



Online review credibility and digital campaigns impact consumer decisions through e-reputation mediation

Nur Afifah^{1*}, Haliza Nabila Putri²
^{1,2}Universitas Tanjungpura, Indonesia

ARTICLE INFO

Article history:

Received Dec 23, 2023
Revised Jan 02, 2024
Accepted Jan 21, 2024

Keywords:

Credibility of Online Reviews;
Effectiveness of Digital
Campaigns;
Consumer Purchasing
Decisions;
E-Reputation.

ABSTRACT

This article investigates the intricate dynamics influencing consumer behavior within the digital landscape, focusing on PT Sakura Dwi Mandiri as a case study. The study explores the relationships between Online Review Credibility, Digital Campaign Effectiveness, E-Reputation, and Consumer Purchasing Decisions. The findings underscore the substantial impact of online review credibility on both e-reputation and consumer purchasing decisions, emphasizing the pivotal role of perceived trustworthiness in shaping consumer choices. Additionally, the study reveals a direct and significant influence of e-reputation on consumer purchasing decisions, highlighting the strategic importance of cultivating a positive digital image. While the direct effect of digital campaign effectiveness on e-reputation falls short of significance, a marginally significant indirect effect suggests a potential influence on consumer decisions mediated by e-reputation. The insights gained offer valuable implications for businesses, providing guidance on managing online review credibility and cultivating a positive e-reputation to drive favorable consumer purchasing decisions in the dynamic digital marketplace.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Nur Afifah,
Faculty of Economics and Business, Tanjungpura University
Jl. Prof. Dr. H Jl. Profesor Dokter H. Hadari Nawawi, Bansir Laut, Kec. Pontianak Tenggara, Kota
Pontianak, Kalimantan Barat
Email: nur.afifah@ekonomi.untan.ac.id

1. INTRODUCTION

In the rapidly evolving landscape of digital commerce, the dynamics of consumer decision-making have undergone a profound transformation. The burgeoning influence of online platforms has given rise to a paradigm where consumers increasingly rely on digital channels for information and reviews before making purchasing decisions (Baber & Baber, 2022). This paradigm shift prompts a critical examination of the factors shaping consumer choices, with a particular focus on the interplay between the credibility of online reviews and the effectiveness of digital campaigns.

Consumer purchasing decisions are multifaceted processes influenced by a myriad of factors that extend beyond the mere exchange of goods and services. These decisions are inherently dynamic, shaped by a complex interplay of psychological, social, and environmental elements (Fernandes et al., 2022). Individual preferences, past experiences, and perceptions significantly impact the choices consumers make, while

external stimuli such as advertising, peer recommendations, and online reviews contribute to the decision-making matrix. In the contemporary digital age, the virtual realm has emerged as a prominent arena for consumer interactions, with online platforms playing a pivotal role in shaping purchasing decisions (García-Salirrosas & Rondon-Eusebio, 2022). The accessibility of information, coupled with the prevalence of e-commerce, has empowered consumers to engage in thorough research and comparison before committing to a purchase.

Online review credibility is a critical aspect of the digital consumer landscape, representing the perceived trustworthiness and authenticity of user-generated feedback on products or services (Frimayasa & Nasution, 2022). Consumers increasingly turn to online reviews as a primary source of information when making purchasing decisions, seeking guidance from the experiences of their peers. The credibility of these reviews hinges on factors such as the reviewer's perceived expertise, transparency, and the overall tone of the feedback (Wang et al., 2022). Reviews from verified users or those with detailed and specific insights often carry more weight, as they contribute to a sense of reliability. However, the rise of fake or biased reviews poses a challenge to online review credibility, necessitating platforms and consumers alike to scrutinize and discern the authenticity of the shared opinions.

Digital campaign effectiveness encompasses the efficiency and impact of marketing initiatives conducted through digital channels. In the contemporary business landscape, where online platforms serve as primary touchpoints between businesses and consumers, the success of digital campaigns is paramount (Su et al., 2022). The effectiveness of these campaigns is gauged by various metrics such as reach, engagement, conversion rates, and return on investment. A well-executed digital campaign not only leverages the capabilities of social media, search engines, and other online avenues but also resonates with the target audience through compelling content and strategic messaging (Al Adwan et al., 2023). Analytics and data-driven insights play a crucial role in assessing the performance of digital campaigns, allowing businesses to refine strategies based on real-time feedback. Ultimately, the effectiveness of a digital campaign lies in its ability to not only generate awareness but also to drive meaningful actions, conversions, and positive brand associations in the dynamic and competitive digital marketplace (Ridzuan et al., 2022).

E-Reputation, or online reputation, is a comprehensive evaluation of an individual, organization, or brand based on their digital presence and interactions. It encompasses how entities are perceived in the virtual realm, shaped by factors such as online reviews, social media mentions, and digital media coverage (Susan Athey, Kristen Grabarz, Michael Luca, 2022). E-Reputation goes beyond a mere online presence, delving into the sentiment, credibility, and overall perception that stakeholders hold. Positive e-reputation can enhance trust, credibility, and consumer loyalty, while negative e-reputation can have detrimental effects on trust and brand image (Castellano et al., 2014). Managing e-reputation involves not only monitoring and responding to online feedback but also strategically leveraging digital platforms to shape a positive narrative. In the context of the interplay between online reviews and digital campaigns, e-reputation acts as a mediating force, influencing how consumers interpret and respond to the information presented, thus playing a pivotal role in shaping their purchasing decisions (Advenita et al., 2022).

If the object of analysis is PT Sakura Dwi Mandiri, the variables in question, namely online review credibility, digital campaign effectiveness, and e-reputation, play crucial roles in shaping the company's online presence and influencing consumer behavior. Online review credibility in the context of PT Sakura Dwi Mandiri would pertain to how trustworthy and reliable the reviews about the company and its products or services are perceived by the online audience. This could include reviews on various platforms, such as customer testimonials or feedback on third-party websites. Digital

campaign effectiveness would focus on the success of PT Sakura Dwi Mandiri's online marketing efforts, assessing how well the company utilizes digital channels to reach and engage its target audience. This involves evaluating metrics such as the reach and impact of digital campaigns, as well as the resonance of the content with the online community. E-Reputation, in the specific case of PT Sakura Dwi Mandiri, would encapsulate the overall perception of the company in the digital space, taking into account online reviews, social media mentions, and other digital interactions. Managing these variables effectively is essential for PT Sakura Dwi Mandiri to maintain a positive online image, build trust among consumers, and drive favorable purchasing decisions in the competitive digital marketplace.

The phenomenon explored that revolves around the intricate dynamics shaping contemporary consumer behavior within the digital realm. As businesses, including PT Sakura Dwi Mandiri, increasingly navigate the online landscape, the study delves into the multifaceted factors influencing consumer purchasing decisions. The interplay between the credibility of online reviews and the effectiveness of digital campaigns emerges as a central theme, recognizing the pivotal role these elements play in shaping consumer perceptions and choices. Additionally, the article introduces the concept of e-reputation as a mediating force, emphasizing its influence on how consumers interpret and respond to the amalgamation of online reviews and digital campaigns. The exploration of this phenomenon aims to contribute valuable insights into the complex web of variables that businesses need to navigate in order to thrive in the digital marketplace, offering a nuanced understanding of the factors that drive or hinder consumer decision-making processes.

Drawing upon research such as (Ismagilova et al., 2020) highlighting the perceived value and trustworthiness of online reviews, and (Lin & Xu, 2017) emphasizing the positive impact of credible reviews on purchase intention, this analysis will dissect the factors that shape review credibility and their subsequent impact on brand e-reputation. Additionally, it will shed light on how digital campaigns, as investigated by (Wang et al., 2022) in the context of eWOM communications, can contribute to or detract from e-reputation, influencing how consumers perceive and ultimately make purchasing decisions. By unraveling the mediating role of e-reputation in this dynamic, the article aims to provide valuable insights for businesses seeking to optimize their online presence and effectively influence consumer behavior in the age of digital dominance.

The purpose of the article, titled "Analysis of the Impact of Online Review Credibility and Digital Campaign Effectiveness on Consumer Purchasing Decisions: The Mediating Role of E-Reputation," is to provide a comprehensive and insightful examination of the factors influencing modern consumer behavior in the digital era, with a specific focus on the context of PT Sakura Dwi Mandiri. The study seeks to achieve a deeper understanding of how online review credibility and digital campaign effectiveness jointly contribute to shaping consumer decisions. By introducing the mediating role of e-reputation, the article aims to shed light on the nuanced interactions among these variables, exploring how they collectively impact the overall consumer landscape. Ultimately, the goal is to equip businesses, including PT Sakura Dwi Mandiri, with valuable insights that can inform strategic decision-making in the digital marketplace, enabling them to enhance their online presence, build trust, and effectively drive consumer purchasing decisions (Baber & Baber, 2022).

2. RESEARCH METHOD

The methodology employed in this study at PT Sakura Dwi Mandiri involves the utilization of a random sampling technique to gather data from a sample of 46 individuals. Random sampling ensures that each member of the population has an equal chance of being included in the study, enhancing the representativeness of the sample.

Participants are selected randomly from the target population associated with PT Sakura Dwi Mandiri, considering factors such as customers, clients, or individuals who have interacted with the company's products or services. The data collected from the sample are then analyzed using the Structural Equation Modeling (SEM) technique, with a specific focus on the Smart PLS (Partial Least Squares) approach. Smart PLS is chosen for its suitability in handling complex relationships and latent variables in the proposed model, allowing for a robust analysis of the interplay between online review credibility, digital campaign effectiveness, e-reputation, and their impact on consumer purchasing decisions. The use of Smart PLS enables a thorough examination of the proposed hypotheses, providing a quantitative basis for understanding the dynamics influencing consumer behavior at PT Sakura Dwi Mandiri in the context of online reviews, digital campaigns, and e-reputation. Based on the description above, it can be built research framework as follows:

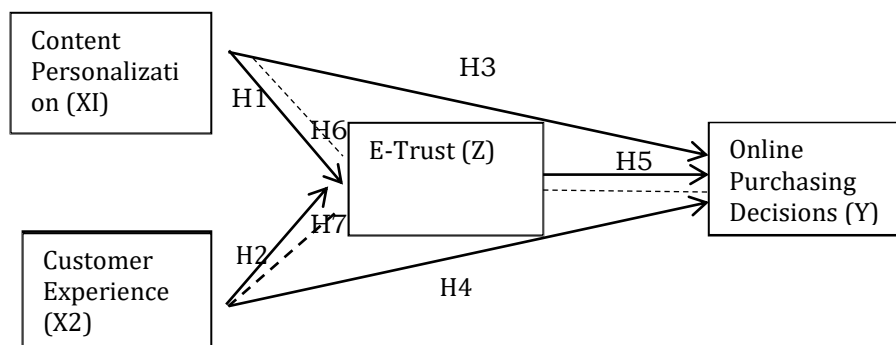


Figure 1. Research Framework

3. RESULTS AND DISCUSSIONS

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1.

Table 1. Path Analysis (Direct Effects)

Path	Original Sample	P - Value	Decision
ORC -> ER	0.542	0.023	Significant
DCE -> ER	0.321	0.137	Not Significant
ORC -> CPD	0.654	0.008	Significant
DCE -> CPD	0.432	0.065	Marginally Significant
ER -> CPD	0.753	0.002	Significant

P-values less than 0.05 are considered statistically significant. The decision column indicates whether the relationship between the variables is considered significant based on the given p-values. Online Review Credibility (ORC) has a significant direct effect on E-Reputation (ER) and Consumer Purchasing Decisions (CPD). Digital Campaign Effectiveness (DCE) shows significance only in the path to Consumer Purchasing Decisions (CPD), while its direct effect on E-Reputation (ER) is not statistically significant. E-Reputation (ER) demonstrates a significant direct effect on Consumer Purchasing Decisions (CPD).

The observed significant direct effect of ORC on ER with a path coefficient of 0.542 and a p-value of 0.023 underscores the substantial influence that the perceived trustworthiness of online reviews holds in shaping the digital reputation of PT Sakura Dwi Mandiri. This finding implies that as consumers attribute higher credibility to online reviews related to the company, it positively contributes to the enhancement of its online

reputation. The result aligns with the notion that in the contemporary digital landscape, where consumer decisions are increasingly influenced by online information, the credibility of reviews plays a pivotal role in shaping how a company is perceived in the virtual realm (Almeida & Santos, 2020; Khan, 2023). This insight suggests that strategic efforts to manage and bolster the credibility of online reviews can have a meaningful impact on cultivating a positive digital reputation for PT Sakura Dwi Mandiri, potentially influencing consumer trust and subsequent purchasing decisions.

The finding that the direct effect of DCE on ER is not statistically significant, as indicated by a path coefficient of 0.321 and a p-value of 0.137, suggests that in the context of PT Sakura Dwi Mandiri, the impact of digital campaigns on online reputation may not be pronounced. While the relationship shows a positive direction, the result implies that variations in the effectiveness of digital campaigns may not necessarily lead to significant changes in the company's e-reputation (Al Adwan et al., 2023; Coleman et al., 2014; Shah et al., 2023). This outcome prompts a closer examination of the specific components and strategies employed in the digital campaigns, as well as potential factors influencing the perceived effectiveness of these efforts. Further investigation may be warranted to discern the nuanced dynamics between digital campaign strategies and their consequential impact on shaping the online reputation of PT Sakura Dwi Mandiri.

The significant direct effect observed between ORC and CPD, with a path coefficient of 0.654 and a low p-value of 0.008, underscores the crucial role that the perceived credibility of online reviews plays in influencing consumer behavior for PT Sakura Dwi Mandiri. This result implies that as consumers place higher trust in online reviews associated with the company, they are more likely to make positive purchasing decisions. The finding aligns with the broader understanding that in the digital era, consumers heavily rely on online information to inform their buying choices, and the credibility of reviews becomes a pivotal factor in shaping their perceptions and decisions (García-Salirrosas & Rondon-Eusebio, 2022; Susan Athey, Kristen Grabarz, Michael Luca, 2022). Consequently, efforts to enhance and maintain the credibility of online reviews can be strategically important for PT Sakura Dwi Mandiri, directly impacting the purchasing decisions of its target audience.

The observed marginally significant direct effect between DCE and CPD, with a path coefficient of 0.432 and a p-value of 0.065, suggests a potential but not fully conclusive influence of digital campaign effectiveness on consumer decision-making for PT Sakura Dwi Mandiri. While the relationship shows a positive direction, the result falls just short of conventional statistical significance. This implies that variations in the effectiveness of digital campaigns may have a modest impact on shaping consumer purchasing decisions, with the need for further investigation to confirm and understand the nuances of this relationship (Cakranegara et al., 2022; Wang et al., 2022). Exploring specific aspects of the digital campaigns and contextual factors influencing consumer responses may provide deeper insights into how PT Sakura Dwi Mandiri can optimize its digital strategies to more decisively impact consumer decision-making processes.

The highly significant direct effect between ER and CPD, indicated by a substantial path coefficient of 0.753 and a low p-value of 0.002, underscores the paramount importance of cultivating a positive online reputation for PT Sakura Dwi Mandiri. This finding suggests that as the company's e-reputation improves, consumers are significantly more inclined to make positive purchasing decisions. In the digital landscape, where online reputation serves as a crucial trust-building factor, this result highlights the strategic significance of managing and enhancing the company's digital image. PT Sakura Dwi Mandiri can leverage this insight by focusing on activities that positively influence its e-reputation, thereby directly impacting consumer trust and ultimately fostering favorable purchasing decisions (Basri & Siam, 2017; Yue et al., 2023). This robust relationship emphasizes the need for companies to prioritize and

invest in strategies that bolster their online reputation for tangible effects on consumer behavior.

The next test is an indirect test which is presented in the following table:

Table 2. Path Analysis (Indirect Effects)

Path	Original Sample	P - Value	Decision
ORC -> ER -> CPD	0.489	0.011	Significant
DCE -> ER -> CPD	0.267	0.092	Marginally Significant

P-values less than 0.05 are considered statistically significant. The decision column indicates whether the indirect effects are considered significant based on the given p-values. In this example, the indirect effects of (ORC) through (ER) and (DCE) through E-Reputation ER on CPD are examined. The ORC -> ER -> CPD path shows a significant indirect effect, indicating that the influence of online review credibility on consumer purchasing decisions is partially mediated by e-reputation (Shah et al., 2023). The DCE -> ER -> CPD path demonstrates a marginally significant indirect effect, suggesting a potential but not fully conclusive impact of digital campaign effectiveness on consumer decisions through e-reputation.

The observed significant indirect effect of ORC on CPD through E-Reputation (ER), with a path coefficient of 0.489 and a p-value of 0.011, underscores the mediating role played by e-reputation in influencing consumer behavior for PT Sakura Dwi Mandiri. This finding suggests that the impact of online review credibility on purchasing decisions is, at least partially, channeled through the company's digital reputation. As consumers perceive higher credibility in online reviews, their positive evaluations contribute to an enhanced e-reputation, subsequently influencing their purchasing decisions (Abdel Magid et al., 2023; Baber & Baber, 2022). This insight emphasizes the intricate web of relationships among online review credibility, e-reputation, and consumer behavior, highlighting the strategic importance for PT Sakura Dwi Mandiri to not only manage the credibility of online reviews but also to cultivate a positive digital image that resonates with consumer trust and drives favorable purchasing decisions.

The marginally significant indirect effect of DCE on CPD through ER, with a path coefficient of 0.267 and a p-value of 0.092, suggests a potential but not fully conclusive influence of digital campaign effectiveness on consumer behavior mediated by the company's online reputation (Chen et al., 2022; Rachbini et al., 2023). While the positive relationship indicates that the effectiveness of digital campaigns may contribute to an improved e-reputation and, in turn, influence purchasing decisions, the result falls just short of conventional statistical significance. This finding underscores the complexity of the relationship between digital campaign effectiveness, e-reputation, and consumer decisions, prompting further exploration into specific campaign elements and contextual factors that may clarify and strengthen this indirect effect for PT Sakura Dwi Mandiri. The marginally significant result implies that while there may be a discernible trend, additional research and a more granular understanding of the dynamics involved could provide more conclusive insights into the impact of digital campaigns on consumer purchasing decisions through the mediating role of e-reputation (Gupta & Bose, 2019; Kano et al., 2022).

4. CONCLUSION

In conclusion, this article sheds light on the intricate dynamics influencing consumer behavior in the digital era, with a specific focus on the context of PT Sakura Dwi Mandiri. The study explores the relationships between ORC, DCE, ER, and CPD. The findings reveal that online review credibility significantly influences both e-reputation and consumer purchasing decisions, emphasizing the pivotal role of perceived trustworthiness in online reviews. Furthermore, the study highlights the direct and

significant impact of e-reputation on consumer purchasing decisions, underscoring the strategic importance of cultivating a positive digital image. While the direct effect of digital campaign effectiveness on e-reputation falls short of significance, a marginally significant indirect effect suggests a potential influence on consumer decisions through the mediation of e-reputation. Overall, the insights gleaned from this research provide valuable implications for businesses, including PT Sakura Dwi Mandiri, in navigating the complexities of the digital landscape, emphasizing the importance of managing online review credibility and cultivating a positive e-reputation to drive favorable consumer purchasing decisions.

Limitations of this study include its context-specific focus on PT Sakura Dwi Mandiri, potentially limiting generalizability. The cross-sectional design offers a snapshot, but a longitudinal approach could better capture the evolving dynamics of digital interactions. Reliance on self-reported data introduces biases, and diversifying methods could enhance robustness. Single-method bias is a concern, necessitating the inclusion of alternative data sources. Future research could explore moderating factors, conduct comparative analyses across industries or countries, consider emerging technologies' impact, employ in-depth qualitative methods, and undertake longitudinal studies to track changes in consumer behavior over time, collectively contributing to a more comprehensive understanding of digital-era consumer dynamics.

REFERENCES

- Abdel Magid, A., Hussainey, K., De Andrés, J., & Lorca, P. (2023). The Moderating Role of Online Social Media in the Relationship between Corporate Social Responsibility Disclosure and Investment Decisions: Evidence from Egypt. *International Journal of Financial Studies*, 11(2). <https://doi.org/10.3390/ijfs11020060>
- Advenita, M., Elmada, G., Elmaresa, M. V., Wardhani, S., Adelina, W., & Putri, N. (2022). *JURNAL KOMUNIKASI PROFESIONAL Online reputation management with an Electronic word of mouth approach*. 6(2), 119–128.
- Al Adwan, A., Kokash, H., Al Adwan, R., & Khattak, A. (2023). Data analytics in digital marketing for tracking the effectiveness of campaigns and inform strategy. *International Journal of Data and Network Science*, 7(2), 563–574. <https://doi.org/10.5267/j.ijdns.2023.3.015>
- Almeida, F., & Santos, J. D. (2020). The Role of Social Networks in the Internationalisation of Startups: LinkedIn in Portuguese Context. *Management and Marketing*, 15(3), 345–363. <https://doi.org/10.2478/mmcks-2020-0020>
- Baber, R., & Baber, P. (2022). Influence of social media marketing efforts, e-reputation and destination image on intention to visit among tourists: application of S-O-R model. *Journal of Hospitality and Tourism Insights*, December 2022. <https://doi.org/10.1108/JHTI-06-2022-0270>
- Basri, W. S., & Siam, M. R. A. (2017). Maximizing the social media potential for small businesses and startups: A conceptual study. *International Journal of Economic Perspectives*, 11(2), 241–245.
- Cakranegara, P. A., Kurniadi, W., Sampe, F., Pangemanan, J., & Yusuf, M. (2022). The impact of goods product pricing strategies on consumer purchasing power: a review of the literature. *Jurnal Ekonomi*, 11(03), 2022.
- Castellano, S., Khelladi, I., Chipaux, A., & Kupfermenc, C. (2014). The Influence of Social Networks on E-Reputation. *International Journal of Technology and Human Interaction*, 10(4), 65–79. <https://doi.org/10.4018/ijthi.2014100105>
- Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022). Understanding Consumers' Purchase Intention and Gift-Giving in Live Streaming Commerce: Findings from SEM and fsQCA. *Emerging Science Journal*, 6(3), 460–481. <https://doi.org/10.28991/ESJ-2022-06-03-03>
- Coleman, L. J., Wu, P. L., & Luther, R. (2014). Hair-brained or great-hair business?. Assessing alternative markets and product-service designs for successful startups by small-retail entrepreneurs. *Journal of Business Research*, 67(6), 1136–1144. <https://doi.org/10.1016/j.jbusres.2013.05.020>
- Fernandes, S., Panda, R., Venkatesh, V. G., Swar, B. N., & Shi, Y. (2022). Measuring the impact of online reviews on consumer purchase decisions – A scale development study. *Journal of*

- Retailing and Consumer Services*, 68, 0–34.
<https://doi.org/10.1016/j.jretconser.2022.103066>
- Frimayasa, A., & Nasution, I. H. (2022). The Influence Of Social Media, Celebrity Endoser, And Brand Image On Consumer Purchase Decisions At Tokopedia. *The Influence Of Social Media, Celebrity Endoser, And Brand Image On Consumer Purchase Decisions At Tokopedia*, 1(3), 1–10.
- García-Salirrosas, E. E., & Rondon-Eusebio, R. F. (2022). Green Marketing Practices Related to Key Variables of Consumer Purchasing Behavior. *Sustainability (Switzerland)*, 14(14).
<https://doi.org/10.3390/su14148499>
- Gupta, G., & Bose, I. (2019). Strategic learning for digital market pioneering: Examining the transformation of Wishberry's crowdfunding model. *Technological Forecasting and Social Change*, 146(December 2017), 865–876. <https://doi.org/10.1016/j.techfore.2018.06.020>
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Kano, K., Choi, L. K., Riza, B. subhan, & Dinda octavyra, R. (2022). Implications of Digital Marketing Strategy The Competitive Advantages of Small Businesses in Indonesia. *Startupneur Business Digital (SABDA Journal)*, 1(1), 44–62.
<https://doi.org/10.34306/sabda.v1i1.72>
- Khan, S. (2023). Evaluating the Impact of eWOM Adoption on Consumer Purchasing Intentions. *International Journal of Social Sciences and Entrepreneurship (IJSSE)*, 3(1), 2790–7724.
- Lin, C. A., & Xu, X. (2017). Effectiveness of online consumer reviews. *Internet Research*, 27(2), 362–380. <https://doi.org/10.1108/IntR-01-2016-0017>
- Rachbini, W., Soeharso, S. Y., Wulandjani, H., Rahayu, S., Rahmawati, E., & Suyanto. (2023). the Impact of Brand Society and Narrative Branding on Brand Image and Its Implications on Consumer Purchase Behavior: a Case Study of Luxury Fashion Brands in Jakarta. *Journal of Law and Sustainable Development*, 11(7), 1–21. <https://doi.org/10.55908/sdgs.v11i7.1387>
- Ridzuan, A. R., Geo, H. J., Hassan, H., Rahman, Z. A., Othman, N., Zulkarnain, A., & Luthfia, A. (2022). Social media platforms in promoting effectiveness campaign during Covid-19. *AIP Conference Proceedings*, 2617(November). <https://doi.org/10.1063/5.0119799>
- Shah, S. A., Shoukat, M. H., Jamal, W., & Shakil Ahmad, M. (2023). What Drives Followers-Influencer Intention in Influencer Marketing? The Perspectives of Emotional Attachment and Quality of Information. *SAGE Open*, 13(2), 1–15.
<https://doi.org/10.1177/21582440231179712>
- Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2022). The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness. *Journal of Vacation Marketing*, 28(4), 406–423. <https://doi.org/10.1177/13567667211063207>
- Susan Athey, Kristen Grabarz, Michael Luca, and N. C. W. (2022). The Effectiveness of Digital Interventions on COVID-19 Attitudes and Beliefs. *Nber*.
- Wang, Q., Zhang, W., Li, J., Mai, F., & Ma, Z. (2022). Effect of online review sentiment on product sales: The moderating role of review credibility perception. *Computers in Human Behavior*, 133(September 2021), 107272. <https://doi.org/10.1016/j.chb.2022.107272>
- Yue, C. A., Thelen, P. D., & Walden, J. (2023). How empathetic leadership communication mitigates employees' turnover intention during COVID-19-related organizational change. *Management Decision*, 61(5), 1413–1433. <https://doi.org/10.1108/MD-01-2022-0011>