The Effect of Social Support and Visual Content of Food Vloggers in Influencing Consumer Trust and Attitudes towards Purchase Intention through Social Media

Delia Tridayana Sari [1], Lilik Wahyudi [2]

deliatridayana@gmail.com [1*]

Magister Management, Universitas Sebelas Maret, Indonesia [1*,2]

Abstract

This study aims to examine the effect of information support, emotional support, and influencer credibility on consumer trust and consumer attitudes. In addition, it also examines the effect of consumer trust and attitudes on consumer purchase intentions. In the digital age, social media such as Facebook, YouTube, Instagram, Twitter, and TikTok greatly influence consumer purchasing decisions. In Indonesia, there are 63 million internet users, many of whom use social media. Visual content from food vloggers builds trust, and social support increases consumer purchase intention. Influencer credibility and positive interactions are also important in purchasing decisions. This research design uses a cross-sectional approach and quantitative methods. The study aims to analyze the relationship of information support, emotional support, and influencer credibility on consumer purchase intention in Indonesia. Data obtained from surveys on social media. The results of hypothesis testing show that Attitude affects Purchase Intention with a t-test value of 5. 0001. Emotional Support also affects Attitude and Trust, with a t-test of 6. 0528 and 5. 0752 respectively. Informational Support affects Attitude and Trust with t-test values of 5. 1194 and 3. 8635. Influencer Credibility has a significant effect on Attitude and Trust, with t-tests of 6. 2586 and 5. 3135 respectively. Finally, Trust affects Purchase Intention with a t-test value of 5. 7274. All hypotheses are accepted.

Keywords : *Food Vlogger; Attitude; Emotional Support; Influencer Credibility; Informational Support; Purchase Intention; Trust*

Introduction

In today's digital era, social media such as Facebook, YouTube, Instagram, Twitter, and TikTok are increasingly popular. This creates an important new source of information for consumers and influences their purchasing decisions (Lin et al., 2018; Sheikh et al., 2019). The Ministry of Communication and Information Technology (Kemenkominfo) reports that the number of internet users in Indonesia currently stands at 63 million people, with 95 percent of them using the internet for social networking. The We Are Social report shows YouTube has nearly 2.49 billion users, followed by Instagram with 2 billion. TikTok, which is popular among young people, comes in fifth with 1.56 billion active users by early 2024. In Indonesia, TikTok has more than 106.5 million users as of October 2023, making it the country with the second most TikTok users after the United States (Lin et al., 2018; Sheikh et al., 2019).

In the digital age, social media has changed how companies interact with consumers. Social endorsements, including recommendations and testimonials, are important for building consumer trust in products. Attractive visual content from food vloggers can increase product appeal and strengthen positive consumer attitudes

(Setiawan, 2023). Technological developments and information consumption patterns have changed the way companies market products. An important phenomenon in modern marketing is food vloggers as influencers on social media, who influence consumer perceptions and purchasing decisions through visual content (Huang et al., 2020).

Consumer advocacy is a form of support and defense for businesses that has a major effect in convincing other consumers of the quality of a product or brand. Social media content containing product reviews is effective for promotion, playing an important role in driving attention and purchases (Setiawan et al, 2022). Companies need to understand consumer tastes and keep up with competitors. Social support and visual content from food vloggers can build consumer trust in products (Setiawan et al., 2019).

According to Smith (2021), attractive visual content from food vloggers can increase consumer interest in food products and influence purchasing decisions. High-quality visuals attract attention and build consumer trust. Social support such as positive comments, likes, and content sharing help assess the credibility of food vloggers (Lee & Choi, 2022).

In addition to visual quality, social support on social media is also an important factor in shaping consumer trust and attitudes on purchasing decisions. Research by Casaló et al. (2018) shows that social support and interaction with influencers can influence consumer trust and purchase intentions. Active engagement of followers strengthens the authenticity of influencer recommendations. Lee and Choi (2022) found that high social support on food vlogger content is considered social validation, increasing consumer trust in the product. Positive interactions from followers can influence consumer attitudes. Social support on social media greatly contributes to consumer trust. According to Kaplan and Haenlein (2010), user interaction also increases the credibility of the content, helping consumers in making purchasing decisions.

The results of research by Johnson et al. (2023) show that a combination of attractive visual content and strong social support can increase consumer buying interest. Good visual content attracts attention, while intensive social support increases consumer confidence in purchasing decisions. Research by Garcia et al. (2021) highlights that positive social interactions, such as comments, can build trust and strengthen positive attitudes towards products advertised by food vloggers. In addition, research by De Veirman et al. (2017) explains that visual content from influencers such as food vloggers influences viewers' attitudes and purchase intentions through aesthetic appeal and presentation. Visual content also plays a role in building trust in the brand. Research by Djafarova and Trofimenko (2019) shows that high-quality visual content increases product credibility and positive attitudes towards brands, indicating that visuals in vlogging content can influence purchasing decisions.

This research model examines the influence of social support, influencer credibility, and visual content value on consumer trust and attitude, and their impact on purchase intention. In the digital age, social media and influencer marketing are critical in influencing consumer opinions and behavior. Many consumers trust recommendations from influencers more than traditional advertising, so it is important to understand how social endorsement, credibility and visual content quality can influence their decisions. High trust in an influencer or product can result in positive attitudes that increase consumers' likelihood to purchase. Influencer credibility related to expertise, honesty and attractiveness also has an effect on audience trust. In addition, the value of advertising content and attractive visual content are important in building a positive attitude towards the brand. This research can provide insight into the interaction of these elements in purchasing decisions.

This research has a significant novelty compared to previous studies by combining three main variables-informational support, emotional support, and influencer credibility-in one conceptual model to analyze their influence on consumer trust, consumer attitude, and purchase intention. This approach provides a more comprehensive perspective than

previous studies that generally only address one or two factors separately. As such, this research offers a more holistic understanding of how social and digital elements contribute to consumer purchase decisions.

The purpose of this study is to examine the effect of information support, emotional support, and influencer credibility on consumer trust and consumer attitudes. In addition, it also examines the effect of consumer trust and attitudes on consumer purchase intentions. The following are the hypotheses made by researchers in this study, including:

H1 : Information support has a positive effect on consumer trust

H2 : Emotional Support has a positive effect on Consumer Trust

H3 : Influencer credibility has a positive effect on consumer trust

H4 : Information Support has a positive effect on Consumer Attitudes

H5 : Emotional Support has a positive effect on Consumer Attitudes

H6 : Influencer credibility has a positive effect on consumer attitudes

H7 : Consumer Trust has a positive effect on Consumer Purchase Intention

H8 : Consumer Attitude has a positive effect on Consumer Purchase Intention

Analysis Method

The research design in this study used a cross-sectional approach and quantitative methods. Cross-sectional research collects data from the population at one time to analyze the relationship between variables. Quantitative research focuses on numerical data to test hypotheses. This combination aims to provide a clear picture of variable relationships without the complexity of longitudinal studies.

In this study, the location used as a research site is Indonesia. The scope is the relationship between information support, emotional support, and influencer credibility in influencing trust and attitude towards consumer purchase intention. The object of this research is the Indonesian population who use social media daily, especially the millennial generation and generation Z. This research specifically examines the behavior of Indonesian consumers, especially millennials and Gen Z who actively use social media. With the latest data for 2025, this research captures the latest dynamics in consumer behavior, especially with the rapid growth of TikTok users in Indonesia. This provides more relevant insights for the digital marketing industry in Indonesia in the face of evolving trends.

Primary data was obtained directly from respondents through a survey with a questionnaire on google form. Secondary data is obtained from references and information related to the research. The population is the Indonesian population of social media users. The sample was taken by purposive sampling from people who are looking for dining references and know the food vlogger Nex Carlos.

The dependent variable in this study is consumer purchase intention, which is influenced by independent variables such as social support, influencer credibility, and advertising content value. The mediating variables are trust and attitude. Data was collected through an online survey with Google Form and shared on social media. The questionnaire used a Likert Scale. Indicators for informational and emotional support, influencer credibility, and content value were taken from previous research. Indicators for trust and attitude were also determined from different studies. The purchase intention variable was measured with several questions related to social media usage and product recommendations.

Variable	Indicator	References
Informational Support	1. Friends on social networking sites offer advice when I need help (e.g., restaurant/menu	Lin et al. (2018)

	suggestions) 2. When I encounter a problem, friends on social networking sites provide me with information to help me solve my problem (e.g., location search) 3. When I encounter difficulties, friends on social networking sites help me figure out the reason for the solution (e.g., digital payment issues) 4. When I encounter difficulties, friends on social networking sites give me advice (e.g., product/service quality issues)	
Emotional Support	1. When I encounter difficulties, friends on social networking sites are on the same side as me 2. When I encounter difficulties, friends on social networking sites give me comfort 3. When I encounter difficulties, friends on social networking sites encourage me 4. When I encounter difficulties, friends on social networking sites listen to me about my personal feelings 5. When I encounter difficulties, friends on social networking sites express their concern for me	Lin et al. (2018)
Influencer Credibility	1. I found this influencer expert on his/her domain 2. I think this influencer is efficient in his/her work (e.g. delivering food reviews efficiently by providing complete information such as price & location) 3. I think this influencer is trustworthy 4. I think this influencer cares about his/her	Sokolova and Kefi (2020)

	followers 5. This influencer regularly updates his/her content	
Trust	1. The various channels of this particular restaurant chain are trustworthy 2. The various channels of this particular restaurant chain have my best interests at heart 3. The various channels of this particular restaurant chain deliver on their promises 4. I trust the information provided by the various channels of this particular restaurant chain 5. The various channels of this particular restaurant chain give people the impression that they keep their promises	Kim and Park (2013) and Lin et al. (2018)
Attitude	1. The food at this restaurant is of good quality 2. I think dining at this restaurant has a positive environmental attitude 3. This restaurant provides fresh food, and makes me feel free to eat 4. I think this restaurant is more reliable 5. This restaurant gives rise to an increased sense of self-identity 6. This restaurant makes me feel that it meets my needs 7. The image and style of this restaurant is quite compatible with my personality 8. I like eating at this restaurant	Simon (1970), Hoyer and Brown (1990), Keller (1993)
Purchase Intantion	1. I will continue to use social media 2. I will talk positively about this restaurant to people around me 3. I will recommend people around me to try this	Hong et al (2008)

	restaurant	
	4. I am interested in culinary products on social media	
	5. I plan to buy products from social media recommendations if I find them interesting	

In quantitative research, data analysis uses two main models in Structural Equation Modeling (SEM): Measurement Model and Structural Model. Measurement Model tests the relationship between latent variables and their indicators for validity and reliability. Convergent and discriminant validity are tested through AVE, while reliability is measured by Cronbach's Alpha. After that, the Structural Model examines the relationship between latent variables to test causal hypotheses, assess the strength and direction of the relationship through path coefficients, and evaluate the fit of the model to the data.

Results and Discussion

Research Results

Tabel 1. Reliability Testing

Variabel	Cronbach	Description
Attitude	0.8637	Very Good
Emotional Support	0.8002	Very Good
Informational Support	0.7592	Very Good
Influencer Credibility	0.7935	Very Good
Purchase Intention	0.8168	Very Good
Trust	0.7895	Very Good

Sumber: primary data processed (2025)

Hair (2021) states that the Cronbach Alpha score above 0.7 is in the very good category.

Tabel 2. Convergent Validity Testing

Variabel	Indikator	Faktor Loading	Composite Reliability	AVE
Emotional Support	EmoSu1	0.7024	0.8622	0.5562
	EmoSu2	0.7614		
	EmoSu3	0.7398		
	EmoSu4	0.7907		
	EmoSu5	0.7315		
Informational Support	InfSu1	0.7185	0.8465	0.5802
	InfSu2	0.8116		
	InfSu3	0.7734		

	InfSu4	0.7401		
Influencer Credibility	InfCr1	0.7310	0.8583	0.5482
	InfCr2	0.7308		
	InfCr3	0.7357		
	InfCr4	0.7126		
	InfCr5	0.7895		
Attitude	Att1	0.7141	0.8935	0.5123
	Att2	0.7413		
	Att3	0.7539		
	Att4	0.6885		
	Att5	0.6805		
	Att6	0.7235		
	Att7	0.6921		
	Att8	0.7285		
Trust	Tru1	0.7369	0.8555	0.5424
	Tru2	0.7434		
	Tru3	0.7365		
	Tru4	0.7710		
	Tru5	0.6924		
Purchase Intention	PurIn1	0.7598	0.8721	0.5775
	PurIn2	0.7111		
	PurIn3	0.8202		
	PurIn4	0.7759		
	PurIn5	0.7278		

Sumber: primary data processed (2025)

Convergent validity testing is done by looking at the Indicator Reliability (Outer Loading) value and the AVE (Average Variance Extracted) value. Hair (2021) states that the standard outer loading value is very good if it has a score above 0.7 and the standard AVE value above 0.5 has very good criteria. Outer Loading Score Criteria according to Hair (2019)

1. Indicators with an outer loading score above 0.7 are in the very good category.

2. Indicators with an outer loading score between 0.4 to 0.7 should be removed if they increase the composite reliability value.

3. Indicators with an outer loading score below 0.4 must be removed.

The results of the discriminant validity test can be seen in the following table:

Tabel 3. Descriminant Validity Testing

Variabel	1	2	3	4	5	6
Emotional Support	0.7458	0.0000	0.0000	0.0000	0.0000	0.0000
Informational Support	0.6855	0.7617	0.0000	0.0000	0.0000	0.0000
Influencer Credibility	0.6961	0.5896	0.7404	0.0000	0.0000	0.0000
Attitude	0.7928	0.7308	0.7602	0.7157	0.0000	0.0000
Trust	0.7535	0.6780	0.7471	0.8509	0.7365	0.0000
Purchase Intention	0.6484	0.6344	0.6912	0.7627	0.7680	0.7599

Sumber: primary data processed (2025)

Discriminant validity testing using the Fornell-Larcker criteria (Hair, 2017) is seen based on the highest cross loading correlation value.

This study used SEMinR to test the structural model. Boostraping procedures with 1000 iterations were carried out to test the influence between constructs. The following are the results of the PLS-SEM analysis:
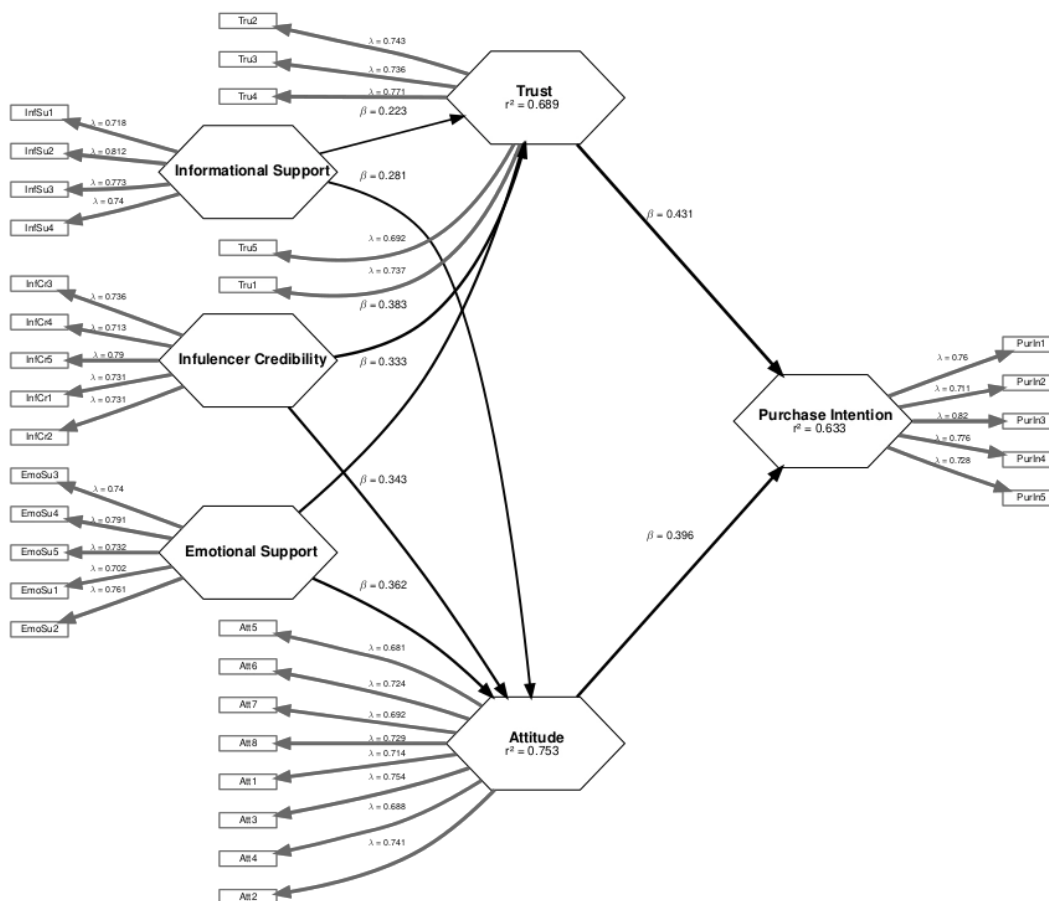
Strutural Model Testing is conducted to test the explanatory power of the model created.

Tabel 4. R Square Testing Results

Dependent	R-Square	R-Square Adjusted	FCVIF	Status*
Attitude	0.7526	0.7501	4.042	Substansial
Purchase Intention	0.6330	0.6306	2.725	Moderate
Trust	0.6891	0.6860	3.216	Substansial

Sumber: primary data processed (2025)

Adjusted R² refers to the explanatory power of the predictor variables on the construct at hand. Chin (2008) classifies the validity of the model using the resulting R2 value into three categories: substantial (0.67), moderate (0.33) and weak (0.19).

Testing for Common Methods Bias (CMB) with Full Collinearity Variance Inflaction Factors (FCVIFs) requires a maximum value of 3.3. Above 3.3 there is no CMB

The next stage tests the strength of the relationship that is built. Testing is done by looking at the t-test score or p-value of the hypothesis testing results. The complete hypothesis testing results can be seen in the following table:

Tabel 5.Hypothesis Testing Results

Hipotesis	Original Sample	Standard Deviation	T-Test	Status
Attitude→ Purchase Intention	0.3957	0.0791	5.0001	Signifikan
Emotional Support→ Attitude	0.3615	0.0597	6.0528	Signifikan
Emotional Support→Trust	0.3335	0.0657	5.0752	Signifikan
Informational Support→Attitude	0.2807	0.0548	5.1194	Signifikan
Informational Support→Trust	0.2235	0.0578	3.8635	Signifikan
Influencer Credibility→Attitude	0.3431	0.0548	6.2586	Signifikan
Influencer Credibility→Trust	0.3832	0.0721	5.3135	Signifikan
Trust- Purchase Intention	0.4313	0.0753	5.7274	Signifikan

Sumber: primary data processed (2025)

The results of hypothesis testing that examines the effect of Attitude on Purchase Intention obtained an original sample test value of 0.3957 with a standard deviation value of 0.0791. The test results show a t-test value of 5.0001. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Attitude affects Purchase Intention.

The results of hypothesis testing that examines the effect of Emotional Support on Attitude obtained an original sample test value of 0.3615 with a standard deviation value of 0.0597. The test results show a t-test value of 6.0528. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Emotional Support has an effect on Attitude.

The results of hypothesis testing that examines the effect of Emotional Support on Trust obtained an original sample test value of 0.3335 with a standard deviation value of 0.0657. The test results show a t-test value of 5.0752. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Emotional Support has an effect on Trust.

The results of hypothesis testing that examines the effect of Informational Support on Attitude obtained an original sample test value of 0.2807 with a standard deviation value of 0.0548. The test results show a t-test value of 5.1194. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Informational Support has an effect on Attitude.

The results of hypothesis testing that examines the effect of Informational Support on Trust obtained an original sample test value of 0.2235 with a standard deviation value of 0.0578. The test results show a t-test value of 3.8635. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Informational Support has an effect on Trust.

The results of hypothesis testing that examines the effect of Infulencer Credibility on Attitude obtained an original sample test value of 0.3431 with a standard deviation value of 0.0548. The test results show a t-test value of 6.2586. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Infulencer Credibility affects Attitude.

The results of hypothesis testing that examines the effect of Infulencer Credibility on Trust obtained an original sample test value of 0.3832 with a standard deviation value of 0.0721. The test results show a t-test value of 5.3135. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Infulencer Credibility affects Trust.

The results of hypothesis testing that examines the effect of Trust on Purchase Intention obtained an original sample test value of 0.4313 with a standard deviation value of 0.0753. The test results show a t-test value of 5.7274. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96, it can be concluded that the hypothesis is accepted. Trust has an effect on Purchase Intention.

Discussion

The results of hypothesis testing that examines the effect of Attitude on Purchase Intention obtained an original sample test value of 0.3957 with a standard deviation value of 0.0791. The test results show a t-test value of 5.0001. The results of testing this hypothesis are in line with Kumar & Venkatesh's (2021) research.

The results of hypothesis testing that examines the effect of Emotional Support on Attitude obtained an original sample test value of 0.3615 with a standard deviation value of 0.0597. The test results show a t-test value of 6.0528. The results of testing this hypothesis are in line with the research of Lee & Ahn (2022).

The results of hypothesis testing that examines the effect of Emotional Support on Trust obtained an original sample test value of 0.3335 with a standard deviation value of 0.0657. The test results show a t-test value of 5.0752. The results of testing this hypothesis are in line with the research of Smith and Murphy (2017).

The results of hypothesis testing that examines the effect of Informational Support on Attitude obtained an original sample test value of 0.2807 with a standard deviation value of 0.0548. The test results show a t-test value of 5.1194. The results of testing this hypothesis are in line with the research of Park and Kim (2022).

The results of hypothesis testing that examines the effect of Informational Support on Trust obtained an original sample test value of 0.2235 with a standard deviation value of 0.0578. The test results show a t-test value of 3.8635. The results of testing this hypothesis are in line with the research of Hsu and Chen (2016)

The results of hypothesis testing that examines the effect of Infulencer Credibility on Attitude obtained an original sample test value of 0.3431 with a standard deviation value of 0.0548. The test results show a t-test value of 6.2586. The results of this hypothesis testing are in line with Kim and Lee's (2019) research.

The results of hypothesis testing that examines the effect of Infulencer Credibility on Trust obtained an original sample test value of 0.3832 with a standard deviation value of 0.0721. The test results show a t-test value of 5.3135. The results of testing this hypothesis are in line with Choi and Lee's (2023) research.

The results of hypothesis testing that examines the effect of Trust on Purchase Intention obtained an original sample test value of 0.4313 with a standard deviation value of 0.0753. The test results show a t-test value of 5.7274. The results of testing this hypothesis are in line with the research of Liu and Liang (2021)

Conclusions and Suggestions

This research shows that social support from social media users and credible influencers have a significant effect on media, including consumers' trust and attitude towards messages. The higher the social support and credibility of influencers, the greater the trust and positive attitude of consumers towards the promoted product or service. Trust and attitude influenced by social support and influencer credibility also have a direct impact on consumer purchase intention.

The results of this study reinforce the importance of the role of influencers in digital marketing, especially in building trust and influencing consumer attitudes, which have a positive impact on purchasing decisions. Marketing strategies should consider the quality of social support and credibility of influencers to increase their influence.

Companies are advised to pay attention to information from influencers to increase consumer trust. Choose credible influencers and evaluate their impact regularly

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