



**Research Publishing
Academy (RPA)**
London, United Kingdom (UK)

JIBM

Journal of International Business and Management (JIBM)
Journal Homepage: <https://rpajournals.com/jibm>

Unravelling the Dynamics of Influencer Marketing on Social Commerce

Thi Ngoc Anh Tran¹

Thi Lan Van Mai²

Hai Ninh Nguyen^{3*}

School of International Business and Economics, Foreign Trade
University, Vietnam^{1&3}
One Mount Consumer, Vietnam²

Abstract

This research delves into the factors that contribute to the effectiveness of influencer marketing, specifically within the rapidly expanding social commerce platform. It examines how influencer characteristics like homophily, expertise, entertainment, and interactivity shape followers' experiences with review videos and perceptions of influencers. Moreover, this study particularly focuses on how these experiences shape social commerce users' reactions to review videos and their perceptions of the influencers themselves. The research further explores how these factors affect followers' willingness to heed the advice and reviews of influencers, thereby influencing brand advocacy. The research model was empirically tested using quantitative research methods on a sample of 353 active TikTok users from Vietnam. Advanced statistical techniques, including structural equation modeling, measurement instrument invariance, and multi-group analysis, were employed using the Smart PLS 4.0 software. The results of the study underscore the significance of interactivity and expertise as key influencer characteristics that shape customer experiences. These experiences, particularly in relation to review videos and the influencers themselves, were found to have a substantial impact on brand advocacy. The study concludes by offering insights to deepen the understanding of this emerging marketing phenomenon, thereby providing valuable guidance for future research and practical applications in the field of influencer marketing.

Keywords: influencer marketing, customer experience, review videos, brand advocacy

*Corresponding author: Hai Ninh Nguyen

DOI: <https://doi.org/10.37227/JIBM-2023-08-6267>

Introduction

The burgeoning prevalence of social commerce platforms as a primary source of information for consumer decision-making has led to the emergence of influencers, specifically Key Opinion Customers (KOCs). These individuals, often perceived as role models by fellow social media users, have gained significant influence due to their capacity to sway decisions across a range of topics, including but not limited to fashion, lifestyle, photography, and travel (Casalo et al., 2020; Audrezet et al., 2020). The growing acknowledgment of influencers as potent communication channels with consumers has been extensively documented (Bu et al., 2022), with KOCs demonstrating the ability

to cultivate more intimate, credible, and trusting relationships with followers compared to traditional celebrities.

The phenomenon of influencer marketing has been thoroughly investigated across various platforms such as Instagram (Tafesse & Wood, 2021; Casalo et al., 2020; Ibanez-Sanchez et al., 2021), Facebook (Arora et al., 2019; Hughes et al., 2019), Twitter (Lahuerta-Otero & Cordero-Gutiérrez, 2016), and YouTube (Sokolova & Kefi, 2020). However, the rapidly expanding social commerce platform, TikTok, remains relatively underexplored in this context. TikTok's exponential growth, particularly in the post-pandemic era, has seen it become the most downloaded application globally in 2020 and 2021, surpassing Instagram with 1506 million downloads in these years.

Despite TikTok's burgeoning popularity, with 42% of US marketers utilizing it for influencer marketing in 2021, the responses of followers to influencer marketers (TikTokers) remain largely unexamined. Prior research on influencer marketing has primarily focused on the characteristics that publications should embody to enhance influencers' credibility and opinion leadership (Casalo et al., 2020; Akdevelioglu & Kara, 2020). These studies have underscored the importance of content originality or authenticity as key factors in augmenting influencing capacity (Audrezet et al., 2020; Casalo et al., 2020; Lee et al., 2022). Other research has examined the quantity and quality of posts (Tafesse & Wood, 2021; Casalo et al., 2020) and visual and verbal factors (Ki & Kim, 2019; Lee & Theokary, 2021).

However, recent studies suggest that followers' positive responses to influencers' publications also hinge on affective factors such as influencer-follower closeness, homophily, emotional contagion (Sokolova & Kefi, 2020; Lee & Theokary, 2021; Nguyen & Vo, 2021), and positive emotions and hedonic experiences (Casalo et al., 2021; Yang & Ha, 2021). This research trajectory implies that traditional peripheral cues for persuasion, as discussed in the elaboration likelihood model (ELM) (Petty & Cacioppo, 1986), may increasingly influence followers' responses (Sokolova & Kefi, 2020; Lee & Theokary, 2021). According to Gamage & Ashill (2023), the commercial orientation of influencer-created contents strongly impacts on the followers' willingness to search information. Yet, from the contrast approach, gen Z have tendency of avoiding influencers and endorsed brands (Pradhan et al., 2023)

This study aims to explore and understand the determinants of successful influencer marketing on social commerce platform - TikTok, a platform that has gained significant traction among younger audiences. The research seeks to offer practical guidelines for influencers and companies looking to leverage this platform. The study will examine the relevance of key variables analyzed on other social networks, such as content originality, quality, quantity, and perceived opinion leadership (Casalo et al., 2020), in the context of TikTok. The research will draw on the stimuli-organism-response theoretical model (SOR) (Mehrabian & Russel, 1974), a well-established framework in influencer marketing literature (Casalo et al., 2021). The study will also explore the roles that followers' experiences towards review videos and reviewers might play in users' intentions to advocate a brand, given TikTok's playful nature and the theoretical approach of the peripheral information processing route.

Literature Review and Hypotheses Development

The concept of customer experience has been extensively explored in various contexts within the scientific literature (Ali et al., 2014; Grewal et al., 2009; Loureiro, 2014). It is often defined as a collection of sensory impressions that engage the customer's senses, resulting in a distinct sensory experience (Gilmore & Pine, 2002). When customers purchase a product or service, they are not only associating themselves with its tangible features but also with a series of memorable events (Joy & Sherry, 2003; O'Sullivan & Spangler, 1998). A company's success is often measured by its ability to deliver experiences that engage customers in a memorable and enduring manner (Ali et al., 2014). Pine and Gilmore (1998) argue that an experience is created when an organization intentionally uses services as the stage and goods as props to engage each consumer in memorable events. However, Schmitt et al. (2015) contend that experiences are individual and often result from direct observation and/or participation in events. Regardless of its form or nature, any firm-customer exchange may

lead to an experience. In essence, customer experience is considered the culmination of a customer's interaction with other actors within a broader ecosystem, acknowledging the customer's role in co-constructing the experience (Lemon & Verhoef, 2016).

The online environment, including platforms like TikTok, has also been recognized as a setting for experiences (Khalifa & Liu, 2007; Loureiro, 2015). TikTok users, as consumers, engage in a variety of activities, including watching entertainment and recreation genres, searching for product or service information through influencer review videos, and making direct online purchases from brands or firms on TikTok.

According to Lemon and Verhoef (2016), the process of searching, selecting, and purchasing is embedded within the holistic conceptualization of an experience. The online environment provides several stimuli, mainly grouped into aesthetic/design, informative, and interactive features (Loureiro, 2015; Park et al., 2007). These online stimuli create experiences that affect users in both cognitive and emotional ways (Sreejesh & Ponnamp, 2017). When the experience provides an opportunity for self-fulfillment or achievement, users are more likely to feel motivated to continue the task, interact with the website, and become more involved (Hollebeek et al., 2014; Kim et al., 2016; Uysal & Hagan, 1993). A strong sense of motivation, involvement, and a positive response to online stimuli may generate online engagement (Hollebeek et al., 2014; Kim et al., 2016). Barta et al. (2023) emphasise the vital role of influencer marketing on the hedonic experience of Tiktok users.

Klaus (2013) focused on investigating aspects of the customer experience on the online platform. He defined online customer experience as the interaction and perception of customers with products, services, and brand images encountered online. These perceptions, in turn, drive a set of outcomes, including perceived interests, feelings, judgments, and intentions. Therefore, customer experience towards review videos and towards reviewers is not only a temporary emotion of the consumer, but the user's experience includes the evaluation results after the customer's experience with the product or brand on all touchpoints. These touchpoints can include social networks, email, websites, product packaging, comments from influencers, celebrities, and review videos.

Customer experience plays a crucial role in consumers' purchase decisions (Barreda et al., 2015) and can serve as a heuristic cue or shortcut in decision making. The primary goals of brands' influencer marketing campaigns include expanding brand awareness, reaching new targeted audiences, and improving sales conversion (Statista, 2018). While brands that invest in influencer marketing aim to garner brand mentions from influencers, brands that cooperate with KOCs can enhance positive experience among their targeted consumers, thereby driving brand advocacy. Given that brand advocacy is one of the leading goals of KOC marketing and plays a significant role in purchase behaviors, this study focuses on brand advocacy rather than other attitudinal evaluations of ads or brands. This aligns with a study by Dehghani and colleagues (2016), which suggests that influencers and reviewers deliver informative and/or enjoyable content to their followers on a regular basis, including information about alternative brands or products.

The impact of customer experience on firm performance and profitability has been well-documented in previous research, emphasizing its role in value creation (Kumar et al., 2010) and its potential to enhance destination loyalty, such as the intention to revisit or promote through word-of-mouth (Kim et al., 2016). In the online context, the intention to reuse or spread positive word-of-mouth has been identified as a direct outcome of customer experience (Hollebeek et al., 2014; Baldus et al., 2015).

However, the concept of brand advocacy extends beyond the mere intention to recommend a brand. It encompasses a willingness to forgive and offer the brand another chance in the event of a misstep. Brand advocacy can be defined as the degree to which an individual actively endorses and supports a brand, often to the exclusion of other brands within the same product category (Badrinarayanan and Laverie, 2013). This extends to consumer behaviors such as the intention to try new products from the brand, spreading positive word-of-mouth, and demonstrating resilience in the face of negative information or other issues. When consumers are prepared to advocate for and promote a brand, it suggests a deep level of engagement and connection with the brand. In the context of the TikTok platform, this experience could manifest in two distinct ways: customer experience towards review videos and customer experience towards reviewers.

- **H1:** Entertainment has a significantly positive impact on Customer Experience towards Review Videos.
- **H2:** Interactivity has a significantly positive impact on Customer Experience towards Review Videos.
- **H3:** Homophily has a significantly positive impact on Customer Experience towards Reviewers.
- **H4:** Expertise has a significantly positive impact on Customer Experience towards Reviewers.
- **H5:** Customer Experience towards Reviewers has a significantly positive impact on Customer Experience towards Review Videos.
- **H6:** Customer Experience towards Review Videos will have a significantly positive impact on Brand Advocacy.
- **H7:** Customer Experience towards Reviewers will positively influence Brand Advocacy.

This study aims to explore these relationships further, contributing to the understanding of brand advocacy in the context of online social commerce, particularly on the TikTok platform.

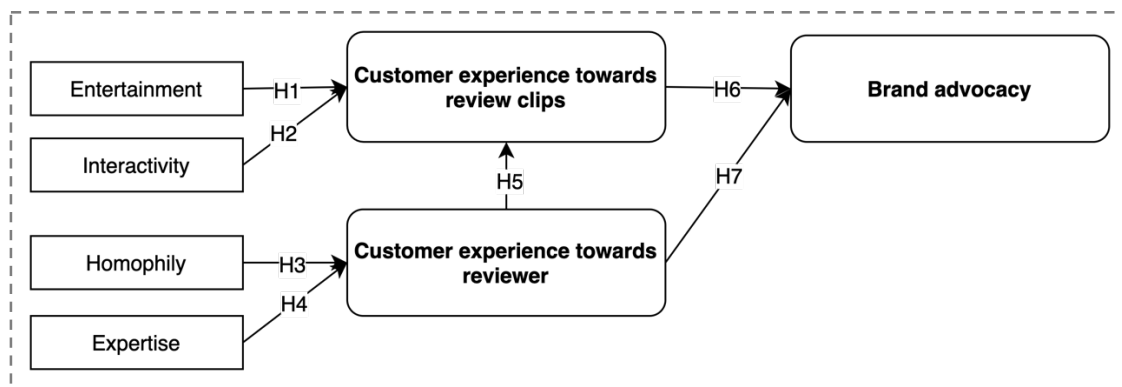


Fig. 1: Proposed research model

Research Methodology

This study employed a quantitative research approach, utilizing structured questionnaires adapted from existing studies. The data, collected via Google Forms, was distributed to Vietnamese individuals through personal contact account (SMS, FB, viber, titok account) and subsequently analyzed using SMART PLS 4.0, following a thorough purifying process to eliminate errors and missing data. The sample was obtained through a Facebook "request for volunteer form," targeting active TikTok users who regularly watch review videos and follow at least one influencer on the platform. This approach yielded a total of 353 valid responses, after excluding incomplete questionnaires, inconsistent responses, and extreme multivariate outliers. This research aims to provide valuable insights into the influence of customer experience on brand advocacy within the context of TikTok - a rapidly growing social commerce platform.

In this study, the five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree) was employed to assess all items. The assessment items related to Customer Experience towards Review Videos and Customer Experience towards Reviewers were adapted from the work originally proposed and validated by Klaus et al. (2013), Nguyen & Vo (2021), Nguyen & Tran (2023). Additionally, the scales used to measure brand advocacy were derived from the scales developed by Bilro et al. (2018), Nguyen & Vo (2021).

Results & Analysis

Measurement Model

The proposed model was subjected to analysis and interpretation using SMART PLS 4.0 software. The initial step in implementing this approach involved assessing the suitability of the measurements,

which was done by evaluating the reliability of individual measures and examining the discriminant validity of the constructs. Subsequently, the structural model was assessed.

As recommended by Hair et al. (2014), if the outer loadings surpass 0.70, the observed variables are considered acceptable. In the context of this study, all items (as presented in Table 2) exhibited loadings equal to or greater than 0.708, and thus, they were deemed acceptable. The measures demonstrated satisfactory convergent validity, as indicated by the average variance of manifest variables extracted by constructs (AVE), which exceeded 0.50. This suggests that more variance was accounted for than remained unexplained in the variables associated with each construct. Notably, all 38 factors within the 7 constructs displayed AVE values exceeding 0.5, affirming convergent validity (Table 1).

To evaluate the measurement model's reliability, Composite Reliability (CR) values and Cronbach's Alpha (CA) were assessed, in accordance with the guidelines outlined by Hair et al. (2017). As depicted in Table 1, the CA values ranged between 0.842 and 0.887, while the CR values ranged between 0.846 and 0.889. These findings indicate that all constructs exhibit a high level of reliability, with values exceeding the recommended threshold of 0.7.

Table 1. Internal Consistency Reliability and Convergent Validity

Constructs	Code (items)	Factor loadings	CA	CR	AVE
Brand advocacy	BA (6)	0.736 – 0.851	0.886	0.889	0.638
Customer experience - reviewers	CER (5)	0.811 - 0.850	0.887	0.888	0.690
Customer experience - review videos	CEV (5)	0.758 – 0.841	0.867	0.868	0.655
Entertainment	E (6)	0.754 – 0.817	0.842	0.846	0.614
Expertise	EX (5)	0.772 – 0.824	0.854	0.856	0.632
Homophily	HO (6)	0.708 – 0.826	0.867	0.869	0.602
Interactivity	IN (5)	0.775 – 0.839	0.862	0.863	0.644

The assessment of discriminant validity in this study adhered to the criterion proposed by Fornell and Larcker (1981), which suggests that the square root of the Average Variance Extracted (AVE) should be greater than the correlation between two constructs within the model. Additionally, in line with the approach recommended by Henseler et al. (2014), Heterotrait-Monotrait (HTMT) was employed as a measure of the similarity between latent variables. Discriminant validity is considered to be adequately established when the HTMT value does not exceed 0.85, while values exceeding 0.85 indicate a lack of discriminant validity (as outlined by Kline, 2016, and Clark & Watson, 1995). The findings presented in Table 1 indicate that the square roots of the AVE for each variable exceeded the corresponding correlations, providing empirical support for the fulfillment of the discriminant validity criterion. Furthermore, as illustrated in Table 3, all HTMT values were found to be below the threshold of 0.85. This evidence substantiates that all constructs in the study met the requirement for discriminant validity. In summary, the research results affirm that the measurement model exhibited both convergent and discriminant validity. (Table 2)

Table 2. The Heterotrait-monotrait ratio (HTMT)

	BA	CER	CEV	E	EX	HO	IN
BA							
CER	0.738						
CEV	0.748	0.515					
E	0.43	0.298	0.631				
EX	0.414	0.61	0.405	0.169			
HO	0.519	0.709	0.476	0.304	0.558		
IN	0.414	0.327	0.648	0.55	0.353	0.415	

The evaluation of the structural model involved the examination of seven relationships formed by seven latent variables. The validity of the structural model was assessed through two key metrics: the coefficient of determination (R²) and the path coefficient. To ensure statistical significance, the study employed a bootstrapping process with 5000 subsamples, examining p-values and standard errors.

Multicollinearity, a phenomenon where high correlations exist between independent variables in the model, violating the assumption of independence in linear regression models, was assessed using Collinearity Statistics, as suggested by Hair et al. (2019). When the Variance Inflation Factor (VIF) exceeds 5.00, it indicates a high likelihood of multicollinearity in the model, while a VIF value below 3.00 suggests a low likelihood of multicollinearity.

The findings revealed that the VIF values ranged from 1.114 to 1.332, with all values falling below the threshold of 3. Therefore, there was no evidence of multicollinearity in the model, as demonstrated in Table 3.

Table 3. Collinearity statistics (VIF)

	BA	CER	CEV	E	EX	HO	IN
BA							
CER	1.257		1.114				
CEV	1.257						
E			1.309				
EX		1.298					
HO		1.298					
IN			1.332				

Hair et al. (2016) proposed to evaluate the quality of the structural model by the SRMR value. Accordingly, if the SRMR value is less than 0.1, the model would fit the hypothesis. The research showed that the SRMR value was 0.053 (Saturated model) and 0.054 (Estimated model) which were less than 0.1, proving that the model was suitable to test the hypothesis

Table 4. R-square, Q² - value

	R-square	R-square adjusted	Q ² (=1-SSE/SSO)	SRMR
BA	0.592	0.590	0.371	0.054
CER	0.459	0.456	0.312	
CEV	0.482	0.477	0.311	

The R-square (R²) value signifies the extent to which independent variables elucidate the variance in the dependent variable within the regression model. According to Cohen (2013), when the R² value is equal to or greater than 0.26, it indicates a significant level of explanatory power of the independent variables on the dependent variable. In this study, the R² values for Brand Advocacy (BA), Customer Experience towards Reviewers (CER), and Customer Experience towards Review Videos (CEV) were calculated as 0.592, 0.459, and 0.482, respectively. All of these R² values exceeded the 0.26 threshold (Table 6).

Consequently, it can be inferred that approximately 59.2% of the variance in Brand Advocacy (BA) is accounted for by Customer Experience towards Review Videos (CEV) and Customer Experience towards Reviewers (CER). Moreover, the variables Homophily and Expertise can elucidate approximately 45.9% of the variance observed in Customer Experience towards Reviewers. Similarly, Entertainment and Interactivity variables exhibit the capability to explicate approximately 48.2% of the variance in Customer Experience towards Review Videos.

The Q² value serves as an indicator of the predictive capability of independent variables on the dependent variable. In line with the framework proposed by Tenenhaus et al. (2005), Q² is regarded as a measure to assess the overall quality of the component model. Therefore, when all component models exhibit Q² values greater than 0, it signifies that the overall structural model of the study is deemed valid and possesses predictive capacity for the dependent constructs. The results

obtained, as presented in Table 4, demonstrate that the Q2 values for Brand Advocacy, Customer Experience towards Review Videos, and Customer Experience towards Reviewers all exceed 0. This suggests that these factors exhibit an acceptable level of prediction accuracy, thus substantiating their suitability in the predictive modeling context.

In line with the guidelines outlined by Gronemus et al. (2010), the examination of path coefficients is crucial in assessing the extent of change in the dependent variable attributable to each independent variable. The statistical significance of these impact paths is determined through the utilization of p-values. When the p-value is less than 0.05, it indicates that the path coefficients attain statistical significance. As depicted in Table 5, it is evident that all path coefficients under scrutiny in this study are statistically significant, as their respective p-values fall below the 0.05 threshold. This underscores the robustness and validity of the relationships between the variables being examined.

Table 5. Bootstrapping values

	<i>Beta</i>	<i>t</i>	<i>f</i> ²	<i>p-values</i>
CER -> BA	0.449	11.508	0.394	0.000
CER -> CEV	0.276	6.769	0.132	0.000
CEV -> BA	0.454	12.096	0.401	0.000
E -> CEV	0.314	6.772	0.145	0.000
EX -> CER	0.304	6.52	0.131	0.000
HO -> CER	0.477	11.289	0.324	0.000
IN -> CEV	0.334	6.473	0.162	0.000

The consideration of effect size (f^2) for each path, as recommended by Hair et al. (2017), provides insight into the strength of influence exerted by independent variables on the dependent variable. Cohen's (1988) proposed f^2 index offers a framework for evaluating the significance of independent variables, categorized as follows:

- $f^2 < 0.02$: Signifying an extremely small or negligible effect.
- $0.02 \leq f^2 < 0.15$: Indicating a small impact.
- $0.15 \leq f^2 < 0.35$: Suggesting a medium impact.
- $f^2 \geq 0.35$: Reflecting a substantial and significant impact.

The analysis revealed the following impact relationships:

- The relationship between Customer Experience towards Reviewers and Brand Advocacy, as well as between Customer Experience towards Review Videos and Brand Advocacy, demonstrated large influences, with f^2 values of 0.394 and 0.401, respectively, both exceeding 0.35.
- The impact relationship between Homophily and Customer Experience towards Reviewers, as well as between Interactivity and Customer Experience towards Review Videos, exhibited significant influences, with f^2 values of 0.324 and 0.162, respectively, falling within the range of 0.15 to 0.35.
- The remaining relationships in the analysis displayed smaller influences, with f^2 values ranging from 0.02 to 0.15.

Consequently, the study findings provide support for hypotheses H1, H2, H3, H4, H5, H6, and H7 within the model, confirming the significance of these relationships in the context of the research.

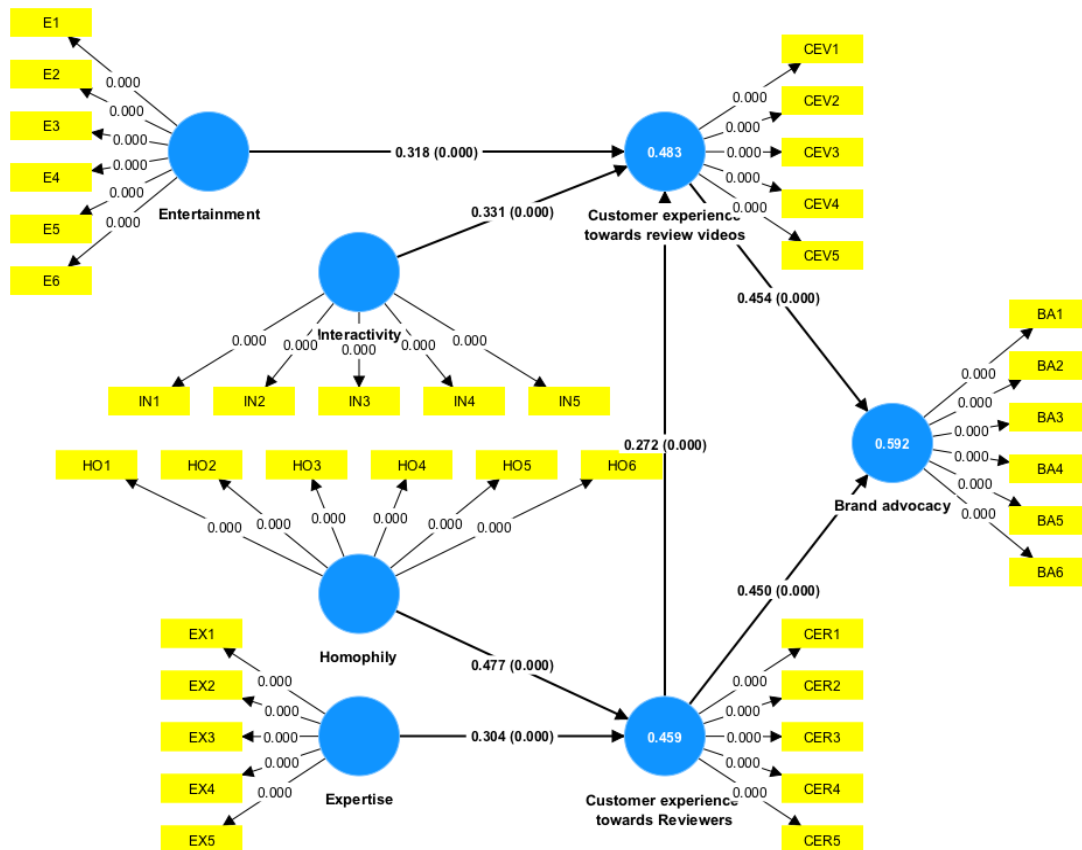


Fig 2. Structural Modeling results

Discussions and Implications

The outcomes of this study provide valuable theoretical contributions and practical insights. This research contributes to the field of influencer marketing, brand advocacy, and customer experience, with a focus on the shoptertainment platform TikTok. It explores how review videos and reviewers serve as experiential stimuli that drive online brand advocacy. The study reveals that reviewers and their reviews act as motivational stimuli, forging emotional connections with online brands, prompting users to engage with and advocate for the brand. The findings of this study have significant theoretical and practical implications that warrant further exploration and consideration.

The literature suggested that influencer characteristics like homophily, expertise, entertainment value, and interactivity are important drivers of positive customer experiences and engagement (Sokolova & Kefi, 2020; Casalo et al., 2021; Lee & Theokary, 2021). The findings of this study provide empirical validation for these relationships in the context of TikTok. Specifically, the significant positive impacts of homophily and expertise on customer experience towards reviewers align with prior research emphasizing the relevance of these influencer traits.

However, the study reveals some divergence from existing literature as well. For instance, while entertainment value has been highlighted as a key predictor of positive responses to influencer content (Yang & Ha, 2021), this research found it to be less impactful compared to interactivity in shaping customer experience towards review videos. The paramount role of interactivity underscores the interactive, participatory nature of the TikTok platform.

The influence of customer experiences on brand advocacy also aligns with previous studies demonstrating the link between positive customer engagement and brand recommendation intentions (Hollebeek et al., 2014; Baldus et al., 2015). However, this impact relationship has not been extensively analyzed specifically in relation to influencer-focused customer experiences on social commerce platforms. Therefore, this study's findings offer novel empirical evidence substantiating the significant positive effects of customer experiences on brand advocacy in the TikTok context.

Overall, while the research outcomes reinforce some established relationships, they also uncover nuanced dynamics particular to the interactive social commerce domain of TikTok.

Theoretical Contributions

This research contributes to the evolving field of influencer marketing. It delves into the intricate dynamics of how influencers, particularly those on TikTok, can impact brand advocacy through customer experience with review videos and reviewers. By shedding light on these mechanisms, the study enriches our understanding of the complex interplay between influencers, customer experience, and brand advocacy. Customer experience is a key driver of consumer behaviour, and this study highlights its pivotal role in shaping brand advocacy. By dissecting the components of customer experience related to review videos and reviewers, the research underscores the importance of providing users with compelling and enriching experiences. This insight is crucial for businesses aiming to harness the power of customer engagement.

Brand advocacy is no longer confined to traditional forms of advertising. This study emphasizes the emergence of online brand advocacy as a consequence of positive customer experiences with influencer-generated content. This shift underscores the evolving landscape of brand-consumer interactions in the digital age, which is essential knowledge for brand managers and marketers. The study pinpoints specific factors such as entertainment, interactivity, homophily, and expertise as influential drivers of customer experience with review videos and reviewers. This granularity offers a deeper understanding of the nuances in influencer marketing strategies. It allows brands to make informed decisions about the types of influencers and content that resonate most with their target audience.

Managerial Implications

Brand managers and firms should recognize the significance of crafting authentic, relevant, and valuable review videos for TikTok users. These videos create stronger emotional connections, enhance user experience, and ultimately lead to brand advocacy. Therefore, companies need to invest in content generation and management strategies that align with user preferences and expectations. Collaborating with influencers can be a powerful strategy for brands. Influencers can play a crucial role in mentioning and using brand products in their videos, thereby leveraging their authenticity and reach to foster brand advocacy. Businesses should establish meaningful partnerships with influencers whose values and content align with their brand identity.

Customer-generated media content has become a significant force in shaping brand perception. Brands should pay attention to how they organize and amplify such content to advocate for their products or services. Managing the quality and relevance of user-generated content can boost brand advocacy. Measuring Customer Experience: Customer experience should be measured, monitored, and continually improved. Brands should develop metrics and KPIs (Key Performance Indicators) to gauge the impact of customer experience on brand advocacy. This ongoing evaluation enables companies to fine-tune their strategies and enhance customer engagement.

Limitations and Future Research Directions

Alongside the theoretical and practical contributions, this study has certain limitations that provide avenues for future research. Firstly, the use of a convenience sample of TikTok users in Vietnam limits the generalizability of the findings. Expanding the research to a more diverse, representative sample could enhance generalizability. Secondly, the cross-sectional nature of the data restricts the ability to determine causality between the variables. Employing a longitudinal approach could better establish causal links between the constructs. Thirdly, the reliance on self-reported survey measures introduces the possibility of common method bias. Using multi-source data collection combining surveys with objective behavioral data could overcome this limitation. Fourthly, the model focuses on a limited set of variables, excluding potential moderating factors like user demographics and psychological traits. Incorporating moderators could provide a more nuanced understanding of boundary conditions for the hypothesized relationships. Fifthly, the study utilized quantitative

methods. Complementing this with qualitative techniques, such as interviews or focus groups, could offer richer insights into user perceptions and attitudes. Finally, the research was confined to TikTok as the social commerce platform. Comparing findings across multiple platforms could identify platform-specific effects versus generalized patterns in influencer marketing outcomes.

In summary, expanding the research across cultural contexts, employing longitudinal approaches, using multi-method data collection, incorporating moderators, and comparing platforms represent fruitful areas for future studies to advance knowledge in this emerging domain.

References

- Akdevelioglu, D., & Kara, A. (2020). Impact of authenticity on purchase intention: The mediating roles of electronic word-of-mouth and brand equity. *Journal of Global Fashion Marketing*, 11(3), 249-263.
- Ali, F., Kim, W. G., Li, J., & Jeon, H. M. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing & Management*, 7(1), 1-11.
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from Facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, 86-101.
- Audrezet, A., Olivier 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.
- Badrinarayanan, V., & Laverie, D. A. (2011). Brand advocacy and sales effort by retail salespeople: Antecedents and influence of identification with manufacturers' brands. *Journal of Personal Selling & Sales Management*, 31(2), 123-140.
- Baldus, B. J., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of business research*, 68(5), 978-985.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in online social networks. *Computers in Human Behavior*, 50, 600-609.
- Batra, R., & Stayman, D. M. (1990). The role of mood in advertising effectiveness. *Journal of Consumer research*, 17(2), 203-214.
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70, 103149.
- Bilro, R. G., Loureiro, S. M., & Ali, F. (2018). The role of website stimuli on well-being and satisfaction: A study of young people in rural tourism experiences. *Journal of Hospitality and Tourism Technology*, 9(2), 204-222.
- Bu, K., Jia, X., Li, J., & Yin, S. (2022). Leveraging social media influencers for health interventions: quadratic effects of credibility on online health information diffusion. *Information Systems Research*, 33(2), 568-589.
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2021). Building consumer–influencer relationships on Instagram: The role of consumers' attachment and parasocial interaction. *Journal of Retailing and Consumer Services*, 59, 102375.
- Chen, A., Lu, Y., Gupta, S., & Xiaolin, Q. (2014). Can customer experience be too good? Examining the nonlinear relationship between customer experience and loyalty. *Customer Needs and Solutions*, 1(4), 312-320.
- Clark, L. A., & Watson, D. (1995). Constructing validity: Basic issues in objective scale development. *Psychological assessment*, 7(3), 309.
- Cohen, J. (2013). *Statistical Power Analysis for the Behavioral Sciences*. Routledge.
- Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165-172.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.

- Gamage, T. C., & Ashill, N. J. (2023). # Sponsored-influencer marketing: effects of the commercial orientation of influencer-created content on followers' willingness to search for information. *Journal of Product & Brand Management*, 32(2), 316-329.
- Gilmore, J. H., & Pine, B. J. (2002). Customer experience places: the new offering frontier. *Strategy & leadership*, 30(4), 4-11.
- Grewal, D., Levy, M., & Kumar, V. (2009). Customer experience management in retailing: An organizing framework. *Journal of retailing*, 85(1), 1-14.
- Grönroos, C., & Voima, P. (2013). Critical service logic: making sense of value creation and co-creation. *Journal of the academy of marketing science*, 41(2), 133-150.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.
- 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.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165.
- Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of Marketing*, 83(5), 78-96.
- Ibáñez-Sánchez, S., Casaló, L. V., & Flavián, C. (2021). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510-519.
- Joy, A. & Sherry, J. F. (2003). Speaking of Art as Embodied Imagination: A Multisensory Approach to Understanding Aesthetic Experience. *Journal of Consumer Research*, 30(2): 259-282.
- Khalifa, M., & Liu, V. (2007). Online consumer retention: contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, 16(6), 780-792.
- Ki, C. W. C., & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology & Marketing*, 36(10), 905-922.
- Kim, J. J., Lee, H., & Chae, Y. (2016). Scientists' online video engagement. *Journalism & Mass Communication Quarterly*, 93(1), 172-190.
- Kline, R. B. (2016). Principles and practice of structural equation modeling. Guilford publications.
- Klaus, P. (2013). The case of Amazon. com: towards a conceptual framework of online customer service experience (OCSE) using the emerging consensus technique (ECT). *Journal of Services Marketing*, 27(6), 443-457.
- Lahuerta-Otero, E., & Cordero-Gutiérrez, R. (2016). Looking for the perfect tweet. The use of data mining techniques to find influencers on twitter. *Computers in Human Behavior*, 64, 575-583.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.
- Lee, S. Y., & Theokary, C. (2021). Impact of influencer marketing on consumer responses: the role of follower emotional bonds with influencers. *Cogent Business & Management*, 8(1), 1868785.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
- Loureiro, S. M. C. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, 40, 1-9.
- Loureiro, S. M. C. (2015). The role of website quality on PAD, attitude and intentions to visit and recommend island destination. *International Journal of Tourism Research*, 17(6), 545-554.
- Nguyen, H. N., & Vo, H. T. T. (2021). Consumers Acceptance and Intention to Forward EWOM Messages: The Influences of Volume, Valence, Content Quality, Source Credibility and Homophily. *Journal of International Business and Management*, 4(9), 01-16.

- Nguyen, H. N., & Tran, M. D. (2023). Antecedents and outcomes of omnichannel retail customer experience. *International Journal of Electronic Marketing and Retailing*, 14(2), 171-189.
- O'Sullivan, E. L., & Spangler, K. J. (1998). Experience marketing: Strategies for the New Millennium. Venture, Indiana.
- Park, Y. A., Gretzel, U., & Sirakaya-Turk, E. (2007). Measuring web site quality for online travel agencies. *Journal of Travel & Tourism Marketing*, 23(1), 15-30.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Communication and persuasion* (pp. 1-24). Springer, New York, NY.
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review*, 76, 97-105.
- Pradhan, D., Kuanr, A., Anupurba Pahi, S., & Akram, M. S. (2023). Influencer marketing: When and why gen Z consumers avoid influencers and endorsed brands. *Psychology & Marketing*, 40(1), 27-47.
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, 15(1-3), 53-67.
- Sokolova, K., & Kefi, H. (2020). 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, 101742.
- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2014). Business research methods: An applied orientation. Springer, Cham.
- Statista. (2018). Most important influencer marketing campaign objectives worldwide. Retrieved from <https://www.statista.com/statistics/250463/most-important-influencer-marketing-campaign-objectives/>
- Tafesse, W., & Wood, B. P. (2021). Followers' engagement with instagram influencers: The role of influencers' content and engagement strategies. *Journal of Retailing and Consumer Services*, 58, 102327.
- Tenenhaus, M., Vinzi, V. E., Chatelin, Y. M., & Lauro, C. (2005). PLS path modeling. *Computational statistics & data analysis*, 48(1), 159-205.
- Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of hospitality and tourism*, 21, 798-810.
- Wang, X. (2020). Humor and camera view on mobile short-form video apps influence user experience and technology-adoption intent, an example of TikTok (Douyin). *Computers in Human Behavior*, 110, 106373.
- Yang, H. C., & Ha, J. P. (2021). Nature of parasocial relationship in the social media context and its impact on sponsorship outcomes. *Journal of Retailing and Consumer Services*, 58, 102308.
- Yadav, R., Bhutani, I., Jain, V., Tripathi, A. K., Kumar, R., & Ali, S. W. (2021). Examining purchase intention for luxury brand: integrating stimulus-organism-response framework, brand engagement and brand experience. *Journal of Retailing and Consumer Services*, 63, 102719.