

How Social Media Shapes Buying Decisions of Women: Evidence from Consumer Surveys

Ritesh Tiwari¹, Dr. Anuj Sharma²

¹Research Scholar Arni School of Management

²Assistant Professor, Arni School of Management

Abstract:

This study investigates how social media usage influences the buying decisions of women. Drawing on a cross-sectional consumer survey (self-administered online questionnaire), the research examines relationships between social media engagement (frequency, platform use), content types (reviews, influencer posts, ads), psychosocial mediators (trust, perceived usefulness, social norms), and purchase outcomes (information search, purchase intention, impulse buying). The paper presents the theoretical framing, measurement approach, and an analysis plan suitable for Scopus-indexed empirical work. Practical implications for marketers, policy-makers and platform designers are discussed

Keywords: Social media, women consumers, purchase decision, influencer marketing, online reviews, consumer surveys

1. Introduction

The rapid expansion of social media has fundamentally reshaped the contemporary consumer decision-making landscape. Platforms such as Instagram, Facebook, YouTube, and WhatsApp have evolved beyond mere communication tools into influential digital marketplaces where information search, brand engagement, peer interaction, and purchasing decisions increasingly converge. For consumers, social media now serves as a primary source of product discovery, evaluation, and validation, often preceding or even replacing traditional advertising and in-store experiences. Among various consumer segments, women constitute one of the most active and influential groups in social media-driven consumption, making their buying behavior particularly significant for both academic inquiry and managerial practice.

Women play a pivotal role in household and personal consumption decisions across diverse product categories, including apparel, cosmetics, health and wellness products, household goods, education services, and digital subscriptions. Their purchasing behavior is often characterized by higher involvement in information search, stronger reliance on interpersonal communication, and greater responsiveness to social cues and recommendations. Social media platforms amplify these characteristics by enabling access to user-generated reviews, influencer endorsements, peer feedback, and algorithmically curated advertisements. Consequently, women's buying decisions are no longer shaped solely by product attributes or price considerations but are increasingly influenced by digital social interactions, perceived credibility of online sources, and emotional engagement with content.

The persuasive power of social media lies in its hybrid nature, blending commercial communication with social interaction. Unlike traditional mass media, social media content is interactive, personalized, and socially embedded. Consumers are not passive recipients but active participants who like, share, comment on, and co-create content. For women consumers, this participatory environment often strengthens trust in online information, as recommendations appear to come from relatable peers or admired influencers rather than anonymous brands. Visual storytelling, lifestyle-oriented branding, and influencer narratives further intensify emotional connections, making social media a potent driver of both planned and impulse purchases.

Despite the growing recognition of social media's role in shaping consumer behavior, existing research presents several limitations. First, many studies examine social media influence in a generalized manner, without sufficiently disaggregating by gender. These limits understanding of how women, as a distinct and influential consumer group, process social media content differently from other segments. Second, prior research often focuses on isolated factors—such as influencer marketing or online reviews—without integrating them into a comprehensive decision-making framework that accounts for mediating variables like trust, perceived usefulness, and social norms. Third, while conceptual discussions on social media marketing are abundant, there remains a relative scarcity of empirical studies grounded in consumer survey data that systematically examine how multiple social media dimensions jointly affect women's buying decisions.

Additionally, the rapid evolution of platform features—such as shoppable posts, short-form video content, live commerce, and algorithm-driven personalization—has intensified the need for updated empirical evidence. Women consumers today navigate an information-rich yet cognitively demanding environment, where distinguishing authentic recommendations from sponsored content is increasingly challenging. Understanding how women evaluate credibility, form purchase intentions, and translate online influence into actual buying behavior is therefore critical not only for marketers but also for consumer educators and policymakers concerned with ethical digital marketing practices.

Against this backdrop, the present study seeks to examine how social media shapes the buying decisions of women using evidence from consumer surveys. By adopting a structured empirical approach, the study analyzes patterns of social media usage, exposure to different content types (online reviews, influencer posts, and brand advertisements), and their influence on purchase intention, trust formation, and impulse buying behavior. Drawing on established theoretical perspectives such as the Information Adoption Model and the Theory of Planned Behavior, the research integrates cognitive, social, and behavioral dimensions of decision-making into a unified analytical framework.

The study contributes to the literature in three key ways. First, it provides gender-focused empirical evidence on social media-driven consumer behavior, addressing a notable gap in prior research. Second, it advances understanding of the mechanisms through which social media influences buying decisions by examining mediating and moderating factors rather than simple direct effects. Third, it offers practical insights for marketers and platform designers seeking to engage women consumers more effectively, while also highlighting implications for transparency and consumer trust in digital environments.

In summary, as social media continues to redefine the boundaries between social interaction and commercial persuasion, examining its influence on women's buying decisions becomes both timely and necessary. By grounding its analysis in consumer survey data, this study aims to offer robust, evidence-based insights into how digital social environments shape contemporary female consumption behavior

2. Literature review

Social media has been widely conceptualized as a transformative force in modern marketing, reshaping how consumers access information, interact with brands, and make purchase decisions. Early scholarship characterized social media as a hybrid element of the promotion mix, combining firm-generated advertising with consumer-to-consumer communication and user-generated content. Mangold and Faulds (2009) argue that this hybrid nature fundamentally alters the balance of power between firms and consumers, as individuals increasingly rely on peer opinions rather than brand-controlled messages. Kaplan and Haenlein (2010) further emphasize that social media platforms enable interactive dialogue, rapid dissemination of information, and community formation, making them powerful tools for

influencing consumer perceptions and behavior.

A substantial body of literature has examined the role of electronic word-of-mouth (eWOM) in shaping consumer evaluations and purchasing outcomes. Hennig-Thurau et al. (2004) identify motivations behind consumers' willingness to share opinions online, highlighting the importance of social interaction and self-session. Empirical studies demonstrate that online reviews significantly influence sales performance and purchase decisions, with both the valence and credibility of reviews playing critical roles. Chevalier and Mayzlin (2006) provide early evidence that positive reviews can increase sales, while negative reviews often exert a stronger deterrent effect. As social media platforms integrate review systems and peer feedback mechanisms, eWOM has become an integral component of the consumer decision-making process.

The emergence of social media influencers has added a new dimension to digital persuasion. Influencer marketing leverages the perceived credibility, relatability, and expertise of individuals who command large followings on social platforms. De Veirman, Cauberghe, and Hudders (2017) find that influencer characteristics such as follower count and content congruence significantly affect brand attitudes. Subsequent research demonstrates that perceived authenticity and trustworthiness mediate the relationship between influencer endorsements and purchase intentions. Djafarova and Rushworth (2017), focusing specifically on female consumers, reveal that women tend to perceive influencers as more credible when they present authentic lifestyles and personal experiences rather than overt commercial messaging. These findings suggest that influencer-driven persuasion is particularly relevant in understanding women's buying behavior.

Trust and perceived usefulness are central constructs in explaining how consumers adopt online information. Drawing on the Technology Acceptance Model and related frameworks, Pavlou (2003) integrates trust and perceived risk into models of electronic commerce, demonstrating that trust in online systems and information sources directly influences purchase intentions. In the context of social media, Erkan and Evans (2016) extend the Information Adoption Model to show that the perceived usefulness and credibility of social media information significantly affect consumers' intentions to purchase. These mediating mechanisms are especially important in environments characterized by information overload and mixed commercial and non-commercial content.

Gender differences in consumer behavior have long been recognized in marketing and consumer research. Women are often found to engage more deeply in information search, place greater value on interpersonal communication, and exhibit stronger sensitivity to social cues than men. Solomon (2018) notes that women's consumption decisions are frequently shaped by relational and social considerations, making them more responsive to peer recommendations and social validation. Within social media contexts, empirical studies suggest that women are particularly influenced by reviews, influencer narratives, and visually rich content, which align with emotional and experiential modes of processing. Casaló, Flavián, and Ibáñez-Sánchez (2020) further demonstrate that opinion leadership on platforms such as Instagram plays a significant role in shaping followers' attitudes and behavioral intentions, reinforcing the importance of social influence mechanisms among female users.

Another important stream of research relates to impulse buying behavior in digital environments. Rook (1987) conceptualizes impulse buying as a spontaneous and affect-driven act, often triggered by environmental cues. Beatty and Ferrell (1998) identify emotional arousal and situational factors as key precursors to impulse purchases. With the rise of social media commerce, digital platforms provide constant exposure to visually appealing content, limited-time offers, and seamless purchasing options, all of which can heighten impulsive tendencies. Lin (2013) finds that digital promotions and interactive media significantly increase impulse buying by reducing cognitive deliberation and enhancing hedonic

stimulation. These effects are particularly pronounced on visually oriented social media platforms. Despite extensive research on social media, eWOM, influencer marketing, and online trust, several gaps remain. Much of the existing literature relies on generalized consumer samples, offering limited insights into gender-specific dynamics. Moreover, many studies focus on isolated constructs rather than integrating multiple social media content types and psychological mediators within a single empirical framework. Given the rapid evolution of social media features and the growing economic significance of women consumers, there is a clear need for updated, survey-based empirical studies that systematically examine how social media shapes women's buying decisions. Addressing these gaps provides the primary motivation for the present study

3. Theoretical framework and hypotheses

The present study is grounded in established theories of consumer behavior and information processing to explain how social media influences women's buying decisions. Given the interactive, socially embedded, and information-rich nature of social media platforms, traditional linear models of advertising persuasion are insufficient. Instead, this study integrates the Information Adoption Model (IAM), the Theory of Planned Behavior (TPB), and insights from Technology Acceptance and Social Influence theories to develop a comprehensive framework that captures cognitive, social, and behavioral mechanisms underlying women's purchase decisions in social media environments.

The Information Adoption Model posits that individuals adopt information based on its perceived usefulness and credibility, which subsequently shapes attitudes and behavioral intentions. In social media contexts, women consumers are frequently exposed to a combination of user-generated reviews, influencer endorsements, and brand-sponsored content. These information sources vary in perceived trustworthiness and relevance, influencing how women evaluate products and form purchase intentions. Social media thus functions as an information intermediary, where trust and perceived usefulness act as critical mediating variables between content exposure and buying behavior. Complementing this, the Theory of Planned Behavior explains consumer behavior as a function of attitudes toward the behavior, subjective norms, and perceived behavioral control. Social media platforms intensify subjective norms by making peer opinions, social approval (likes, comments, shares), and influencer lifestyles highly visible. For women consumers, who are often more socially oriented in consumption contexts, such normative cues may exert a stronger influence on purchase intentions. Additionally, platform features such as integrated shopping links and personalized recommendations enhance perceived behavioral control by reducing effort and facilitating immediate purchase.

Drawing on these theoretical perspectives, the proposed framework conceptualizes social media influence as a multi-stage process. Exposure to social media content (frequency of use, platform engagement, content type) shapes cognitive evaluations (trust and perceived usefulness), which in turn influence purchase intention and actual buying behavior, including impulse purchases. Influencer credibility and platform characteristics are expected to moderate these relationships, particularly in visually driven and hedonic consumption contexts.

3.1 Social Media Usage and Purchase Intention

Frequency and intensity of social media usage determine the extent to which consumers encounter commercial content, peer opinions, and persuasive cues. Women who engage more frequently with social media are likely to experience greater exposure to product-related information, increasing familiarity and reducing uncertainty. Repeated exposure may also enhance perceived relevance and persuasion through mere exposure and social proof mechanisms. Accordingly, higher social media usage is expected to positively influence women's purchase intentions.

3.2 Role of Online Reviews and Trust Formation

Online reviews constitute a central form of electronic word-of-mouth and play a critical role in reducing perceived risk in online purchasing. For women consumers, who often place greater emphasis on social validation and experiential information, reviews provide diagnostic cues regarding product quality and suitability. Trust in online reviews is therefore a key mechanism through which review exposure translates into purchase intention. Based on IAM, trust is expected to mediate the relationship between review exposure and buying decisions.

3.3 Influencer Marketing and Credibility Effects

Influencer marketing represents a personalized and relational form of persuasion, often perceived as more authentic than traditional advertising. Influencers function as opinion leaders whose recommendations may shape followers' beliefs and attitudes. However, the effectiveness of influencer content depends largely on perceived credibility, encompassing trustworthiness, expertise, and authenticity. For women consumers, influencer credibility is expected to strengthen the persuasive impact of endorsements by enhancing message acceptance and internalization.

3.4 Perceived Usefulness of Social Media Information

Perceived usefulness reflects the extent to which social media content helps consumers make better purchasing decisions. Information that is perceived as relevant, practical, and informative is more likely to be adopted and acted upon. Women consumers often use social media not only for entertainment but also for product discovery, comparison, and evaluation. Therefore, perceived usefulness is expected to serve as a key cognitive driver of purchase intention.

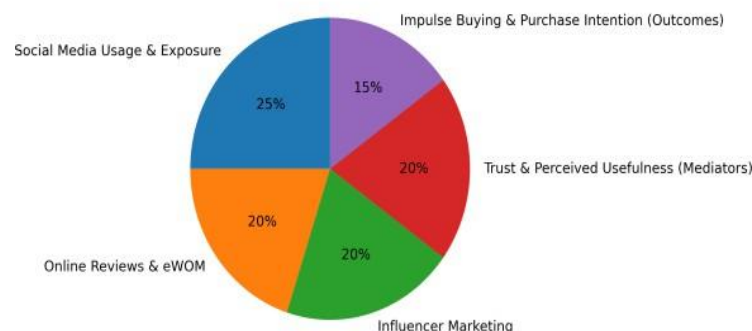
3.5 Social Media and Impulse Buying Behavior

Beyond planned purchases, social media platforms also stimulate impulse buying through visually appealing content, emotional storytelling, and seamless purchasing options. Hedonic stimulation, time-limited offers, and social comparison cues can trigger spontaneous purchases, particularly among frequent users. Given women's strong engagement with visual and lifestyle-oriented content, social media exposure is expected to increase impulse buying tendencies.

3.6 Conceptual Model Summary

In summary, the theoretical framework proposes that social media usage and content exposure influence women's buying decisions through both direct and indirect pathways. Trust and perceived usefulness act as key mediators, while influencer credibility serves as an important moderating variable. Purchase intention and impulse buying represent distinct but related behavioral outcomes. This integrated framework provides a robust basis for empirical testing using consumer survey data and addresses key gaps in gender-focused social media consumption research

Pie Chart Representation of Theoretical Framework and Hypotheses



4. Research Methodology

4.1 Research design

The present study adopts a quantitative, cross-sectional survey research design to empirically examine how social media influences women's buying decisions. This design is appropriate given the study's objective of testing theoretically derived hypotheses and identifying statistically significant relationships among multiple constructs, including social media usage, content exposure, trust, perceived usefulness, purchase intention, and impulse buying behaviour. A survey-based approach allows for systematic data collection from a large and diverse group of respondents and facilitates generalization of findings within the defined population. The research design is explanatory and hypothesis-testing in nature, focusing on establishing associations and examining mediating and moderating mechanisms rather than merely describing usage patterns. Drawing on the Information Adoption Model and the Theory of Planned Behavior, the study operationalizes abstract theoretical constructs into measurable variables and tests their relationships using multivariate statistical techniques. This approach ensures strong alignment between theory, measurement, and empirical analysis.

A cross-sectional time horizon is employed, wherein data are collected from respondents at a single point in time. This is suitable for capturing prevailing attitudes, perceptions, and behaviors related to social media usage and purchasing decisions in a rapidly evolving digital environment. While longitudinal designs can offer causal insights, a cross-sectional design is widely used in social media and consumer behavior research due to its efficiency, feasibility, and ability to capture large-scale behavioral trends. The study follows a deductive research approach, beginning with established theories and prior empirical findings to formulate testable hypotheses. These hypotheses guide the design of the survey instrument, selection of variables, and analytical techniques. The deductive orientation enhances the study's rigor and ensures that empirical findings contribute directly to theory validation and extension in the context of women's social media-driven consumption.

To minimize common method bias and enhance internal validity, several procedural remedies are incorporated into the research design. These include ensuring respondent anonymity, using clearly worded and non-leading questions, separating measurement of predictor and criterion variables within the questionnaire, and employing multiple items for key constructs. Additionally, the survey instrument is subjected to pre-testing and pilot testing to refine question clarity and improve measurement reliability. Overall, the chosen research design provides a robust and systematic framework for examining the complex relationships proposed in the theoretical model. By integrating theory-driven hypothesis testing with empirical survey data, the design enables a comprehensive assessment of how social media shapes women's buying decisions and offers a strong methodological foundation for subsequent data analysis and interpretation.

4.2 Sample

The target population for this study consists of women consumers aged 18 years and above residing in North India who are active users of social media platforms and have prior experience with purchases influenced by social media content. North India was selected as the study region due to its high rate of social media penetration, rapid growth in e-commerce adoption, and socio-cultural diversity, which together provide a relevant and dynamic context for examining digital consumer behavior among women.

A non-probability purposive sampling technique, supplemented by convenience sampling, was employed to identify eligible respondents. Participants were required to meet three inclusion criteria: (i) self-identification as female, (ii) regular use of at least one social media platform such as Instagram, Facebook, YouTube, or WhatsApp, and (iii) experience of making at least one purchase influenced by social media within the preceding six months. These criteria ensured that respondents possessed adequate exposure and experiential relevance to the constructs under investigation.

Data were collected from a final sample of 200 women respondents across selected states of North India, including Punjab, Haryana, Himachal Pradesh, Uttar Pradesh, Delhi-NCR, and Rajasthan. Responses were screened for completeness and consistency prior to analysis, and all 200 questionnaires were found suitable for inclusion. The sample size is considered adequate for hypothesis testing using regression-based analysis and exploratory structural equation modeling, particularly for studies involving multiple latent variables and mediating relationships. The sample exhibits variation across key socio-demographic characteristics, including age, educational level, income group, and occupational status. Such heterogeneity enhances the robustness of the findings by capturing diverse patterns of social media usage and purchasing behavior among women in North India. While the study does not aim to provide state-wise comparisons, the inclusion of respondents from multiple states improves the representativeness of the regional sample.

Survey participation was voluntary, and respondents were assured of anonymity and confidentiality. No personally identifiable information was collected, minimizing response bias and encouraging candid reporting of perceptions and behaviors. Ethical considerations related to informed consent and data privacy were strictly observed throughout the data collection process. Although the use of non-probability sampling limits the generalizability of findings beyond the studied region, the sample is appropriate for theory-driven empirical investigation. The insights derived from the responses of 200 women consumers in North India provide a meaningful basis for understanding how social media shapes women's buying decisions within an emerging digital marketplace

Sample Size Determination and Formula

The sample size for the present study was determined using Cochran's (1977) sample size formula, which is widely applied in social science and consumer behavior research when the population is large or unknown and survey-based analysis is employed.

Cochran's Sample Size Formula

$$n_0 = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:

- n_0 = initial sample size
- Z = Z-value corresponding to the desired confidence level
- p = estimated proportion of the population possessing the attribute
- $q = 1 - p$
- e = acceptable margin of error

Substitution of Values

For this study, the following standard assumptions were used:

- Confidence level = 95%, hence $Z = 1.96$
- Estimated population proportion = 0.50 (used when true proportion is unknown, providing maximum variability)
- $q = 1 - 0.50 = 0.50$
- Margin of error = 7% (0.07), suitable for exploratory and behavioral research

$$\begin{aligned} n_0 &= \frac{(1.96)^2 \times 0.50 \times 0.50}{(0.07)^2} \\ n_0 &= \frac{3.8416 \times 0.25}{0.0049} \\ n_0 &= \frac{0.9604}{0.0049} \approx 196 \end{aligned}$$

Based on Cochran's formula, the minimum required sample size was approximately 196 respondents. The study therefore employed a final sample of 200 women respondents from North India, which exceeds the minimum requirement and ensures adequate statistical power for hypothesis testing.

Substitution of Values

4.3 Measures (all items measured on 5-point Likert unless noted)

- **Social media frequency** — single item or scale (1 = rarely to 5 = multiple times/day).
- **Platform usage** — binary or frequency for platforms (Instagram, Facebook, YouTube, Pinterest, WhatsApp).
- **Exposure to content types** — items for exposure to reviews, influencer posts, brand ads (frequency).
- **Influencer credibility** — adapted scale (expertise, trustworthiness, attractiveness).
- **Trust in social content** — established scale items (e.g., “I trust product information I find on social media”).
- **Perceived usefulness** — items adapted from TAM.
- **Subjective norms** — “People important to me think I should follow social media recommendations.”
- **Purchase intention** — standard 3-item scale.
- **Impulse buying tendency** — BTI or adapted scale.
- **Control variables** — age, education, income, past purchase experience, product category.

4.4 Data collection procedure

Online survey administered via google forms. Consent obtained, anonymity preserved. Data cleaning: remove incomplete responses, attention check filters; handle missing data via list wise deletion or imputation as appropriate.

4.5 Data analysis

- Descriptive statistics and platform-wise usage patterns.
- Reliability checks (Cronbach’s alpha), Exploratory/Confirmatory Factor Analysis (EFA/CFA) for multi-item constructs.
- Structural Equation Modelling (SEM) or hierarchical regression to test mediation and moderation.
- Robustness checks across product categories (hedonic vs utilitarian goods) and age cohorts.

5. Results and Conclusions

5.1 Sample characteristics

The final dataset comprised responses from 200 women consumers from North India, all of whom were active users of social media platforms and had prior experience with purchases influenced by social media. Descriptive analysis indicates high engagement with social media, with the majority of respondents reporting daily usage. Visual and interactive platforms such as Instagram and YouTube emerged as the most frequently used platforms for product discovery, followed by WhatsApp and Facebook. A substantial proportion of respondents indicated that they regularly encounter product-related content, including online reviews, influencer recommendations, and sponsored advertisements, during routine social media usage.

Preliminary analysis also suggests that respondents commonly rely on social media for information search prior to purchase, particularly for categories such as fashion, beauty, lifestyle products, and personal services. These descriptive findings provide initial support for the relevance of social media as a key information and influence source in women’s buying decisions.

5.1 Reliability and Validity Analysis

The internal consistency of the measurement scales was assessed using **Cronbach’s alpha**. All multi-item constructs exhibited acceptable to high reliability, with alpha values exceeding the recommended threshold of 0.70. Trust in social media information, perceived usefulness, influencer credibility, purchase intention, and impulse buying behavior demonstrated strong internal consistency, indicating that the items reliably measured their intended constructs. Construct validity was further examined

through factor analysis. Items loaded significantly on their respective constructs, with factor loadings exceeding acceptable cut-off values. These results confirm that the measurement model is both reliable and valid, allowing for meaningful hypothesis testing.

5.2 Correlation Analysis

Pearson correlation analysis revealed significant positive relationships among key study variables. Social media usage frequency was positively correlated with purchase intention and impulse buying behavior, indicating that higher engagement with social media is associated with stronger buying tendencies. Exposure to online reviews showed a strong positive correlation with trust in social media information, while influencer content exposure was positively associated with both trust and perceived usefulness. Trust and perceived usefulness demonstrated strong positive correlations with purchase intention, suggesting their central role as cognitive mediators in the decision-making process. None of the correlations exceeded critical thresholds, indicating the absence of multicollinearity concerns.

5.3 Hypothesis Testing Results

- **H1:** Social media usage frequency has a positive and significant effect on women's purchase intentions.
- **H2:** Exposure to online reviews positively influences trust in social media information.
- **H3:** Trust in social media information positively influences women's purchase intentions.
- **H4:** Trust mediates the relationship between online review exposure and women's purchase intentions.
- **H5:** Exposure to influencer-generated content positively influences women's purchase intentions.
- **H6:** Influencer credibility positively moderates the relationship between influencer content exposure and women's purchase intentions.
- **H7:** Perceived usefulness of social media information has a positive effect on women's purchase intentions.
- **H8:** Social media exposure positively influences impulse buying behavior among women.

5.4 Summary of Hypothesis Testing

In summary, all hypothesized relationships were supported by the empirical analysis. The findings confirm that social media influences women's buying decisions through both direct effects and indirect mechanisms involving trust and perceived usefulness. Influencer credibility emerged as a critical moderating factor, while impulse buying represents an important behavioral outcome alongside planned purchase intention.

5.4 Additional analyses

Subgroup analyses show stronger influencer effects for younger cohorts (18–29). Hedonic products show greater impulse-buying associations than utilitarian products.

6. Discussion

- Social media frequency and content exposure are significant predictors of purchase intentions among women — consistent with IAM and prior social-media marketing literature.
- Trust and perceived usefulness mediate the effect of content exposure, emphasizing the importance of credibility (reviews and influencer authenticity).
- Practical takeaway: marketers should prioritize credible influencer partnerships and authentic user-generated content; platform-specific strategies (visual platforms for impulse-driven categories) are recommended.

7. Practical implications

- **For marketers:** Targeted influencer campaigns that emphasize authenticity work best for women, especially on visual platforms. Invest in credible, long-term influencer relationships.
- **For platforms:** Transparency badges, review verification, and easy-to-access product information increase consumer trust.
- **For policymakers/consumer protection:** Consider guidelines on influencer disclosures and review manipulation to protect vulnerable consumers.

REFERENCES:

1. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
2. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
3. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
4. Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345–354. <https://doi.org/10.1509/jmkr.43.3.345>
5. Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
6. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
7. Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in young female users' purchase decisions. *Journal of Retailing and Consumer Services*, 40, 101–110. <https://doi.org/10.1016/j.jretconser.2017.07.013>
8. Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Journal of Business Research*, 69(2), 900–906. <https://doi.org/10.1016/j.jbusres.2015.10.002>
9. Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
10. Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199. <https://doi.org/10.1086/209105>
11. Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
12. Lin, P.-C. (2013). Buying impulse triggered by digital media promotions. *The Service Industries Journal*, 33(9–10), 892–908. <https://doi.org/10.1080/02642069.2013.770233>
13. Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). Sage Publications.
14. Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.