

## REFERENCES

- Abreu, R. (2019). *Social Media Micro-Influencer Marketing and purchasing intention of Millennials: the role of Perceived Authenticity and Trust MBA-Marketing at Dublin Business School*.
- Adialita, T., Sigarlaki, F. F., Jenderal, U., & Yani, A. (2020). *Consumers' Green Purchase Behavior in West Java, Indonesia: Applying The Theory of Planned Behavior*. <https://ssrn.com/abstract=3803703>
- Al-Emadi, F. A., & ben Yahia, I. (2020). Ordinary celebrities related criteria to harvest fame and influence on social media. *Journal of Research in Interactive Marketing*, 14(2), 195–213. <https://doi.org/10.1108/JRIM-02-2018-0031>
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Al-Gasawneh, J. A., & Al-Adamat, A. M. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. *Management Science Letters*, 10(8), 1701–1708. <https://doi.org/10.5267/j.msl.2020.1.010>
- Allen, I. E., & Seaman, C. A. (2007). *Likert Scales and Data Analyses*. [www.sloan-c.org](http://www.sloan-c.org),
- Audrezet, A., de Kerviler, G., & Guidry Moulard, J. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>
- Aw, E. C. X., & Chuah, S. H. W. (2021). “Stop the unattainable ideal for an ordinary me!” fostering parasocial relationships with social media influencers: The role of self-discrepancy. *Journal of Business Research*, 132, 146–157. <https://doi.org/10.1016/j.jbusres.2021.04.025>
- Aw, E. C. X., & Labrecque, L. I. (2020). Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong. *Journal of Consumer Marketing*, 37(7), 895–908. <https://doi.org/10.1108/JCM-10-2019-3474>
- Berger, J., Humphreys, A., Ludwig, S., Moe, W. W., Netzer, O., & Schweidel, D. A. (2020). Uniting the Tribes: Using Text for Marketing Insight. *Journal of Marketing*, 84(1), 1–25. <https://doi.org/10.1177/0022242919873106>
- Berryman, R., & Kavka, M. (2017). ‘I Guess A Lot of People See Me as a Big Sister or a Friend’: the role of intimacy in the celebrification of beauty vloggers. *Journal of Gender Studies*, 26(3), 307–320. <https://doi.org/10.1080/09589236.2017.1288611>
- Boerman, S. C. (2020). The effects of the standardized instagram disclosure for micro- and meso-influencers. *Computers in Human Behavior*, 103, 199–207. <https://doi.org/10.1016/j.chb.2019.09.015>
- Britt, R. K., Hayes, J. L., Britt, B. C., & Park, H. (2020). Too Big to Sell? A Computational Analysis of Network and Content Characteristics among Mega and Micro Beauty and

- Fashion Social Media Influencers. *Journal of Interactive Advertising*, 20(2), 111–118. <https://doi.org/10.1080/15252019.2020.1763873>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661. <https://doi.org/10.1177/1744987120927206>
- Casaló, L. v., Flavián, C., & Ibáñez-Sánchez, S. (2017). Antecedents of consumer intention to follow and recommend an Instagram account. *Online Information Review*, 41(7), 1046–1063. <https://doi.org/10.1108/OIR-09-2016-0253>
- 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>
- Chakraborty, U., & Bhat, S. (2018). The Effects of Credible Online Reviews on Brand Equity Dimensions and Its Consequence on Consumer Behavior. *Journal of Promotion Management*, 24(1), 57–82. <https://doi.org/10.1080/10496491.2017.1346541>
- Chan, A., Sekarsari, A., & Alexandri, B. (2019). Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products in Indonesia. *Review of Integrative Business and Economics Research*, 8, 199–211. <http://buscompress.com/journal-home.html>
- Chen, J., & Han, C. (2021). *Testing and assessment of interpreting: Recent developments in China*.
- Chen, M. Y., & Chiu, C. I. (2016). Go green: How to influence the perceived effectiveness of a green product? *International Journal of Advertising*, 35(4), 622–641. <https://doi.org/10.1080/02650487.2015.1105647>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Chin, P. N., Isa, S. M., & Alodin, Y. (2020). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 26(8), 896–912. <https://doi.org/10.1080/13527266.2019.1604561>
- Chopra, A., Avhad, V., & Jaju, and S. (2021a). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77–91. <https://doi.org/10.1177/2278533720923486>
- Chopra, A., Avhad, V., & Jaju, and S. (2021b). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77–91. <https://doi.org/10.1177/2278533720923486>

- Chung, S., & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology and Marketing*, 34(4), 481–495. <https://doi.org/10.1002/mar.21001>
- Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. In *Journal of Cleaner Production* (Vol. 165, pp. 1263–1279). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2017.07.184>
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173. <https://doi.org/10.1016/j.techfore.2021.121092>
- de Freitas Netto, S. V., Sobral, M. F. F., Ribeiro, A. R. B., & Soares, G. R. da L. (2020). Concepts and forms of greenwashing: a systematic review. In *Environmental Sciences Europe* (Vol. 32, Issue 1). Springer. <https://doi.org/10.1186/s12302-020-0300-3>
- 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>
- De Veirman, M., & Hudders, L. (2020). Disclosing sponsored Instagram posts: the role of material connection with the brand and message-sidedness when disclosing covert advertising. *International Journal of Advertising*, 39(1), 94–130. <https://doi.org/10.1080/02650487.2019.1575108>
- De Veirman, M., Hudders, L., & Nelson, M. R. (2019). What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research. In *Frontiers in Psychology* (Vol. 10). Frontiers Media S.A. <https://doi.org/10.3389/fpsyg.2019.02685>
- Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial Interaction and Parasocial Relationship: Conceptual Clarification and a Critical Assessment of Measures. *Human Communication Research*, 42(1), 21–44. <https://doi.org/10.1111/hcre.12063>
- Djafarova, E., & Rushworth, C. (2017a). Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Djafarova, E., & Rushworth, C. (2017b). Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Djafarova, E., & Rushworth, C. (2017c). Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- ElHaffar, G., Durif, F., & Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. In *Journal of Cleaner Production* (Vol. 275). Elsevier Ltd. <https://doi.org/10.1016/j.jclepro.2020.122556>

- Elhoushy, S., & Lanzini, P. (2021). Factors Affecting Sustainable Consumer Behavior in the MENA Region: A Systematic Review. In *Journal of International Consumer Marketing* (Vol. 33, Issue 3, pp. 256–279). Routledge. <https://doi.org/10.1080/08961530.2020.1781735>
- Figueiredo Rebelo, M. (2017). *How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention*.
- Frame, J., Alywin, J., Estripeau, R., & Cleary, O. (2022, June 7). *Winning the Consumer with Sustainability Short-Term Imperative, Long-Term Opportunity*. Boston Consulting Group. <https://www.bcg.com/publications/2022/uk-consumer-interest-in-sustainability>
- Gan, T., Song, X., Wang, S., Yao, Y., Liu, M., & Nie, L. (2019). Seeking micro-influencers for brand promotion. *MM 2019 - Proceedings of the 27th ACM International Conference on Multimedia*, 1933–1941. <https://doi.org/10.1145/3343031.3351080>
- Garczarek-Bąk, U., Szymkowiak, A., Gaczek, P., & Disterheft, A. (2021). A comparative analysis of neuromarketing methods for brand purchasing predictions among young adults. *Journal of Brand Management*, 28(2), 171–185. <https://doi.org/10.1057/s41262-020-00221-7>
- Ge, J., & Gretzel, U. (2018). Emoji rhetoric: a social media influencer perspective. *Journal of Marketing Management*, 34(15–16), 1272–1295. <https://doi.org/10.1080/0267257X.2018.1483960>
- Ghazali, I., Abdul-Rashid, S. H., Md Dawal, S. Z., Aoyama, H., Sakundarini, N., Ho, F. H., & Herawan, S. G. (2021). Green product preferences considering cultural influences: a comparison study between Malaysia and Indonesia. *Management of Environmental Quality: An International Journal*, 32(5), 1040–1063. <https://doi.org/10.1108/MEQ-11-2020-0245>
- Ghazali, I., Rashid, S. H. A., Dawal, S. Z. M., Aoyama, H., Tontowi, A. E., & Ghazilla, R. A. R. (2018). Green product preferences with respect to cultural influences: Empirical study in indonesia. *International Journal of Automation Technology*, 12(6), 842–852. <https://doi.org/10.20965/ijat.2018.p0842>
- Govindan, P., & Alotaibi, I. (2021). Impact of influencers on consumer behaviour: Empirical study. *Proceedings of 2nd International Conference on Computation, Automation and Knowledge Management, ICCAKM 2021*, 232–237. <https://doi.org/10.1109/ICCAKM50778.2021.9357713>
- Gunay, S., Dzenopoljac, V., & Bontis, N. (2022). Social media as a proxy for intellectual capital: Twitter posts in the cryptocurrency market. *International Journal of Web Based Communities*, 18(1), 1–20. <https://doi.org/10.1504/IJWBC.2022.122394>
- Gupta. (2020). Role of Micro-Influencers in Affecting Behavioural Intentions. *International Journal of Recent Technology and Engineering*, 8(4S5), 189–192. <https://doi.org/10.35940/ijrte.d1045.1284s519>
- Gupta Shiromani. (2020). Role of Micro-Influencers in Affecting Behavioural Intentions. *International Journal of Recent Technology and Engineering*, 8(4S5), 189–192. <https://doi.org/10.35940/ijrte.d1045.1284s519>

- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5–25. <https://doi.org/10.1177/0008125620958166>
- Haenlein, M., & Libai, B. (2017). Seeding, Referral, and Recommendation: Creating Profitable Word-of-Mouth Programs. *California Management Review*, 59(2), 68–91. <https://doi.org/10.1177/0008125617697943>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Third Edition). SAGE Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, Marko., Danks, N. P., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. Springer. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hermenda, A., Sumarwan, U., & Tinaprilla, D. N. (2019). THE EFFECT OF SOCIAL MEDIA INFLUENCER ON BRAND IMAGE, SELF-CONCEPT, AND PURCHASE INTENTION. In *Journal of Consumer Sciences E* (Vol. 04, Issue 02).
- Herrando, C., & Martín-De Hoyos, M. J. (2022). Influencer endorsement posts and their effects on advertising attitudes and purchase intentions. *International Journal of Consumer Studies*, 46(6), 2288–2299. <https://doi.org/10.1111/ijcs.12785>
- Hoffner, C. A., & Bond, B. J. (2022). Parasocial relationships, social media, & well-being. *Current Opinion in Psychology*, 45, 101306. <https://doi.org/https://doi.org/10.1016/j.copsyc.2022.101306>
- Hu, L., Min, Q., Han, S., & Liu, Z. (2020). Understanding followers' stickiness to digital influencers: The effect of psychological responses. *International Journal of Information Management*, 54. <https://doi.org/10.1016/j.ijinfomgt.2020.102169>
- Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87, 155–173. <https://doi.org/10.1016/j.chb.2018.05.029>
- Icenogle, G., Steinberg Laurence, Duell Natasha, Chein Jason, Chang Lei, Chaudhary Nandita, Giunta Laura Di, Dodge Kenneth A, Fanti Kostas A, Lansford Jennifer E, Oburu Paul, Pastorelli Concetta, Skinner Ann T, Sorbring Emma, Tapanya Sombat, Tirado Liliana M Uribe, Alampay Liane P, Al-Hassan Suha M, Takash Hanan M S, & Bacchini Dario. (2019). Adolescents' cognitive capacity reaches adult levels prior to their psychosocial maturity: Evidence for a “maturity gap” in a multinational, cross-sectional sample. *National Library of Medicine*.

- Isyanto, P., Sapitri, R. G., & Sinaga, O. (2020). Micro influencers marketing and brand image to purchase intention of cosmetic products focallure. *Systematic Reviews in Pharmacy*, 11(1), 601–605. <https://doi.org/10.5530/srp.2020.1.75>
- Jaini, A., Quoquab, F., Mohammad, J., & Hussin, N. (2020). “I buy green products, do you...?”: The moderating effect of eWOM on green purchase behavior in Malaysian cosmetics industry. *International Journal of Pharmaceutical and Healthcare Marketing*, 14(1), 89–112. <https://doi.org/10.1108/IJPHM-02-2019-0017>
- Jasarai, L., Bakshi, I., & Sharma, A. (2022). An Empirical Study on The Impact Of E-WOM On Purchase Intention of Green Products. In *Journal of Positive School Psychology* (Vol. 2022, Issue 3). <http://journalppw.com>
- Jin, S. A. A., & Phua, J. (2014). Following celebrities’ tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181–195. <https://doi.org/10.1080/00913367.2013.827606>
- Kahneman, D. (2017). *Thinking Fast and Slow*.
- Kaka, H., Wahab, A., & Tao, M. (2019). *The Influence of Internet Celebrity on Purchase Decision and Materialism: The Mediating Role of Para-social Relationships and Identification*. 11(15). <https://doi.org/10.7176/EJBM>
- Kamalanon, P., Chen, J. S., & Le, T. T. Y. (2022). “Why do We Buy Green Products?” An Extended Theory of the Planned Behavior Model for Green Product Purchase Behavior. *Sustainability (Switzerland)*, 14(2). <https://doi.org/10.3390/su14020689>
- Kasmi, S., & Siham, E. (2019). *THE IMPACT OF CSR ON CORPORATE COMMUNICATION: A STUDY OF CENTRAL DANONE, MAROC*. <https://www.researchgate.net/publication/334401033>
- Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive statistics. *International Journal of Academic Medicine*, 4(1), 60. [https://doi.org/10.4103/IJAM.IJAM\\_7\\_18](https://doi.org/10.4103/IJAM.IJAM_7_18)
- Kautish, P., Paul, J., & Sharma, R. (2019). The moderating influence of environmental consciousness and recycling intentions on green purchase behavior. *Journal of Cleaner Production*, 228, 1425–1436. <https://doi.org/10.1016/j.jclepro.2019.04.389>
- Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: the impact of macro and micro social media influencers’ disclosure. *Journal of Marketing Management*, 36(3–4), 248–278. <https://doi.org/10.1080/0267257X.2020.1718740>
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, ‘micro-celebrity’ and the rise of Social Media Influencers. *Celebrity Studies*, 8(2), 191–208. <https://doi.org/10.1080/19392397.2016.1218292>
- Ki, C. W. ‘Chloe,’ & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic. *Psychology and Marketing*, 36(10), 905–922. <https://doi.org/10.1002/mar.21244>

- Kim, H. (2020). Unpacking Unboxing Video-Viewing Motivations: The Uses and Gratifications Perspective and the Mediating Role of Parasocial Interaction on Purchase Intent. *Journal of Interactive Advertising*, 20(3), 196–208. <https://doi.org/10.1080/15252019.2020.1828202>
- Kim, M., & Kim, J. (2020). How does a celebrity make fans happy? Interaction between celebrities and fans in the social media context. *Computers in Human Behavior*, 111. <https://doi.org/10.1016/j.chb.2020.106419>
- Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behavior*, 80, 243–254. <https://doi.org/10.1016/j.chb.2017.11.015>
- Koay, K. Y., Cheung, M. L., Soh, P. C. H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, 34(2), 224–243. <https://doi.org/10.1108/EBR-02-2021-0032>
- Kumar, P. (2016). State of green marketing research over 25 years (1990-2014): Literature survey and classification. In *Marketing Intelligence and Planning* (Vol. 34, Issue 1, pp. 137–158). Emerald Group Publishing Ltd. <https://doi.org/10.1108/MIP-03-2015-0061>
- Kurdi, B. al, Alshurideh, M., Akour, I., Tariq, E., Alhamad, A., & Alzoubi, H. M. (2022a). The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. *International Journal of Data and Network Science*, 6(4), 1135–1146. <https://doi.org/10.5267/j.ijdns.2022.7.006>
- Kurdi, B. al, Alshurideh, M., Akour, I., Tariq, E., Alhamad, A., & Alzoubi, H. M. (2022b). The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. *International Journal of Data and Network Science*, 6(4), 1135–1146. <https://doi.org/10.5267/j.ijdns.2022.7.006>
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2019.102027>
- Lee, J. E., & Watkins, B. (2016a). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Lee, J. E., & Watkins, B. (2016b). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Lee, J. E., & Watkins, B. (2016c). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Lee, K. (2014). Predictors of Sustainable Consumption among Young Educated Consumers in Hong Kong. *Journal of International Consumer Marketing*, 26(3), 217–238. <https://doi.org/10.1080/08961530.2014.900249>

- Leite, F. P., & Baptista, P. de P. (2022). The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust. *Journal of Marketing Theory and Practice*, 30(3), 295–311. <https://doi.org/10.1080/10696679.2021.1935275>
- Lin, C. A., Crowe, J., Pierre, L., & Lee, Y. (2021a). Effects of Parasocial Interaction with an Instafamous Influencer on Brand Attitudes and Purchase Intentions. In *The Journal of Social Media in Society Spring 2021* (Vol. 10, Issue 1).
- Lin, C. A., Crowe, J., Pierre, L., & Lee, Y. (2021b). Effects of Parasocial Interaction with an Instafamous Influencer on Brand Attitudes and Purchase Intentions. In *The Journal of Social Media in Society Spring 2021* (Vol. 10, Issue 1).
- Liu, G. H., Li, Y., & Chueh-An Lee, N. (2021). *Size does Matter: How do Micro-influencers Impact Follower Purchase Intention on Social Media?* (Vol. 21).
- Liu, G. H. W., Sun, M., & Lee, N. C. A. (2021). *53rd Hawaii International Conference on System Sciences (HICCS), online, January 5-8, 2021*. University of Hawai'i at Manoa.
- Lou, C. (2022). Social Media Influencers and Followers: Theorization of a Trans-Parasocial Relation and Explication of Its Implications for Influencer Advertising. *Journal of Advertising*, 51(1), 4–21. <https://doi.org/10.1080/00913367.2021.1880345>
- Lou, C., & Kim, H. K. (2019a). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Kim, H. K. (2019b). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Kim, H. K. (2019c). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>
- Lou, C., & Kim, H. K. (2019d). Fancying the New Rich and Famous? Explicating the Roles of Influencer Content, Credibility, and Parental Mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.02567>
- Marques, I. R., Casais, B., & Camilleri, M. A. (2021). The Effect of Macrocelebrity and Microinfluencer Endorsements on Consumer–brand Engagement in Instagram. In *Strategic Corporate Communication in the Digital Age* (pp. 131–143). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80071-264-520211008>
- Martinus, J., Novianaryati, A., Wibowo, F., Donasari, T., Monti, E., & Muhibbuddin. (2021, July). Media Internal Kontak (Komunikasi Antar Karyawan) Mak Itam, Primadona Sumatera Barat akan Hadir Kembali. *Public Relations Kantor Pusat PT KAI (Persero)*. <https://fliphtml5.com/padps/xmwo/basic>



- Masambuka-Kanchewa, F., Rumble, J., & Buck, E. (2021). Exploring differences in communication behaviors between organic and conventional farmers. *Journal of Agriculture, Food Systems, and Community Development*, 1–15. <https://doi.org/10.5304/jafscd.2021.103.018>
- Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1870797>
- Masuda, H., Han, S. H., & Lee, J. (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174. <https://doi.org/10.1016/j.techfore.2021.121246>
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 32, 39–45. <https://doi.org/10.1016/j.jretconser.2016.05.012>
- McCroskey, J. C., & Teven, J. J. (1999). Goodwill: A reexamination of the construct and its measurement. *Communication Monographs*, 66(1), 90–103. <https://doi.org/10.1080/03637759909376464>
- Mirzazadeh, Z., Abdolmaleki, H., & Ghahfarokhhi, E. A. (2017). Identify and prioritise factors affecting sports consumer behaviour in Iran. *International Journal of Sport Management and Marketing*, 18(1/2), 42. <https://doi.org/10.1504/ijsmm.2017.10012364>
- Möller, K., Nenonen, S., & Storbacka, K. (2020). Networks, ecosystems, fields, market systems? Making sense of the business environment. *Industrial Marketing Management*, 90, 380–399. <https://doi.org/10.1016/j.indmarman.2020.07.013>
- Morante, A., Djenidi, V., Clark, H., & West, S. (2017). Gender differences in online participation: examining a History and a Mathematics Open Foundation online course. In *Australian Journal of Adult Learning* (Vol. 57, Issue 2).
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15(3), 441–459. <https://doi.org/10.1108/JRIM-04-2020-0072>
- Munamba, R., & Nuangjamnong, C. (2021). The Impact of Green Marketing Mix and Attitude towards the Green Purchase Intention among Generation y Consumers in Bangkok. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3968444>
- Munnukka, J., Maity, D., Reinikainen, H., & Luoma-aho, V. (2019a). “Thanks for watching”. The effectiveness of YouTube vlogendorsements. *Computers in Human Behavior*, 93, 226–234. <https://doi.org/10.1016/j.chb.2018.12.014>
- Munnukka, J., Maity, D., Reinikainen, H., & Luoma-aho, V. (2019b). “Thanks for watching”. The effectiveness of YouTube vlogendorsements. *Computers in Human Behavior*, 93, 226–234. <https://doi.org/10.1016/j.chb.2018.12.014>

- Nguyen, M. H., & Khoa, B. T. (2019). Perceived mental benefit in electronic commerce: Development and validation. *Sustainability (Switzerland)*, *11*(23). <https://doi.org/10.3390/su11236587>
- Nuttavuthisit, K., & Thøgersen, J. (2017). The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food. *Journal of Business Ethics*, *140*(2), 323–337. <https://doi.org/10.1007/s10551-015-2690-5>
- Ogah, A. I., & Abutu, D. O. (2022). Theoretical analysis on persuasive communication in advertising and its application in marketing communication. *EJOTMAS: Ekpoma Journal of Theatre and Media Arts*, *8*(1–2), 313–331. <https://doi.org/10.4314/ejotmas.v8i1-2.17>
- Ogiemwonyi, O., bin Harun, A., Othman, B. A., Ismael, D. A., & Ali, R. (2019). Key Issues and Challenges of Green Consumer in Consuming Green Product an Insight from the emerging country: Malaysia. *International Journal of Psychosocial Rehabilitation*, *23*.
- Ogiemwonyi, O., & Harun, A. bin. (2020). Consumption of Green Product as a Means of Expressing Green Behaviour in an Emerging Economy: With the Case Study of Malaysia. *Environment and Urbanization ASIA*, *11*(2), 297–312. <https://doi.org/10.1177/0975425320938538>
- Ozuem, W., Willis, M., Howell, K., Lancaster, G., & Ng, R. (2021). Determinants of online brand communities' and millennials' characteristics: A social influence perspective. *Psychology and Marketing*, *38*(5), 794–818. <https://doi.org/10.1002/mar.21470>
- Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers. *Journal of Advertising*, *50*(5), 584–602. <https://doi.org/10.1080/00913367.2021.1980470>
- Photcharoen, C., Chung, R., & Sann, R. (2020a). Modelling Theory of Planned Behavior on Health Concern and Health Knowledge towards Purchase Intention on Organic Products. *International Business Research*, *13*(8), 100. <https://doi.org/10.5539/ibr.v13n8p100>
- Photcharoen, C., Chung, R., & Sann, R. (2020b). Modelling Theory of Planned Behavior on Health Concern and Health Knowledge towards Purchase Intention on Organic Products. *International Business Research*, *13*(8), 100. <https://doi.org/10.5539/ibr.v13n8p100>
- Plangger, K., & Campbell, C. L. (2022). Managing in an era of falsity: Falsity from the metaverse to fake news to fake endorsement to synthetic influence to false agendas. *Business Horizons*.
- Qayyum, A., Jamil, R. A., & Sehar, A. (2022). Impact of green marketing, greenwashing and green confusion on green brand equity. *Spanish Journal of Marketing - ESIC*. <https://doi.org/10.1108/SJME-03-2022-0032>
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister'—parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, *36*(3–4), 279–298. <https://doi.org/10.1080/0267257X.2019.1708781>

- Research, C., Müller, L., Mattke, J., & Maier, C. (2018a). *The Effect of Influencer Marketing on Purchase Intention #Sponsored #Ad: Exploring the Effect of Influencer Marketing on Purchase Intention*.
- Research, C., Müller, L., Mattke, J., & Maier, C. (2018b). *The Effect of Influencer Marketing on Purchase Intention #Sponsored #Ad: Exploring the Effect of Influencer Marketing on Purchase Intention*.
- Research, C., Müller, L., Mattke, J., & Maier, C. (2018c). *The Effect of Influencer Marketing on Purchase Intention #Sponsored #Ad: Exploring the Effect of Influencer Marketing on Purchase Intention*.
- Rodríguez-Espíndola, O., Cuevas-Romo, A., Chowdhury, S., Díaz-Acevedo, N., Albores, P., Despoudi, S., Malesios, C., & Dey, P. (2022). The role of circular economy principles and sustainable-oriented innovation to enhance social, economic and environmental performance: Evidence from Mexican SMEs. *International Journal of Production Economics*, 248. <https://doi.org/10.1016/j.ijpe.2022.108495>
- Rubin, A. M., & Perse, E. M. (1986). Audience Activity and Soap Opera Involvement A Uses and Effects Investigation The present study integrated uses and effects perspectives by examining audience involvement with media content. In *Communication Association convention* (Vol. 14, Issue 2).
- Saari, U. A., Damberg, S., Frömbling, L., & Ringle, C. M. (2021). Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention. *Ecological Economics*, 189. <https://doi.org/10.1016/j.ecolecon.2021.107155>
- Saima, & Khan, M. A. (2020a). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Saima, & Khan, M. A. (2020b). Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. *Journal of Promotion Management*, 27(4), 503–523. <https://doi.org/10.1080/10496491.2020.1851847>
- Sajjanit, C. (2020). Influence of Reference Groups and Positive eWOM on Consumer Responses to Green Products. In *Chulalongkorn Business Review* (Vol. 42, Issue 3).
- Sakib, M. N., Zolfagharian, M., & Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. *Journal of Retailing and Consumer Services*, 52. <https://doi.org/10.1016/j.jretconser.2019.01.002>
- Schlüter, M., Baeza, A., Dressler, G., Frank, K., Groeneveld, J., Jager, W., Janssen, M. A., McAllister, R. R. J., Müller, B., Orach, K., Schwarz, N., & Wijermans, N. (2017). A framework for mapping and comparing behavioural theories in models of social-ecological systems. *Ecological Economics*, 131, 21–35. <https://doi.org/10.1016/j.ecolecon.2016.08.008>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020a). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit.

- International Journal of Advertising*, 39(2), 258–281.  
<https://doi.org/10.1080/02650487.2019.1634898>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020b). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.  
<https://doi.org/10.1080/02650487.2019.1634898>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020c). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.  
<https://doi.org/10.1080/02650487.2019.1634898>
- See-To, E. W. K., & Ho, K. K. W. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust - A theoretical analysis. *Computers in Human Behavior*, 31(1), 182–189.  
<https://doi.org/10.1016/j.chb.2013.10.013>
- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between Advertising Disclosure, Influencer Credibility and Purchase Intention. *Journal of Risk and Financial Management*, 15(7). <https://doi.org/10.3390/jrfm15070276>
- Shanmugam, V., & Sulthana, An. (2019). Influence Of Electronic Word Of Mouth eWOM On Purchase Intention. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH*, 8(10). [www.ijstr.org](http://www.ijstr.org)
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46, 58–69. <https://doi.org/10.1016/j.jretconser.2017.11.001>
- Shen, H., Zhao, C., Fan, D. X. F., & Buhalis, D. (2022). The effect of hotel livestreaming on viewers' purchase intention: Exploring the role of parasocial interaction and emotional engagement. *International Journal of Hospitality Management*, 107. <https://doi.org/10.1016/j.ijhm.2022.103348>
- Sokolova, K., & Kefi, H. (2020a). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sokolova, K., & Kefi, H. (2020b). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58. <https://doi.org/10.1016/j.jretconser.2020.102276>
- Srisathan, W. A., Wongsachia, S., Gebsoambut, N., Naruetharadhol, P., & Ketkaew, C. (2023). The Green-Awakening Customer Attitudes towards Buying Green Products on an Online Platform in Thailand: The Multigroup Moderation Effects of Age, Gender, and Income. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15032497>

- Su, B. C., Wu, L. W., Chang, Y. Y. C., & Hong, R. H. (2021a). Influencers on social media as references: Understanding the importance of parasocial relationships. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/su131910919>
- Su, B. C., Wu, L. W., Chang, Y. Y. C., & Hong, R. H. (2021b). Influencers on social media as references: Understanding the importance of parasocial relationships. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/su131910919>
- Suhartanto, D., Dean, D., Amalia, F. A., & Triyuni, N. N. (2022). Attitude formation towards green products evidence in Indonesia: integrating environment, culture, and religion. *Asia Pacific Business Review*, 1–21. <https://doi.org/10.1080/13602381.2022.2082715>
- Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Talwar, S., Jabeen, F., Tandon, A., Sakashita, M., & Dhir, A. (2021). What drives willingness to purchase and stated buying behavior toward organic food? A Stimulus–Organism–Behavior–Consequence (SOBC) perspective. *Journal of Cleaner Production*, 293. <https://doi.org/10.1016/j.jclepro.2021.125882>
- Tan, B. C. (2011). *Green Purchase Behavior*. <https://www.researchgate.net/publication/287614740>
- Teresa Borges-Tiago, M., Santiago, J., & Tiago, F. (2023). Mega or macro social media influencers: Who endorses brands better? *Journal of Business Research*, 157. <https://doi.org/10.1016/j.jbusres.2022.113606>
- Thilina, E. D. T. (2020). *Impact of Electronic Word of Mouth on Consumer Purchase Intention in Fast Food Industry: A Conceptual Review with Special Reference to Facebook Users*. 543–556.
- Toma, C. L. (2014). *Counting on Friends: Cues to Perceived Trustworthiness in Facebook Profiles*. [www.aaai.org](http://www.aaai.org)
- Transparency Market Research. (2021). *Eco-friendly Labels Market*. <https://www.transparencymarketresearch.com/Eco-Friendly-Labels-Market.html>
- Trivedi, J., & Sama, R. (2020). The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective. *Journal of Internet Commerce*, 19(1), 103–124. <https://doi.org/10.1080/15332861.2019.1700741>
- van der Walddt, D., van Loggerenberg, M., & Wehmeyer, L. (2009). *Celebrity endorsements versus Created spokespersons in advertising: a survey among students*.
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>

- Wang, S. W., & Scheinbaum, A. C. (2018a). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Wang, S. W., & Scheinbaum, A. C. (2018b). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Wang, S. W., & Scheinbaum, A. C. (2018c). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Weber, G., & Cabras, I. (2017). The transition of Germany's energy production, green economy, low-carbon economy, socio-environmental conflicts, and equitable society. *Journal of Cleaner Production*, 167, 1222–1231. <https://doi.org/10.1016/j.jclepro.2017.07.223>
- Wei, Q., Dai, Q., & Liang, Y. (2021). *Influencer Marketing for Start-ups: The Rise of Micro-influencers*.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020a). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020b). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020c). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>
- Williams, R. (2019). Instagram influencer engagement hovers near all-time lows, study says. *Mobile Marketer*.
- Woodroof, P. J., Howie, K. M., Syrdal, H. A., & VanMeter, R. (2020). What's done in the dark will be brought to the light: effects of influencer transparency on product efficacy and purchase intentions. *Journal of Product and Brand Management*, 29(5), 675–688. <https://doi.org/10.1108/JPBM-05-2019-2362>
- Yahya, D. W. K. (2019, February). *Making sustainable consumption work*. New Straits Times. <https://www.nst.com.my/opinion/columnists/2019/02/461780/making-sustainable-consumption-work>

- Yang, Y. C. (2017a). Consumer Behavior towards Green Products. *Journal of Economics, Business and Management*, 5(4), 160–167. <https://doi.org/10.18178/joebm.2017.5.4.505>
- Yang, Y. C. (2017b). Consumer Behavior towards Green Products. *Journal of Economics, Business and Management*, 5(4), 160–167. <https://doi.org/10.18178/joebm.2017.5.4.505>
- Yi, K., Pookulangara, S., & Hu, Y. (2022). Vlogger’s persuasive strategy and consumers’ purchase intention: The dual mediating role of para-social interactions and perceived value. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2022.1080507>
- Yuan, S., & Lou, C. (2020). How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest. *Journal of Interactive Advertising*, 133–147. <https://doi.org/10.1080/15252019.2020.1769514>
- Zayed, M. F., Gaber, H. R., & el Essawi, N. (2022). Examining the Factors That Affect Consumers’ Purchase Intention of Organic Food Products in a Developing Country. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14105868>