Purchase Intention through Attitude towards Wardah on TikTok Indonesia

H11: Using social media on TikTok Indonesia positively influences online purchase intention by influencing attitudes towards the Wardah brand on TikTok Indonesia

H12: Using social media on TikTok Indonesia positively influences online purchase intention by influencing subjective norms towards Wardah on TikTok Indonesia

H13: Using social media on TikTok Indonesia positively influences online purchase intention by influencing Perceived Behavioural Control towards Wardah on TikTok Indonesia

H14: Through attitudes toward Wardah on TikTok Indonesia, Social media marketing has a beneficial effect on online purchase intention.

H15: Through subjective norms toward Wardah on TikTok Indonesia, Social media marketing has a beneficial effect on online purchase intention.

The study's research framework is depicted in Figure 1.

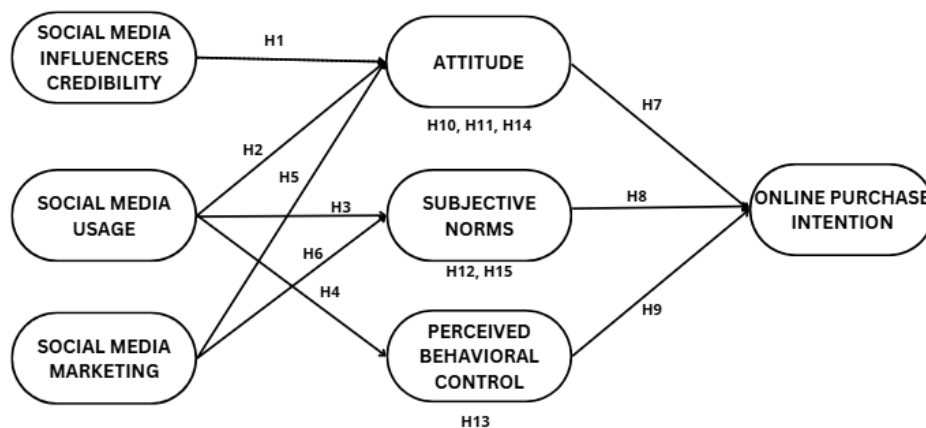


Figure 1. Conceptual Framework

METHODOLOGY

Population and Samples

The participants in this study are TikTok users from Indonesia who are aware of or have seen content from Wardah brand. The participants in this study are TikTok users from Indonesia who are aware of or have seen content from products under the Wardah brand. Because of the purposive sampling strategy

employed in this study, non-probability sampling, not every member of the population has an equal chance of being included in the sample. The respondents must be active TikTok users in Indonesia (17–50 years old), familiar with the Wardah brand, have seen Wardah influencer content within the last 12 months, and be interested in purchasing Wardah products online.

Collection of Data

A questionnaire survey that was distributed online through social media to participants who fit the study's respondent requirements was utilized to gather data because of the quantitative technique. To ensure that respondents who fill out the questionnaire match the requirements, there are 12 screening questions to ensure that they are in accordance with the research. To learn more about respondents' perceptions of marketing on Tiktok social media, including influencer credibility, Social media's effects on attitudes, perceived behavioral control, and subjective norms, 32 statements were given to them. The purpose of these messages was to sway their decision to buy Wardah products online.

Data Analysis

This study investigates a particular population or sample using a quantitative approach grounded on the paradigm of positivism. With the aim of descriptive and causal research by providing an overview of the phenomenon and also testing the causal relationship between variable. Because this study used a purposive sampling technique in conjunction with non-probability sampling, not every member of the population has a comparable opportunity of being included in the sample. Positive correlations have been shown between influencer credibility, social media usage, social media marketing, attitude, subjective norms, perceived behavioral control, and desire to make an online purchase, according to the research findings, which were examined using the SmartPLS program and SEM-PLS.

RESULTS

This study, which involved 406 respondents in total, demonstrates how social media marketing – specifically, advertising through influencers on the Tiktok app – influences consumers' motivation in making online purchases by influencing their attitudes, subjective norms, and perceived behavioral control.

Table 1. Reliability test results on 406 respondents

Variables	Number of Items	Cronbach Alpha	Composite Reliability
SMIC	12	0.955	0.960
SMU	3	0.784	0.874
SMM	4	0.824	0.884
ATT	3	0.730	0.847
SN	4	0.839	0.891
PBC	3	0.749	0.857
OPI	3	0.737	0.850

32 construct elements demonstrate exceptional consistency, according to the reliability study results using SmartPLS, values ranging from 0.70 to 0.955 for Cronbach's alpha. If this result surpasses the 0.70 criterion, it can be considered dependable. The results of the composite reliability analysis are used to gauge the concept's internal consistency; a value of 0.70 or greater is considered to be of high quality. Therefore, as seen in table 1, the value of this construct indicates good reliability for this investigation.

To ensure that each questionnaire has accuracy with the research, the validity test is carried out on each variable with factor loading analysis and also AVE, resulting in table 2.

Table 2. Validity Test Results Using Factor Loading Analysis and AVE

Variables	Number of Items	Factor Loading	AVE
Social Media Influencer's Credibility	IC1	0.826	0,669
	IC2	0.796	
	IC3	0.819	
	IC4	0.844	
	IC5	0.824	
	IC6	0.823	
	IC7	0.809	
	IC8	0.829	
	IC9	0.802	
	IC10	0.825	
	IC11	0.793	
	IC12	0.822	
Social Media Usage	U1	0.851	0,698
	U2	0.817	
	U3	0.838	
Social Media Marketing	M1	0.823	0,655
	M2	0.793	
	M3	0.824	
	M4	0.797	

Attitude	A1	0.801	0,649
	A2	0.821	
	A3	0.796	
Subjective Norms	S1	0.866	0,672
	S2	0.841	
	S3	0.844	
	S4	0.720	
Perceived Behavioural Control	P1	0.819	0,666
	P2	0.806	
	P3	0.823	
Online Purchase Intention	O1	0.833	0,655
	O2	0.791	
	O3	0.803	

All six variables have factor loading values more than 0.70, which suggests that the indicator accurately captures the idea being examined, according to the findings of the AVE and factor loading tests. Thus, it can be said that every variable in the research satisfies the validity test. AVE testing has criteria that must be more than 0.50 to indicate that the construct effectively represents the concept being measured so that it is considered to have convergent validity that. The AVE test results show that the AVE value has good convergent validity because it is above 0.50.

A paradigm for evaluating discriminant validity, the Fornell Larcker Criterion, highlights that a concept must be more effective at explaining the variation of its own indicators than the variance of other constructs. The variance of its own indicators must be more adequately explained by the root of the AVE value than the variation of indicators from other structures, according to Hair et al. (2002).

Table 3 Fornell Larcker Criterion

	ATT	OPI	PBC	SMIC	SMM	SMU	SN
ATT	0.806						
OPI	0.664	0.809					
PBC	0.570	0.551	0.816				
SMIC	0.530	0.576	0.516	0.818			
SMM	0.536	0.526	0.562	0.508	0.810		
SMU	0.607	0.570	0.509	0.482	0.586	0.836	
SN	0.459	0.433	0.368	0.385	0.391	0.527	0.820

It is possible to conclude that every construct in this model exceeds the requirements for discriminant validity because Table 3's data demonstrates that each construct's root AVE is higher than the correlation between it and other constructs. In other words, it is easier to explain the variance of indicators from one model construct than it is to explain the variance of indicators from other constructs.

The inner model, as defined by Hair et al. (2022), describes the relationship between the model's latent variables. This model is designed to test theories on the causal relationship between latent variables and assess the extent to which latent variables may explain other variables. R-square, F-square, and Q-square are used for inner model testing.

Table 4 R-Square Test Result

	R-square	Description
Attitude	0.463	Moderate
Online Purchase Intention	0.499	Moderate
Perceived Behavioural Control	0.259	Weak
Subjective Norms	0.288	Weak

As can be seen in the above table, R-square indicates the extent to which the independent variable mode may account for changes in the dependent variable. Table 4 shows that Attitude's R-square is 0.463, meaning that the marketing, usage, and trustworthiness of social media influencers account for 46.3% of its explanation, leaving the other 53.7% unaccounted for. With an R-square of 0.259, perceived behavioural control is explained by social media use in 25.9% of cases, with the remaining 74.1% going unstudied. Social media usage and marketing account for 28.8% of the R-squared value of subjective norms (0.288), with the remaining 71.2% going unanalyzed. 49.9% of the R-squared 0.499 for Online Purchase Intention is explained by SMIC, SMU, SMM, Attitude, SN, and PBC; the remaining 50.1% is not taken into consideration.

The F-square statistic is used to assess the independent variable's effect size on the dependent variable. This measure illustrates the extent to which the independent variable accounts for the variance in the dependent variable. Table 5 displays the F-squared test used in this investigation.

Table 5 F-Square Test Result

	f-square	Description
ATT -> OPI	0.266	Medium
PBC -> OPI	0.073	Small
SMIC -> ATT	0.082	Small
SMM -> ATT	0.039	Small
SMM -> SN	0.014	Small
SMU -> ATT	0.160	Medium
SMU -> PBC	0.349	Great
SMU -> SN	0.190	Medium
SN -> OPI	0.026	Small

Based on the F-square test, the independent variables make various contributions to the dependent variable. Some relationships show significant contributions, such as Attitude to Online Purchase Intention (medium influence, 0.266), Perceived Behavioral Control to Online Purchase Intention (small, 0.073), Social Media Influencers Credibility to Attitude (small, 0.082), Social Media Marketing on Attitude (small, 0.039) and Subjective Norms (small, 0.014), Social Media Usage on Attitude (medium, 0.160), Perceived Behavioral Control (large, 0.349), and Subjective Norms (medium, 0.190), and Subjective Norms on Online Purchase Intention (small, 0.026).

An study called Q-square is used to evaluate a model's predictive significance. The Q-square measures how well the model predicts the value of the undiscovered dependent variable using the provided independent variables. A blindfolding approach is used to carry out the Q-square calculating process. The model has predictive relevance if $Q^2 > 0$, which means it can accurately forecast the dependent variable.

Table 6 Q-Square Test Result

	Q ² predict	Description
Attitude	0.443	Predictive
Online Purchase Intention	0.395	Predictive
Perceived Behavioural Control	0.248	Predictive
Subjective Norms	0.276	Predictive

Table 6 shows that the four variables have a Q-square value > 0 or can be said to have predictive relevance. This means that this model can be used to measure the suitability of model predictions in predicting the values of the original data.

The accuracy with which the model fits the data is shown by a statistic known as goodness of fit. Indicators like SRMR, Chi-square, and NFI are used in goodness of fit testing to assess the model's adequacy. A low Chi-square, a low SRMR score, and an NFI near 1 all suggest that the model fits the data well.

Table 7 Goodness of Fit test results

	Saturated model	Estimated model
SRMR	0.048	0.092
d_ULS	1.242	4.441
d_G	0.529	0.611
Chi-square	1255.861	1357.031
NFI	0.844	0.831

The saturated model fits better than the estimated model, according to table 7 goodness of fit test findings. The estimated model does not fit the data, as indicated by the SRMR values of 0.092 in the estimated model and 0.048 in the saturated model. The saturated model is more appropriate, as indicated by the chi-square values of 1255.861 from the saturated model and 1357.031 from the estimated model. Both the estimated model's and the saturated model's NFIs are near 1, indicating that the saturated model better fits the data.

According to Hardani et al. (2020), hypotheses are predictions regarding the relationship between variables in study that are based on pertinent theories but have not been validated by the available empirical data. This study used a one-tailed test with a partial hypothesis test (T test), which has a value of t_tabel 1.65 with a 95% confidence level and a 5% significant level.

Table 8 Results of Hypothesis test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Description
ATT -> OPI	0.470	0.472	0.077	6.145	0.000	Accepted
PBC -> OPI	0.235	0.233	0.082	2.873	0.002	Accepted
SMIC -> ATT	0.253	0.255	0.060	4.251	0.000	Accepted

SMM -> ATT	0.188	0.186	0.064	2.921	0.002	Accepted
SMM -> SN	0.125	0.126	0.061	2.058	0.020	Accepted
SMU -> ATT	0.375	0.375	0.062	6.057	0.000	Accepted
SMU -> PBC	0.509	0.510	0.062	8.163	0.000	Accepted
SMU -> SN	0.454	0.454	0.060	7.507	0.000	Accepted
SN -> OPI	0.131	0.130	0.047	2.776	0.003	Accepted
SMIC -> ATT -> OPI	0.119	0.121	0.037	3.199	0.001	Accepted
SMU -> PBC -> OPI	0.120	0.119	0.046	2.603	0.005	Accepted
SMM -> ATT -> OPI	0.088	0.088	0.034	2.625	0.004	Accepted
SMU -> ATT -> OPI	0.176	0.177	0.042	4.247	0.000	Accepted
SMM -> SN -> OPI	0.016	0.016	0.010	1.681	0.046	Accepted
SMU -> SN -> OPI	0.059	0.060	0.024	2.448	0.007	Accepted

The findings of evaluating 15 study hypotheses about the connections between online purchase intention, SN, PBC, attitude, SMU, SMM, and the credibility of social media influencers are shown in Table 8. Based on Table 8, fifteen assumptions demonstrate that each one has a noteworthy and advantageous impact. This is evidenced by p-value of no more than 0.50 and t-statistic of more than 1.65.

DISCUSSION

Social media, particularly TikTok, has a major impact on consumers' propensity to purchase cosmetics, particularly those made by the Wardah brand, according to the study's findings. Many factors, such as attitudes, subjective norms, perceived behavioral control, the legitimacy of social media influencers, social media usage, and social media marketing, influence the intention to make an online purchase, according to this study, which used the Theory of Planned Behavior (TPB) approach. The legitimacy of influencers is essential for creating favorable consumer opinions about Wardah products. High-expertise, reliable, and attractive influencers can boost audience trust and interest in the products they are promoting.

In addition, high social media usage also plays a role in increasing consumers' positive attitudes towards brands. Consumers who actively use TikTok tend to be more influenced by social norms and have higher confidence in making online purchases. This is because they are more often exposed to product information through various interactive features on TikTok, such as product reviews, beauty tutorials, and other user testimonials. Nonetheless, social media marketing has proven effective in building relationships between brands and consumers. Marketing strategies such as promotional content, hashtag campaigns, and live shopping on TikTok successfully increase consumer engagement and build social norms that support the purchase of Wardah products.

According to the study's findings, attitude has the most impact on people's intentions to make purchases online, followed by perceived behavioural control and subjective criteria. When customers think well about Wardah products, they are more likely to buy them online. Similarly, because they feel more in control of their access to information and digital transactions, people are more inclined to shop online if they are confident in their ability to use TikTok's e-commerce platform. Therefore, social media is not only a platform for conversation and fun but also a marketing instrument that can effectively impact consumer purchasing behavior.

CONCLUSIONS AND RECOMMENDATIONS

With reference to Wardah brand products on Tiktok, this study examines the effects of influencer credibility in social media, usage of social media, and social media marketing on online purchase intention using the Theory of Planned Behavior, which takes into account attitude, subjective norms, and perceived behavioral control. The results show that attitude, followed by PBC and SN, has the most influence on the intention of making an online purchase.

SMIC can be affected by trust, expertise and attractiveness of influencers so that it can significantly influence attitude which forms audience perceptions of the Wardah brand. SMU not only has an impact on attitude, but also on SN and PBC which shows that frequent viewing of Tiktok content can increase audience confidence and also perceived social pressure to make online purchases. SMM supports interactive marketing techniques in influencing consumer behavior by

influencing attitude and SN through engaging material like product evaluations, live streaming, and promotional activities.

All things considered, this study demonstrates the value of TPB in comprehending customer behavior in the digital age within the beauty sector. Practically, brands such as Wardah should invest in the collaboration of highly credible influencers, both macro-influencers and micro-influencers as well as interactive social media strategies to increase consumer engagement, and drive online purchasing decisions. Based on the research results, here are some practical implications:

For marketers and brands:

- Prioritize collaboration with influencers who have high credibility and strong relevance in the beauty industry that matches the brand image
- For brands to use collaboration strategies with other brands to increase exposure and reach new segments. And also implement co-creation strategies, where consumers can be directly involved in product development.
- Brands can utilize Augmented Reality technology to make it easier for consumers to try various shades of cosmetics before making a purchase. So that consumers have the confidence to make online purchases.

FURTHER STUDY

This study highlights some limitations that call for more research even if it provides insightful information on the connection between social media marketing and online purchase intentions. Due to Wardah's focus on TikTok-based marketing strategies, the findings might not be as relevant to other cosmetic items or social media platforms. Furthermore, depending only on quantitative approaches may not fully represent the complexity of consumer motives and emotional impulses influencing purchase decisions. Future studies could investigate cross-platform comparisons to evaluate the efficacy of digital marketing tactics in diverse online contexts, building on existing constraints. Long-term studies are also encouraged to examine how customers' viewpoints are evolving, the impact of social media influencers, and new advancements in social commerce in order to present a more complete picture of digital consumer behavior. By addressing these issues, marketing theories will be better applied in the dynamic digital economy.

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