

## **THE IMPACT OF SOCIAL MARKETING ON LIBERICA COFFEE BRANDING IN INCREASING CONSUMPTION INTENTION**

**Gusti Noorlitaria Achmad<sup>1</sup>, Dwi Martiyanti<sup>2</sup>, Arvita Rachmawaty<sup>3</sup>, Purwadi<sup>4</sup>  
Muhammad Wasil<sup>5</sup>**

Universitas Mulawarman, Samarinda, Kalimantan Timur, Indonesia<sup>1,2,3,4,5</sup>

*E-mail: [gusti.noorlitariaachmad@feb.unmul.ac.id](mailto:gusti.noorlitariaachmad@feb.unmul.ac.id)<sup>1</sup>, [dwi.martiyanti@feb.unmul.ac.id](mailto:dwi.martiyanti@feb.unmul.ac.id)<sup>2</sup>,  
[arvitarachmawaty@feb.unmul.ac.id](mailto:arvitarachmawaty@feb.unmul.ac.id)<sup>3</sup>, [purwadi@feb.unmul.ac.id](mailto:purwadi@feb.unmul.ac.id)<sup>4</sup>, [mohammad.wasil@feb.unmul.ac.id](mailto:mohammad.wasil@feb.unmul.ac.id)<sup>5</sup>*

**Abstract:** This study aims to analyze the effect of social marketing on consumption intention toward Liberica coffee in East Kalimantan, with branding serving as a mediating variable. As a local commodity, Liberica coffee has considerable potential; however, it remains less favored among the younger generation. Therefore, a social marketing approach is considered strategic in constructing social and emotional narratives that foster awareness, trust, and preference for local products. This study uses quantitative research methods with survey techniques by involving 120 youth respondents in East Kalimantan. The results were calculated by the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The findings show that social marketing has a positive impact on both branding and consumption intention. In addition, brand also plays a strong impact on consumption intention and is found to mediate the relationship of social marketing and consumption intention. The results have theoretical and practical implications for MSME actors, as well as stakeholders to achieve the best social messages wrapped on an authentic and personal branding strategies to increase the consumption of Liberica coffee.

**Keywords:** *social marketing, branding, consumption intention*

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### **1. Introduction**

Coffee is no longer viewed merely as a beverage, but has transformed into a symbol of lifestyle, social identity, and a medium of cross cultural interaction. Over the past few decades, coffee has undergone a significant shift in meaning from simply a stimulant for staying awake to an integral part of urban social dynamics, particularly among young people. This phenomenon is reflected in the widespread coffee-drinking culture that takes place not only in traditional roadside stalls, but also in modern coffee shops that offer aesthetic and social experiences as added value.

Globally, the coffee industry has shown a strong growth trend. Data from the International Coffee Organization (ICO) indicate that coffee consumption continues to increase annually, along with the evolving tastes and preferences of consumers. Millennials and Generation Z have become the primary drivers of this growth, not only as consumers but also as creators of coffee culture through communities, social media content, home-brewing trends, and the exploration of specialty coffee. This trend reflects that coffee has become part of the lifestyle construction and identity formation of the younger generation.

Indonesia, as one of the world's largest coffee-producing countries, has also experienced significant growth in its local coffee industry. The emergence of independent coffee shops, coffee festivals, and local brands based on regional identity confirms that coffee is no longer viewed merely as an agricultural commodity, but also as a product of the creative economy and cultural expression. One positive impact of this phenomenon is the rising awareness of the diversity of Indonesian coffee varieties, such as Gayo Arabica, Lampung Robusta, and lesser-known varieties such as Liberica from Kalimantan.

Nevertheless, not all coffee varieties receive equal attention. Liberica coffee is still classified as a minor variety that remains underrecognized in the mainstream coffee industry, even within its own region of origin. In fact, Liberica possesses unique characteristics in terms of flavor profile, aroma, and high adaptability to marginal land. Ironically, many young people in East Kalimantan are still unfamiliar with Liberica coffee, indicating a significant gap between local potential and youth consumer awareness.

The low level of interest in local coffee consumption is not solely caused by product quality, but is more strongly influenced by the weakness of marketing strategies that are relevant to the characteristics of young consumers. While global brands successfully build strong images through storytelling, visual branding, and engaging social media campaigns, local coffee products are often still marketed through conventional methods that fail to accommodate contemporary market dynamics and digital lifestyles.

Young people represent a highly strategic market segment in the modern marketing ecosystem. They function not only as active consumers but also as trendsetters, content creators, and brand amplifiers who can shape public perception through social media. Moreover, this generation tends to choose products based not only on their functional value but also on the meanings, social values, and identities embedded in them. Consequently, marketing approaches that focus solely on product attributes without addressing social and emotional values tend to be less effective.

In this context, the social marketing approach becomes highly relevant. (Kotler, 2016) explain that social marketing focuses on influencing consumer behavior through the communication of social values rather than mere economic profit. (French & Gordon 2019) further emphasize that social marketing is effective in shaping awareness, attitudes, and sustainable behavioral change. This approach is particularly suitable for promoting local products such as Liberica coffee, which contain strong social, cultural, and environmental dimensions.

Furthermore, (Filieri et al, 2022) highlight that young consumers are highly responsive to storytelling-based and authentic content. Meanwhile, (Carins & Rundle-Thiele 2014) argue that young consumers show greater sensitivity to environmental issues and tend to prefer products that demonstrate a commitment to sustainability. In addition, (Constantinides, 2014) states that social media plays a crucial role in social marketing strategies, as it enables two-way communication and active consumer engagement in disseminating messages.

However, local coffee micro, small, and medium enterprises (MSMEs) still face various challenges in implementing social marketing-based strategies, including limited financial resources, low digital literacy, restricted access to technology, and insufficient understanding of young consumers' behavior. As a result, many local coffee businesses still rely on passive, unmeasured promotional strategies that are unable to establish long-term brand loyalty.

Based on these conditions, an academic study is needed to comprehensively examine the relationship between social marketing, branding strategies, and young consumers' intention to consume Liberica coffee. This study is expected to contribute not only to theoretical

development but also to generate practical recommendations that can be directly implemented by MSMEs, local governments, and creative communities. Through a data-driven, participatory, and locally sensitive approach, Liberica coffee is expected to gain greater recognition, stronger market interest, and emerge as a symbol of local identity and pride among the younger generation of East Kalimantan.

## **2. Literature Review**

Social marketing is a marketing approach that aims to voluntarily influence the behavior of individuals or groups for the social good, utilizing the basic principles of commercial marketing. Unlike traditional marketing, which focuses on financial gain, social marketing focuses more on long-term behavioral change that benefits both individuals and society at large (Lee & Kotler 2015).

Branding is the process of shaping the perception, identity, and value of a product in the minds of consumers. According to (Keller & Sood 2003) and (Aaker 2000), important elements in branding include brand awareness, brand image, brand personality, and brand association.

According to (Schiffman 2015), consumer interest is a form of mental plan from consumers that indicates the possibility of purchasing a product or service in the future. This interest arises from a combination of personal experience, perceptions of quality, and interactions with the social environment. In a marketing context, the higher the consumer interest in a product, the greater the likelihood that the product will be purchased.

## **3. Research Method**

The study uses three primary variable: Social Marketing Variable (X) as the independent variable, Branding Variable (Z) as mediate variable; Consumption Intention Variable (Y) as the dependent variables. These variables investigated to analyze the direct and indirect effect of social marketing on consumption intention through branding as a mediating variable.

The population consists of young people in East Kalimantan aged 17–35 years who have been exposed to local coffee promotions, particularly Liberica coffee, through social media, community events, or direct interaction at coffee shops. Respondents are drawn from major urban areas, including Samarinda, Balikpapan, Bontang, and North Penajam Paser, as key centers of youth activities and economic growth.

A non-probability and purposive sampling method is used because of the heterogenic, widely scattered population. The sample criteria are (1) aged between 17 and 35 years; (2) domiciled in East Kalimantan, Indonesia; (3) being exposed to Liberica coffee promotional-media content; and (4) sidewalk use of social media such as Instagram, TikTok, or YouTube.

The sample size is determined based on (Hair et al, 2017), which suggests a minimum of 5-10 times the indicators. With 12 indicators in the present study, it needs a sample size that varies from 60 to 120 respondents. Valid and reliable data are guaranteed by selecting 120 respondents. Design: The reflective items are subjected to the outer model, and tested for validity through convergent validity, discriminant validity composite reliability, and Cronbach's alpha in this study. The core model is next applied to study the associations between variables and to assess mediation.

#### 4. Results and Discussion

##### 4.1. Results

The gender of the respondents is important to analyze as it provides insight into the characteristics of Liberica coffee consumers, particularly in understanding differences in perceptions and preferences based on gender. This also helps in assessing the effectiveness of social marketing and branding strategies across different consumer segments.

**Table 1. Gender**

Gender	Index	Percentage (%)
Male	93	77,5%
Woman	27	22,5%
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Primary data processed 2025

Based on the results of the questionnaire distribution, the majority of respondents were male, totaling 93 individuals (77.5%), while female respondents numbered 27 individuals (22.5%). This percentage indicates that the consumption of and interest in Liberica coffee are more dominant among males, although female consumers remain an important segment in shaping perceptions and the market potential of local coffee in East Kalimantan.

**Table 2. Type of work**

Type of work	Frequency	Percentage (%)
Students	65	54,2%
Government employees	10	8,3%
Private sector employee	30	25%
Businessman	15	12,5
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Primary data processed 2025

The majority of respondents in this study were students, totaling 65 individuals (54.2%), followed by private-sector employees with 30 respondents (25%), entrepreneurs with 15 respondents (12.5%), and civil servants/government employees with 10 respondents (8.3%). This composition indicates that most potential Liberica coffee consumers among young people come from academic and professional environments, which tend to be active on social media and receptive to digital-based social marketing campaigns. The diversity of respondents' occupations also reflects a range of socioeconomic backgrounds that may influence perceptions and consumption intentions toward local coffee.

**Table 3. Respondent's Domicile**

Domicile	Frequency	Percentage (%)
Samarinda	65	54,2%
Balikpapan	10	8,3%
Bontang	30	25%
Penajam Paser Utara	15	12,5
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Primary data processed 2025

Based on the results of the questionnaire distribution, the majority of respondents in this study resided in Samarinda City, totaling 65 individuals (54.2%), followed by respondents from Balikpapan with 10 individuals (8.3%), Bontang with 30 individuals (25%), and North Penajam Paser (PPU) with 15 individuals (12.5%). This distribution indicates that most respondents come from urban areas with greater access to digital media, local product promotions, and coffee consumption trends. This residential distribution also reflects the strategic potential of these regions as the primary markets for Liberica coffee in East Kalimantan, while emphasizing the importance of social marketing approaches tailored to the characteristics of each region.

## 4.2. Discussion

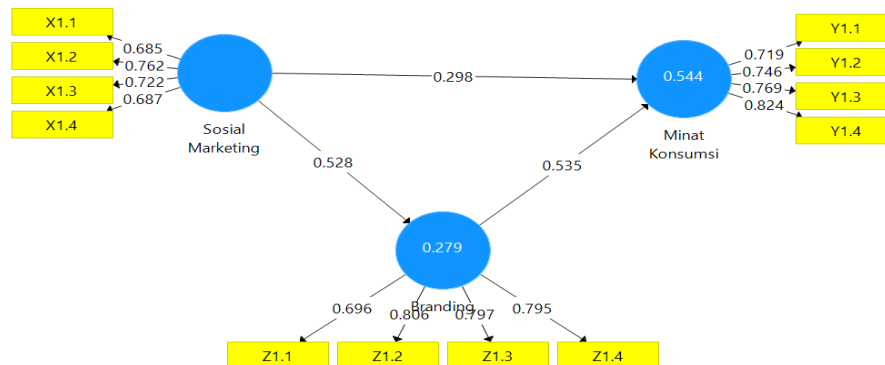
**Table 4. Outer Loading**

	<b>Social Marketing</b>	<b>Branding</b>	<b>Consumption Interest</b>
<b>X1.1</b>	0.684		
<b>X1.2</b>	0.761		
<b>X1.3</b>	0.722		
<b>X1.4</b>	0.687		
<b>Z1.1</b>		0.696	
<b>Z1.2</b>		0.806	
<b>Z1.3</b>		0.797	
<b>Z1.4</b>		0.795	
<b>Y1.1</b>			0.719
<b>Y1.2</b>			0.746
<b>Y1.3</b>			0.769
<b>Y1.4</b>			0.824

Source: Processed Data 2025

The outer loading test was conducted to assess the ability of each indicator to represent the latent variables of Social Marketing, Branding, and Consumption Intention. The analysis results showed that all indicators had outer loading values above 0.6, thus fulfilling convergent validity. In the Social Marketing variable, indicator X1.2 had the highest loading of 0.761, indicating the strongest contribution in forming the construct, while X1.1 at 0.684 had a relatively lower contribution but was still valid. In the Branding variable, indicator Z1.2 obtained the highest value of 0.806, making it the most dominant indicator in representing branding, while Z1.1 at 0.696 indicated a fairly strong relationship but not as optimal as the other indicators. As for the Consumption Intention variable, indicator Y1.4 had the highest loading of 0.824, indicating the greatest influence on the formation of consumption intention, while Y1.1 at 0.719 was still able to represent the construct well. Overall, these results indicate that all indicators have good representation capabilities and the measurement model is suitable for further analysis.

**Figure 1. Structural Model**



As depicted in the figure, no indicators were removed from the structural model because all met the validity criteria according to the convergent validity test. Factor loading and AVE values were used to evaluate convergent validity. All loading values were higher than 0.6, and all AVE values for the variables exceeded the minimum limit of 50%, indicating that each indicator had adequate ability to reflect the latent construct being measured. High loading values also indicate a strong relationship between the indicator and its variable, so that the indicator's contribution in explaining the research construct can be assessed as relevant and consistent. Thus, these results indicate that the measurement model has a good level of convergent validity, so no indicators need to be removed and all indicators are retained for further analysis.

**Table 5. Cross Loading**

	<i>Branding</i>	<i>Consumption Interest</i>	<i>Social Marketing</i>
<b>X1.1</b>	0.337	0.419	0.685
<b>X1.2</b>	0.207	0.307	0.762
<b>X1.3</b>	0.371	0.416	0.722
<b>X1.4</b>	0.498	0.459	0.687
<b>Y1.1</b>	0.517	0.719	0.404
<b>Y1.2</b>	0.530	0.746	0.398
<b>Y1.3</b>	0.455	0.769	0.497
<b>Y1.4</b>	0.608	0.824	0.477
<b>Z1.1</b>	0.696	0.477	0.312
<b>Z1.2</b>	0.806	0.557	0.446
<b>Z1.3</b>	0.797	0.540	0.323
<b>Z1.4</b>	0.795	0.566	0.523

Source: Processed Data 2025

Based on the cross-loading results, all indicators had the highest loading values on the measured constructs compared to other constructs. The Social Marketing variable (X1.1–X1.4) showed the largest loading on the Social Marketing construct, with a value range of 0.685–0.762. The same trend was observed for the Consumption Interest variable (Y1.1–Y1.4), which had the highest loading on the Consumption Interest construct, with values ranging from 0.719–0.824. The Branding variable (Z1.1–Z1.4) also showed a dominant loading on the Branding construct, with values ranging from 0.696–0.806.

Although there were several relatively high correlations between constructs, such as Y1.4 with Branding at 0.608 and Z1.4 with Consumption Interest at 0.566, these values were

still lower than the primary loadings on the original constructs. This condition indicates that each indicator is more capable of explaining the variable it represents than other variables, thus the discriminant validity of the research model can be considered fulfilled. Therefore, the indicators in this study have a good ability to differentiate each latent construct and are suitable for use in the next stage of analysis.

**Table 6. Average Variant Extracted (AVE)**

Variabel	Average Variance Extracted (AVE)	(AVE)	Information
<b>Social Marketing</b>	0.511	$\geq 0,5$	Valid
<b>Branding</b>	0.601	$\geq 0,5$	Valid
<b>Consumption Interest</b>	0.586	$\geq 0,5$	Valid

Source: Processed Data 2025

The Average Variance Extracted (AVE) test was conducted to assess the convergent validity of each latent variable in the research model. A construct is considered valid if its AVE value is  $\geq 0.50$ . The results show that all variables meet this criterion, with AVE values of 0.511 for Social Marketing, 0.601 for Branding, and 0.586 for Consumption Intention. These findings indicate that each construct is capable of explaining more than 50% of the variance of its indicators, reflecting that the indicators used are sufficiently representative in measuring their respective latent variables. In addition, the relatively higher AVE values for Branding and Consumption Intention suggest a stronger level of indicator convergence within these constructs compared to Social Marketing, although all variables remain within the acceptable validity threshold. Therefore, all constructs demonstrate good convergent validity and are suitable for further structural analysis.

**Table 7. Reliability Testing Results**

Variabel	Composite Reliability	Cronbach's Alpha	Information
<b>Social Marketing</b>	0.806	0.688	Reliabel
<b>Branding</b>	0.857	0.788	Reliabel
<b>Consumption Interest</b>	0.849	0.763	Reliabel

Source: Processed Data 2025

Based on the analysis results, all three variables in this study meet the reliability criteria. The Social Marketing variable shows a Composite Reliability value of 0.806 and a Cronbach's Alpha of 0.688, the Branding variable has a Composite Reliability of 0.857 and a Cronbach's Alpha of 0.788, while the Consumption Intention variable demonstrates a Composite Reliability of 0.849 and a Cronbach's Alpha of 0.763. These results indicate that the indicators within each construct exhibit a relatively high level of internal consistency in measuring the same latent concept. The higher Composite Reliability values across all variables also suggest that the constructs are able to explain indicator consistency more effectively, while the Cronbach's Alpha values confirm that the measurement instruments remain stable and acceptable for research purposes. Therefore, all constructs are considered reliable, indicating that the research instruments consistently measure each variable and are reliable for further analysis.

**Tabel 8. R-Square (R<sup>2</sup>)**

Variabel	R-Square
<b>Branding</b>	0,279
<b>Consumption Interest</b>	0,544

Source: Processed Data 2025

Based on the analysis results, the Branding variable has an R<sup>2</sup> value of 0.279, indicating that 27.9% of the variance in Branding is explained by the Social Marketing variable, while the remaining variance is explained by other factors outside the model. Meanwhile, the Consumption Intention variable has an R<sup>2</sup> value of 0.544, which means that 54.4% of the variance in Consumption Intention is explained by Social Marketing and Branding. These values indicate that the model has a relatively strong explanatory power, particularly in explaining consumption intention toward Liberica coffee among the respondents.

**Table 9. Path Coefficient**

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Social Marketing -> Consumption Interest	0.297	0.303	0.069	4.279	0.000
Social Marketing -> Branding	0.528	0.536	0.059	8.853	0.000
Branding -> Consumption Interest	0.535	0.528	0.076	7.020	0.000
Social Marketing -> Branding -> Consumption Interest	0.282	0.284	0.059	4.751	0.000

Source: Processed Data 2025

With hypotheses that have been formulated in the previous chapter, the results of hypothesis testing of table can be summarized as follows:

**H1:** The first test on the hypothesis demonstrates that Social Marketing has a path coefficient of 0.303 (original sample) for Consumption Intention, which reveals value of sign is positive between both. Furthermore, as a t-statistic T - value is 4.279 (>1.98) and the p- value 0 (<0.05), this correlation is significant statistically. Hence, we can infer that the impact of Social Marketing on Consumption Intention is significantly positive. This result then confirms the first hypothesis that states social marketing strategy has positive and significant effect on increasing consumption intention, including of Liberica coffee products. Therefore, hypothesis one is supported. These findings are in line with (Sharkasi & Rezakhah 2023) and (Efendi and Durmaz 2022), who highlight that the effectiveness of social marketing in increasing purchase intention depends on the delivery of authentic, value-based, and emotionally engaging social messages. In this study, young consumers are attracted not only to the taste of Liberica coffee but also to its social meaning, as they perceive their consumption as contributing to local farmers, environmental sustainability, and the preservation of regional coffee heritage.

**H2:** Thus, the findings from hypothesis 2 suggest that there is an overall positive impact of Social Marketing on Branding with a path coefficient of (original sample) at 0.536. The significance of this association is confirmed by a t-statistic value of 8.853 (> 1.98) and p-value equal to 0.000 (< 0.05). Accordingly, it can be inferred that Social Marketing has a positive and significant influence on Branding. This result is in line with the second hypothesis, by arguing that well-executed SMM tactics can create stronger, more credible and

more valuable brand perceptions in consumers' minds. This study is consistent with the findings of (Sokolova & Kefi 2020) and (Yoo *et. al* 2025), which emphasize that authentic and value-based social messages delivered through digital media, particularly by credible influencers, can strengthen brand image and identity through the formation of trust and emotional attachment. These studies support the results of this research that effective social marketing strategies, especially those implemented through social media and value-driven communication, significantly contribute to shaping and strengthening the branding of Liberica coffee among young consumers.

**H3:** According to test of the third hypothesis, it is found that a direct effect of Branding on Consumption Intention for original sample 0.528; having positive relationship between both the variables. t-value test statistics of 7.020 (>1.98) and it p-value of 0.000 (<.05) shows that this association is statistically significant. Hence, it can be inferred that Branding has positive influence and significant on Consumption Intention. This result corroborates the H3 that relates consumers' perception about brand strength, brand image and brand trust significance affect, in a positive departing manner, intention to consume coffee Liberica. Thus, Hypothesis Three is supported. This study is consistent with the findings of (Cuong, 2023), who shows that brand equity comprising brand awareness, perceived quality, brand association, and brand loyalty has a significant effect on consumers' purchase intention. It is further supported by (Hussain *et. al* 2022), who explain that brand image and brand trust act as important mediators in the relationship between social media marketing activities and purchase intention. Both studies confirm that stronger brand perceptions and trust increase the likelihood of consumers' intention to purchase, which aligns with the results of this research.

**H4:** The fourth hypothesis was also supported, and the result for the Branding as a mediator between Social Marketing towards the Consumption Intention with path coefficient (original sample) of 0.284. The t-statistic of 4.751 (>1.98) and p-value is 0.000 (<0.05) meaning the mediating effect being mediated by the mediator is significant or not? In other words, Branding is a very strong mediator to transfer the impact of social marketing plans with increasing consumption intention. The above result indicates that the implementation of social marketing will have a more ideal effect for consumer attraction with the presence of strong and positive brand in it. hence H4 is accepted. This study aligns with (Angelica *et. al* 2023), who found that social media marketing strategies significantly enhance brand equity and brand trust, which in turn influence consumers' purchase decisions through consistent, authentic, and relevant digital messaging. It is also supported by (Majeed *et. al* 2021), who demonstrate that the effect of social media marketing on purchase intention is mediated by brand equity, particularly through increased brand awareness and brand image. Together, these findings confirm the mediating role of strong branding in driving consumer interest.

## **5. Conclusion**

Based on the analysis and discussion, can be concluded as follows.

1. The social marketing strategy implemented in the marketing of Liberica coffee has been proven to have a positive and significant effect on increasing the consumption intention of young consumers in East Kalimantan. This indicates that social messages, such as encouraging the use of local products, appreciating coffee farmers, and preserving coffee culture, are able to stimulate consumers' interest in trying and purchasing the product.
2. This study also finds that social marketing significantly contributes to the formation and strengthening of the Liberica coffee brand. Through a value-based approach emphasizing

- social and local cultural aspects and creatively disseminated through digital media, positive brand perceptions increase, as reflected in higher brand awareness, brand trust, and a stronger brand image among young consumers.
3. Strong branding is proven to have a significant effect on increasing consumption intention. Respondents indicate that brand trust, perceived quality, and a clear brand identity encourage them to choose and consume Liberica coffee over other coffee products.
  4. It is shown that the effect of social marketing on the intention of consumption is significantly mediated by branding. Which suggests that the effect of social marketing on consumption intention would be maximised when combined with appropriate branding strategies contextualising characteristics of young consumers.
  5. The study reveals that Instagram, TikTok and YouTube have been especially successful in reaching the category's young consumers. Storytelling based campaign, local influencer partnerships and the use of user-generated content are known to boost engagement and product liking.
  6. Consumption intention is influenced not only by the functional aspects of the product, but also by the social values and local identity embedded in it. This indicates that young consumers in East Kalimantan tend to support products that reflect commitment to the local community and sustainability.
  7. In view of the research findings, it is suggested that coffee MSME players, especially in Liberica coffee producers, should craft marketing strategies to incorporate social marketing and branding as routine. It is an important means to promote the competitiveness of products in local and national markets, and to broaden young consumer groups..

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