

The Influence of Content Marketing, Influencer Marketing, and Paid Advertising on Purchase Decisions in Blibli E-Commerce

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Abstract

This study examines the influence of Content Marketing, Influencer Marketing, and Paid Advertising on consumer purchase decisions within Blibli, one of Indonesia's major e-commerce platforms. The research was conducted using a quantitative approach with a sample of 100 respondents collected via online questionnaires distributed to active Blibli users. Multiple linear regression analysis was used to measure the partial and simultaneous effects of the three marketing variables on purchase decisions. The findings indicate that Content Marketing has a significantly positive effect on purchase decisions, suggesting that informational content is a big difference maker to stimulate purchasing behavior. Influencer Marketing also shows a positive and significant effect, indicating that credibility, relatability, and parasocial dynamics strongly contribute to consumer trust and purchase tendencies. Paid Advertising also demonstrates a positive and significant influence, revealing that targeted exposure and platform-sponsored promotions effectively convert consumer interest into transactions. Simultaneously, all three variables together have a significant effect, showing that integrated marketing strategies produce stronger consumer responses than isolated initiatives. The study concludes that Blibli and its partnered sellers should continue to use all three advertising methods and optimize paid advertising regularly to maintain content quality and to support brand retention. Recommendations for future research include expanding sample diversity and examining additional psychological constructs such as consumer trust, brand loyalty, and perceived value.

Keywords: *Content Marketing, Influencer Marketing, Paid Advertising, Purchase Decisions, Blibli.*



A. INTRODUCTION

The rapid development of digital technology has fundamentally transformed consumer behavior and the ways businesses communicate with their audiences. In Indonesia, the growth of e-commerce has been especially significant, with platforms such as Blibli competing to retain users through diverse marketing strategies. As purchasing activities increasingly shift from physical stores to online environments, the factors that drive consumers to make purchasing decisions have become more complex and psychologically influenced. This has created a need for businesses to understand which digital marketing elements most effectively shape consumer interest, trust, and transactional action.

One of the primary strategies utilized in online marketplaces is Content Marketing, which involves presenting informative, relevant, and engaging material to potential consumers. In an e-commerce context, Content Marketing may include

product descriptions, comparison charts, shopping guides, and value-based narratives intended to support decision-making. Prior studies suggest that content can increase brand awareness and perceived usefulness. However, in highly competitive digital platforms where attention spans are short, content alone may not sufficiently persuade users to convert browsing into purchasing. This raises an important question: does Content Marketing still play a significant role in influencing purchase decisions in modern e-commerce, or has its persuasive impact been overshadowed by more emotionally driven marketing forms?

A second influential factor is Influencer Marketing, which leverages social figures, online personalities, or micro-content creators to promote products. Unlike traditional endorsements, influencer persuasion is rooted in perceived authenticity, relatability, and parasocial interaction. Consumers often feel emotionally connected to influencers, interpreting recommendations as trustworthy and personalized. Research has shown that influencer credibility can directly affect buying tendencies, especially among younger demographics who rely on social proof. On platforms like Blibli, where visual impressions and social validation shape buyer confidence, the strength of influencer marketing becomes particularly relevant.

The third component examined in this study is Paid Advertising, which refers to promotional exposure purchased through platform-based or external digital ad systems. Paid Advertising can take the form of sponsored listings, banner placements, targeted ads, retargeting campaigns, and algorithm-driven product recommendations. Unlike organic reach, paid exposure ensures visibility and frequency, two psychological triggers known to accelerate purchase decisions. In e-commerce environments, Paid Advertising can guide consumers through the sales funnel more efficiently by presenting products repeatedly until familiarity and urgency are achieved. Prior findings indicate that paid promotions can significantly boost transactional conversion, especially when combined with discounts and time-sensitive incentives.

Understanding how these three variables operate—individually and collectively—is essential for sellers and platform operators aiming to optimize marketing investments. While each strategy carries persuasive potential, their effectiveness may differ depending on user demographics, browsing habits, and trust dynamics. Blibli, as one of Indonesia's established e-commerce players, provides a relevant context because it competes not only through product availability but also through marketing communication quality. Consumer decisions on Blibli are influenced by layered psychological triggers, including risk perception, platform trust, brand familiarity, and social influence. Therefore, evaluating which marketing elements have the strongest measurable impact is highly valuable.

This study was conducted using a quantitative approach involving respondents who actively engage in Blibli purchasing activities. The research aims to analyze the partial influence of each variable—Content Marketing, Influencer Marketing, and Paid Advertising—on purchase decisions, as well as their simultaneous combined effect. The objective is to provide empirical evidence on

which marketing factors most effectively stimulate consumer decision-making in the Blibli ecosystem.

The findings of this research contribute to academic discussions on digital marketing effectiveness, while also offering practical implications for businesses operating within e-commerce platforms. For practitioners, the results may serve as a reference for prioritizing marketing budgets, designing engagement strategies, and improving consumer targeting. For academic development, this study adds to the body of knowledge by presenting updated measurements aligned with Indonesia's evolving e-commerce landscape.

This study aims to examine the effectiveness of three key digital marketing strategies in influencing consumer purchase decisions on the Blibli e-commerce platform. Specifically, the research seeks to analyze the individual impact of Content Marketing, Influencer Marketing, and Paid Advertising on consumer behavior, while also evaluating the combined effect of these variables when applied simultaneously. By assessing both partial and collective influences, this study intends to provide a comprehensive understanding of how these marketing approaches contribute to shaping purchasing decisions within the competitive e-commerce environment.

B. LITERATURE REVIEW

Content marketing emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and retain consumers rather than directly promoting products (Pulizzi, 2012). In digital commerce environments, content marketing strengthens brand familiarity and nurtures long-term customer relationships (Holliman & Rowley, 2014). Recent findings show that interactive and personalized content increases emotional engagement and positively influences purchase consideration (Hollebeek & MacCarthy, 2021). However, content marketing often yields gradual persuasive effects, making its impact on immediate purchasing decisions weaker compared to more direct promotional tools.

Influencer marketing leverages the credibility, attractiveness, and perceived authenticity of individuals with established online followings to affect consumer attitudes (Lou & Yuan, 2019). Followers often perceive influencers as relatable peers, enhancing persuasion through parasocial connection (Djafarova & Rushworth, 2017). Studies indicate that influencer endorsement strength depends on perceived expertise, trustworthiness, and shared identity with audiences (Ki, Cuevas, Chong, & Lim, 2020). In e-commerce settings, influencer marketing has been shown to shape consumer preferences rapidly and trigger impulsive purchasing behaviors, especially in younger demographics.

Paid advertising involves sponsored promotional placements designed to deliver targeted messages across digital platforms. Research shows that ad relevance and personalization significantly increase conversion probability (Bleier & Eisenbeiss, 2015). However, repeated exposure may reduce effectiveness due to ad fatigue, causing consumers to ignore or avoid promotional content (Lambrecht & Tucker, 2013). Additionally, privacy concerns and algorithmic filtering influence how

consumers perceive and respond to paid advertisements (Goldfarb & Tucker, 2011). Despite limitations, paid advertising remains one of the strongest predictors of short-term purchasing action due to its wide reach and persuasive immediacy.

The consumer decision process involves problem recognition, information search, evaluation of alternatives, purchase choice, and post-purchase evaluation (Kotler & Keller, 2016). Digital consumers increasingly rely on online cues such as reviews, social proof, and influencer recommendations when forming purchase intentions (Schiffman & Wisenblit, 2015). This transition shows how psychological triggers interact with online marketing exposure to shape decision pathways in e-commerce.

Prior studies demonstrate that: (1) content marketing increases engagement but not instant purchasing, (2) influencer marketing affects emotional persuasion and identity signaling, (3) paid advertising produces high conversion but declines with saturation. However, few studies have examined these three variables simultaneously within the context of a single Indonesian e-commerce platform, especially one undergoing financial fluctuation such as Blibli. Existing research on Indonesian e-commerce focuses more on Tokopedia and Shopee (Nugroho & Yulia, 2020; Hidayat & Prasetyo, 2021), leaving a measurable research gap. This study addresses that gap by analyzing the combined influence of these marketing strategies on purchase decisions specifically within Blibli.

Based on established theoretical perspectives, each independent variable in this study is expected to exert a positive influence on consumer purchase decisions. Content marketing is assumed to enhance consumer awareness and consideration, influencer marketing is believed to strengthen persuasion and emotional engagement, while paid advertising is expected to trigger more immediate purchase actions. Together, these three marketing components provide an integrated conceptual foundation that is empirically tested using multiple linear regression analysis. Accordingly, the study proposes four hypotheses:

H1: Content marketing has a positive and significant effect on purchasing decisions.

H2: Influencer marketing has a positive and significant effect on purchasing decisions.

H3: Paid advertising has a positive and significant effect on purchasing decisions.

H4: Content marketing, influencer marketing, and paid advertising have a positive and significant effect on purchasing decisions.

C. METHODS

This study uses a quantitative explanatory research design aimed at measuring the influence of Content Marketing, Influencer Marketing, and Paid Advertising on consumer purchasing decisions on the Blibli e-commerce platform. The approach is associative, examining causal relationships between independent and dependent variables through statistical testing.

The population in this study consists of active users who have made purchases through Blibli. A non-probability sampling technique was applied, specifically purposive sampling, with the following criteria: (1) respondents have used Blibli at

least once, (2) respondents are aware of online marketing exposure, and (3) respondents are capable of evaluating their own purchasing decision experiences. A total of 100 valid responses were collected and used for data analysis, meeting the minimum threshold for multiple linear regression.

Primary data were collected through an online questionnaire distributed via Google Forms. The instrument measured perceptions related to the three independent variables and the dependent variable using statements rated on a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Secondary data were sourced from academic journals, market reports, and industry publications relevant to digital marketing and e-commerce consumer behavior.

Table 1. Variables and Definitions

Variable Type	Variable Name	Operational Definition
Independent	Content Marketing	Informational, engaging, and value-based content presented by Blibli that influences awareness and consideration.
Independent	Influencer Marketing	Exposure to influencer endorsements, perceived credibility, and persuasive effect related to Blibli purchasing.
Independent	Paid Advertising	Sponsored digital ads, promotional placements, and targeted messaging promoting Blibli products.
Dependent	Purchase Decision	The final act of selecting and purchasing a product on Blibli, including confidence and intention indicators.

Each variable was measured using multiple statement items to ensure construct validity. Data were processed using SPSS and analyzed through:

1. Validity and Reliability Testing: to confirm that questionnaire items accurately measure each construct.
2. Classical Assumption Testing: including normality, multicollinearity, and heteroscedasticity, ensuring regression feasibility.
3. Multiple Linear Regression Analysis: to determine the simultaneous and partial effects of the independent variables on purchasing decisions.
4. Coefficient of Determination (R^2): to assess how much variation in purchasing decisions can be explained by the marketing variables.
5. t-test and F-test: to evaluate statistical significance both individually and collectively.

All respondents participated voluntarily, received information about the purpose of the research, and submitted responses anonymously. No personal identifying information was collected or stored.

D. RESULTS AND DISCUSSION

The questionnaire was distributed to Blibli users who had made a purchase in the last six months. A total of 100 valid responses were analyzed. Most respondents are young adults (18–34 years), which is reasonable given Blibli’s positioning as a digital-native e-commerce platform. Four main variables were measured with 5 questions using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree): (1) X_1 : Content Marketing (CM) (2) X_2 : Influencer Marketing (IM) (3) X_3 : Paid Advertising (PA) (4) Y : Purchase Decision (PD)

Table 2. Descriptive Statistics

Variable	Mean	Std. Deviation	Category
Content Marketing	4.10	0.58	High
Influencer Marketing	4.03	0.63	High
Paid Advertising	3.79	0.72	Medium
Purchase Decision	4.05	0.61	High

The results show that respondents generally agree that Blibli’s content and influencer marketing are strong (mean > 4.00). Paid advertising is perceived as moderately effective (mean 3.79), while overall purchase decisions towards Blibli are positive (mean 4.05).

Validity was tested using Pearson Product-Moment correlation between each item and its total score. With $n = 100$ and $\alpha = 0.05$, the r -table value is approximately 0.195. An item is valid if r -calculated > 0.195.

Table 3. Summary of Item Validity

Variable	Item	r -calculated (range)	r -tab	Results
Content Marketing	CM1-CM5	0.67-0.74	0.195	Valid
Influencer Marketing	IM1-IM5	0.64-0.79	0.195	Valid
Paid Advertising	PA1-PA5	0.55-0.63	0.195	Valid
Purchasing Decision	PD1-PD5	0.70-0.82	0.195	Valid

All items show moderate to strong positive correlations with their respective total scores (0.55–0.82), well above the critical value, so all items are valid and can be used in further analysis.

A note on IM1 (“I have seen influencers promoting Blibli”) and PA1 (“I often see Blibli ads on digital platforms”): These items tend to capture exposure rather than evaluation. Since many respondents who actively use Blibli are very likely to have seen its influencers and ads, the responses may be overly skewed to “agree/strongly agree”. This can limit variability and make their correlation slightly lower than other items, but they remain above r -table and are therefore retained as valid indicators of exposure intensity.

Reliability was tested using Cronbach’s Alpha. A variable is considered reliable if $\alpha \geq 0.70$.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Interpretation
Content Marketing	0.85	Reliable
Influencer Marketing	0.82	Reliable
Paid Advertising	0.79	Reliable
Purchase Decision	0.84	Reliable

All variables show $\alpha > 0.79$, which indicates high internal consistency. The questionnaire is reliable for measuring respondents' perceptions.

Normality was tested on the regression residuals using the Kolmogorov–Smirnov test. Sig.= 0.200 (> 0.05) \rightarrow Residuals are normally distributed, so the normality assumption is fulfilled.

Multicollinearity was tested using Tolerance and Variance Inflation Factor (VIF) values.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF
Content Marketing	0.612	1.63
Influencer Marketing	0.584	1.71
Paid Advertising	0.698	1.43

All tolerance values are > 0.10 and all VIF values are < 10 , which indicates there is no multicollinearity among the independent variables. CM, IM, and PA each contribute unique information to the model.

Heteroskedasticity was assessed using the Breusch–Pagan and Glejser tests.

- a. Breusch–Pagan LM statistic ≈ 8.77 , $p \approx 0.033$
- b. F-statistic ≈ 3.08 , $p \approx 0.031$

This indicates there is some indication of heteroskedasticity at the overall model level ($p < 0.05$). However, when examined per variable with the Glejser test, only Content Marketing (X_1) shows a slight indication of heteroskedasticity (p -value just below 0.05), while Influencer Marketing (X_2) and Paid Advertising (X_3) are above 0.05 and do not show strong signs of heteroskedasticity.

In practice, this means: the model is still usable, and interpretation should be slightly more cautious. In a stricter econometric setting, robust standard errors could be applied, but for this undergraduate-level research, the observed patterns (sign and relative strength of coefficients) are still meaningful and informative.

The regression model used is: $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$, where: Y = Purchase Decision (PD) X_1 = Content Marketing (CM) X_2 = Influencer Marketing (IM) X_3 = Paid Advertising (PA)

Table 6. Regression Coefficients (t-test)

Variable	Coefficient (β)	t-value	Sig.	Interpretation
Constant	1.021	-	-	Base level of PD when $X_1-X_3 = 0$
Content Marketing	0.341	4.26	0.000	Positive and significant
Influencer Marketing	0.289	3.67	0.000	Positive and significant
Paid Advertising	0.172	2.14	0.035	Positive and significant

Content marketing has a positive and statistically significant effect on purchase decisions. The higher the perceived quality and relevance of Blibli's content, the stronger the consumers' decision to buy. Influencer marketing also has a positive and significant effect. Recommendations from influencers that respondents follow and trust help strengthen purchase confidence. Paid advertising has a positive but relatively weaker effect compared to content and influencer marketing. Ads still play a role in encouraging app visits and purchases, but their influence is more limited. The largest coefficient is found in Content Marketing, followed by Influencer Marketing, and lastly Paid Advertising. This suggests that value-based and relational communication (content & influencers) is more influential than promotional exposure alone.

The F-test examines whether the independent variables jointly affect the dependent variable. $F\text{-calculated} = 52.4$, $\text{Sig.} = 0.000 (< 0.05)$. This determines that Content Marketing, Influencer Marketing, and Paid Advertising simultaneously have a significant effect on Purchase Decisions. The model as a whole is statistically meaningful. The calculated Coefficient of Determination (R^2) shows 0.741. This means that 74.1% of the variation in Purchase Decisions can be explained by the three independent variables (CM, IM, PA) in the model. The remaining 25.9% is influenced by other factors not included in this research, such as price perceptions, user experience, logistics performance, competing platforms, or personal financial conditions. An R^2 of 0.741 indicates that the model has strong explanatory power for consumer purchase decisions on Blibli.

The empirical results show that all three digital marketing strategies—Content Marketing, Influencer Marketing, and Paid Advertising—have positive and significant effects on purchase decisions, both individually (t-test) and simultaneously (F-test). Content Marketing as the Strongest Driver With the highest coefficient ($\beta = 0.341$), content marketing emerges as the most influential factor. Informative, relevant, and educational content helps reduce consumer uncertainty, build trust, and positions Blibli as a credible platform. In a competitive environment where many e-commerce platforms offer similar products, quality content can differentiate a brand by giving context, comparison, and problem-solving value to users. Influencer Marketing and Social Proof Influencer marketing also has a strong coefficient ($\beta = 0.289$). This suggests that consumers are still highly influenced by social proof and parasocial relationships with influencers. When influencers are perceived as honest and aligned with the product, their recommendations can act as a shortcut for decision-making. For younger consumers, this effect can be very pronounced because they spend more time on social media and are accustomed to following influencer opinions. Paid Advertising and Ad Fatigue Paid advertising ($\beta = 0.172$) remains significant but shows the weakest effect among the three strategies. One possible explanation is ad fatigue: when users see similar ads repeatedly across multiple platforms, they gradually become numb and start ignoring them. Even though ads still drive awareness and short-term clicks, they may be less effective in deeply influencing purchase decisions compared to content and influencers that build emotional or informational value.

Survivorship Bias in Perceptions of “Successful” Marketing Another phenomenon relevant to interpreting the results is survivorship bias. Companies often focus on visible “success stories” for example, viral campaigns or high-performing influencers while ignoring the many campaigns that did not perform well or never became visible. In this study, respondents are existing Blibli users who have already gone through the “funnel” and chosen to purchase. Their positive perception of Blibli’s content, influencers, and ads reflects the viewpoint of those who “stayed” with the platform, not those who tried it and left. This means the strong scores for CM and IM may represent the experience of “survivors” users who were successfully converted and retained while the reactions of users who were not impressed or who stopped using Blibli are not captured in the sample. For managerial interpretation, this is important: good numbers do not mean there are no weaknesses, only that the current loyal or active users respond well to these strategies.

Overall, the findings support modern digital marketing theory: rational value, emotional connection, repeated exposure together shape consumer purchase decisions. Content and influencer marketing work at the level of meaning and trust, while paid ads work more at the level of attention and reminders.

E. CONCLUSION

Based on the analysis of 100 active Blibli users, this study concludes that: Content Marketing has a positive and significant effect on Purchase Decisions for Blibli users. High-quality, relevant, and educational content increases user trust and encourages purchases. Influencer Marketing has a positive and significant effect on Purchase Decisions. Credible influencers with suitable audience fit can strengthen consumer confidence and reduce perceived risk. Paid Advertising has a positive and significant effect, although relatively weaker on Purchase Decisions. Digital ads still help drive awareness and platform visits but may be affected by ad fatigue. Simultaneously, Content Marketing, Influencer Marketing, and Paid Advertising have a significant joint effect on Purchase Decisions, explaining 74.1% of the variation in the decision to buy on Blibli.

These conclusions indicate that Blibli’s digital marketing strategies are generally effective in influencing users’ purchase decisions, with content and influencer marketing playing the most central roles. This research has several limitations: Single-platform focus, where study only examines Blibli, so the results cannot be directly generalized to other e-commerce platforms with different branding and marketing strategies. Sample characteristics/most respondents are young adults who are relatively active online. Older or less digitally active consumers may have different perceptions. All data are based on self-reported responses in a questionnaire. This is subject to recall bias and social desirability bias (respondents may answer in a way they consider “good”). Furthermore, data were collected at one point in time, so the study cannot capture how changes in marketing strategy over time affect purchase decisions.

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