



The Mediating Role of Consumer Trust in the Influence of AI Personalization and Content Marketing on Fashion Purchase Decisions

Anak Agung Ayu Rika Putri Supartha^{1*}, Ni Putu Dhanan Kumaradewi M², Ida Bagus Gede Prabawa Putra Udiyana³

¹ Universitas Pendidikan Nasional, Denpasar, Indonesia

*Corresponding Author's Email: agungayurika@undiknas.ac.id

Article History:

Received: April 28, 2026

Revised: May 9, 2026

Accepted: May 29, 2026

Keywords:

AI Personalization, Content Marketing, Consumer Trust, Purchase Decision, SOR Theory

Abstract: This study aims to examine the influence of AI Personalization and Content Marketing on Purchase Decision, both directly and indirectly through Consumer Trust in the fashion industry, using the Stimulus–Organism–Response (SOR) framework. A quantitative approach was applied through a survey of 120 respondents aged 18–28 years, and the data were analyzed using PLS-SEM. The results show that all relationships are positive and significant, where AI Personalization and Content Marketing act as stimuli that enhance Consumer Trust as the organism, which in turn drives Purchase Decision as the response. Additionally, Consumer Trust is proven to mediate the relationship between AI Personalization and Content Marketing with Purchase Decision. These findings highlight that effective personalization and strategic content marketing can build consumer trust and ultimately increase purchase decisions in the digital fashion context.

Copyright © 2026, The Author(s).

This is an open access article under the CC–BY–SA license



How to cite: Supartha, A. A. A. R. P., M, N. P. D. K., & Udiyana, I. B. G. P. P. (2026). The Mediating Role of Consumer Trust in the Influence of AI Personalization and Content Marketing on Fashion Purchase Decisions. *SENTRI: Jurnal Riset Ilmiah*, 5(5), 2781–2791. <https://doi.org/10.55681/sentri.v5i5.6228>

PENDAHULUAN

In recent years, digital transformation has reshaped marketing methods through the integration of Artificial Intelligence (AI) and data-driven personalization, enabling the customization of offerings according to consumer preferences. AI enhances marketing strategies through automation, consumer data analysis, and personalized communication (Wu & Huang, 2023). In the fashion industry, content marketing has become increasingly important, particularly through social media platforms such as Instagram, which support storytelling and consumer engagement, where visual content and social recommendations are more influential than traditional advertising (Tan et al., 2022). In line with this, Indonesia's fashion industry in 2023 contributed approximately 17% to the national Gross Domestic Product (GDP) and is projected to reach a market value of USD 12.76 billion with an annual growth rate of 4.25% until 2027 (Abdullah et al., 2023). This growth is closely related to the increasing role of social media in shaping consumer engagement through interaction and personalized content marketing (Riwayat et al., 2024). Furthermore, the implementation of AI in advertising strategies and marketing analytics

enables the delivery of relevant and targeted content, thereby enhancing consumer experience, engagement, brand loyalty, and purchase intention (Bazán-gil et al., 2023).

Despite the widespread adoption of AI and content marketing strategies in the fashion industry, there remains a research gap regarding the impact of these approaches on consumer decision-making, as AI-based personalization does not always lead to purchase decisions (Chen et al., 2021). Some consumers experience skepticism and perceive manipulation in AI-based content, raising ethical concerns in marketing (Ahmed et al., 2022; Kumar & Gurme, 2026; (ŞENYAPAR, 2024). Previous studies also indicate that AI-driven marketing and transparency are crucial for fostering acceptance of this technology (Ilahi et al., 2025).

Trust in the digital environment is often influenced by factors such as transparency, data security, and the relevance of information provided to consumers. In this context, trust becomes an important psychological factor, as affective and cognitive trust determine consumer acceptance of AI and the effectiveness of AI-based marketing strategies (Khan & Hassan, 2025). High levels of trust can reduce consumer concerns and positively influence consumption decisions. Research by Effendi et al, shows that AI's ability to respond to consumer preferences requires support from consumer trust, as trust increases interaction and the use of AI-based products (Effendi et al., 2025). According to (Ameen et al., 2023) trust acts as a significant mediating factor in the relationship between personalization and AI-driven content marketing.

Research on AI personalization and content marketing in the Indonesian fashion industry remains limited, making it important to explore this area further. Understanding the role of AI personalization in building consumer trust is crucial for the effectiveness of marketing strategies, particularly in the fashion industry, which is highly influenced by individual preferences (Chrimes et al., 2022; Karunasingha, 2026). Therefore, this study contributes both academically and practically by providing insights for marketers in enhancing consumer experience and brand loyalty in Indonesia (Tran & Uehara, 2022).

LANDASAN TEORI

Stimulus-Organism-Response (SOR)

The Stimulus–Organism–Response (SOR) model is relevant in explaining how AI-driven marketing stimuli, such as AI-based personalization and content marketing, influence consumer psychology by emphasizing that external stimuli affect internal cognitive and emotional states (organism), which subsequently drive behavioral responses. In the context of fashion marketing, AI-generated recommendations (stimulus) can trigger consumers' evaluative and emotional responses, which shape purchase intentions and decision-making processes (Rysbayeva & Zhang, 2023; Tian et al., 2022; Tran & Uehara, 2022)

Research indicates that consumer responses to AI recommendations vary depending on consumption goals: in utilitarian contexts, precise AI-generated information tends to produce more positive responses, particularly when consumers are oriented toward efficiency or cost-saving, whereas in hedonic contexts, consumers tend to prefer less precise suggestions, as they allow for a more enjoyable and less analytical decision-making process (Khasanah et al., 2024; Park & Son, 2025)

This suggests that consumption context influences how consumers interact with AI, while also highlighting the flexibility of the SOR framework across different marketing domains. Furthermore, empirical evidence emphasizes the mediating role of trust between

AI stimuli and consumer behavioral responses in shaping overall marketing outcomes (Wu & Huang, 2023; Yilmaz, 2023).

Purchase Decision Making

Purchase decision-making is a dynamic process that involves need recognition, information search, evaluation of alternatives, and ultimately the selection of a product or brand, with price, brand image, and perceived quality serving as the main determining factors (Pramestyan & Tiarawati, 2025; Riwayat et al., 2024). In the fashion industry, decisions are influenced by both functional aspects such as comfort and durability, as well as hedonic factors such as style and self-expression, where brand image and trust further strengthen the final choice (Chrimes et al., 2022; Fan & Chang, 2023; Hao & Chen, 2022). In addition, digital experience and personalization enhance consumer engagement, reduce perceived risk, and strengthen perceived value, thereby increasingly shaping fashion purchase decisions.

AI Personalization

Artificial intelligence (AI) has become a key driver of personalization in the fashion industry, enabling brands to deliver highly tailored offerings and experiences that align with individual consumer preferences, in line with the Industrial Revolution 4.0 era, which emphasizes technological integration to enhance efficiency and customer satisfaction (Jin & Shin, 2021). AI technologies, particularly machine learning (ML) and big data analytics, play a crucial role in analyzing and predicting consumer behavior in the highly dynamic fashion market, which is heavily influenced by trends and social media (Anitha, 2025). Furthermore, innovations such as virtual fitting rooms and intelligent chatbots help provide more personalized recommendations, thereby strengthening the relationship between consumers and brands and fostering customer loyalty (Novianti & Julaihah, 2025; Rysbayeva & Zhang, 2023).

Content Marketing

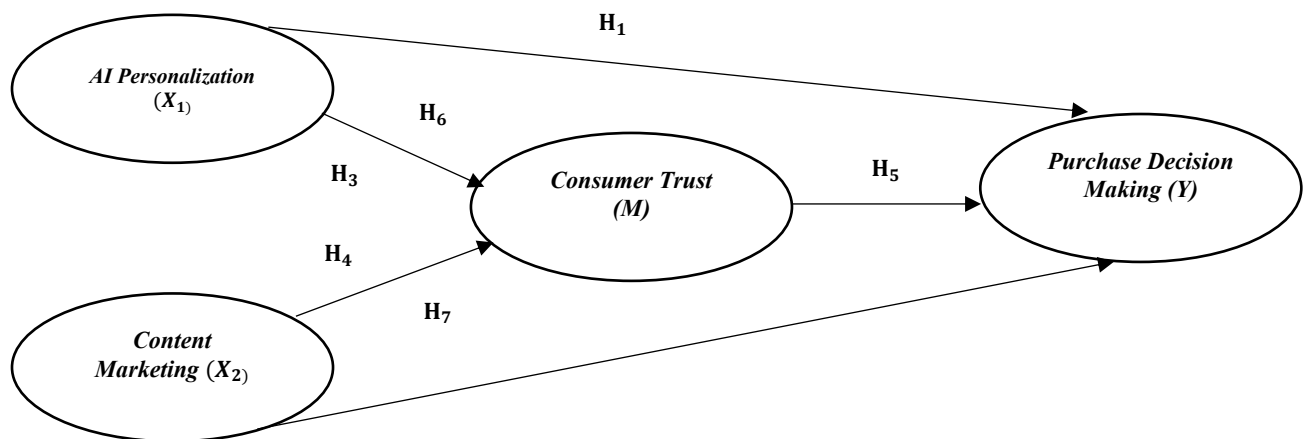
Content marketing in the fashion industry integrates digital content strategies with value creation for consumers through the dynamics of social media, influencer ecosystems, and storytelling practices. Through informative and entertaining content, credibility signals, and authentic brand narratives, this strategy shapes consumer perceptions and behavior (Disastra et al., 2019; Jiatong et al., 2021). By managing branded content, social media posts, influencer collaborations, and user-generated discussions, fashion brands can influence brand image, perceived quality, and design attributes that affect consumers' evaluation processes throughout the decision-making journey (Chen et al., 2022). Ultimately, content marketing serves as a strategic driver of purchase decisions by shaping attitudes and perceptions, reducing perceived risk, enhancing perceived value, and leveraging social and informational cues that encourage both planned and impulsive purchases across different consumer segments (Chen et al., 2021; Chrimes et al., 2022).

Customer Trust

Trust refers to consumers' belief that a brand, seller, or platform is capable of delivering products that meet expectations, provides honest information, and takes responsibility for the quality and services offered. Trust is formed when consumers perceive that the products received match the descriptions and images presented, have quality that

is consistent with the price, and are supported by a strong brand reputation as well as reliable service (George et al., 2025; Karunasingha, 2026; Nyomanrusmiati & Purnami, 2022). In the context of online purchasing, trust becomes even more critical because consumers are unable to physically see or try the products. As a result, they rely heavily on customer reviews, influencer recommendations, transparency of information, and transaction security. With the presence of trust, consumers tend to feel more confident, perceive lower risk, and are more likely to make purchase decisions (Chen et al., 2022; Kozak & Fel, 2024; Prasetyo et al., 2021; Wan Nawang et al., 2025)

Framework



RESEARCH METHOD

This study employs a quantitative approach using a survey method to examine the effects of AI Personalization and Content Marketing on Purchase Decision, with Consumer Trust as a mediating variable. The research framework is based on the Stimulus–Organism–Response (SOR) model, where AI personalization and content marketing are positioned as stimuli, consumer trust as the organism (internal psychological state), and purchase decision as the behavioral response.

Primary data were collected through the distribution of an online questionnaire using a five-point Likert scale to 140 respondents, with 120 valid responses suitable for analysis. This represents a response rate of 85.72%, which is considered adequate to support the research analysis. The respondents consisted of online fashion consumers in Indonesia who actively use Instagram and have been exposed to AI-based marketing content or personalized fashion content on the platform. The sampling technique used was purposive sampling with the following criteria: (1) aged 18–28 years; (2) active Instagram users; and (3) have purchased fashion products online within the last six months.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS application. The analysis stages included evaluation of the outer model to assess construct validity and reliability using loading factors, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. Subsequently, the inner model was evaluated to examine the relationships between

variables using path coefficients, with significance testing conducted through bootstrapping.

RESULTS AND DISCUSSION

Results

Data quality assessment was conducted through the evaluation of construct validity and reliability. Convergent validity was assessed based on the factor loadings of each indicator, which were expected to exceed the threshold of 0.70, as well as the Average Variance Extracted (AVE), which should be greater than 0.50.

In addition, discriminant validity was examined using the Fornell–Larcker criterion, ensuring that the correlation of each construct with itself is higher than its correlations with other constructs. Furthermore, each indicator was required to demonstrate higher loading values on its associated construct compared to its cross-loadings on other constructs.

Construct reliability was subsequently evaluated using Cronbach's Alpha and Composite Reliability, with both measures required to exceed the acceptable threshold of 0.70. The overall results of the validity and reliability assessments are presented in Figure 1, as well as in Tables 1 and 2.

Figure 1. Loading Value

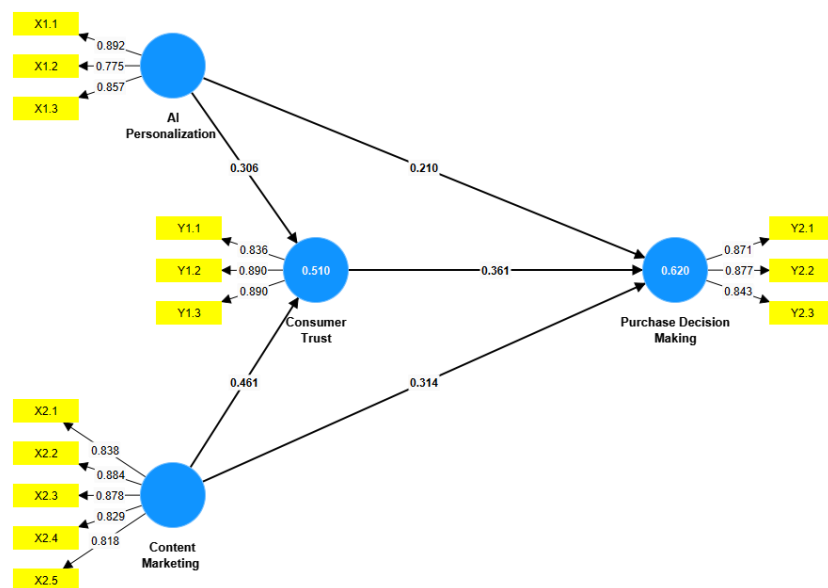


Table 1. Reliability Test Results

Constructs	Cronbach's Alpha	Composite Reliability	AVE
AP	0,796	0,880	0,710
CM	0,904	0,929	0,722
CT	0,842	0,905	0,761
PD	0,830	0,898	0,746

Based on the results presented in Table 1, all constructs in this study demonstrate a high level of reliability. This is evidenced by the Cronbach's Alpha values for each construct, which exceed the threshold of 0.70, indicating strong internal consistency of the measurement instruments. Furthermore, reliability is reinforced by the Composite Reliability values, all of which surpass the recommended minimum level of 0.70, ranging from 0.880 to 0.929. These findings suggest that the indicators employed are consistent and reliable in representing their respective constructs.

The assessment of convergent validity also yields satisfactory results. The Average Variance Extracted (AVE) values for each construct exceed the minimum threshold of 0.50. These AVE values indicate that the indicators are capable of explaining more than 70% of the variance in the underlying constructs. Therefore, it can be concluded that the measurement model in this study demonstrates a strong level of convergent validity.

Table 2. Path Analysis Results, Direct Effect

H	Cronbach's Alpha	Path coefficient	t-statistic	p-values	Decision
1	AP→ PD	0,210	2,454	0,014	Supported
2	AP →CT	0,306	2,572	0,010	Supported
3	CM→ PD	0,314	3,398	0,001	Supported
4	CM→ CT	0,461	3,807	0,000	Supported
5	TRUS T→ PD	0,361	3,843	0,000	Supported

Table 3. Path Analysis Results, Indirect Effect

H	Cronbach's Alpha	Path coefficient t	t-statistic	P-values	Decision
6	AP→ CT →PD	0,110	2,079	0,038	Supported
7	CM→ CT →PD	0,166	2,868	0,004	Supported

Discussion

The findings of this study provide empirical support for the Stimulus–Organism–Response (SOR) framework, demonstrating that AI personalization and content marketing function as external stimuli that significantly influence consumer trust (organism), which in turn drives purchase decision (response). The results confirm that both technological and content-based marketing strategies play a critical role in shaping consumer behavior in the digital fashion context.

First, the results of the path analysis used to test the hypotheses indicate that all relationships among variables exhibit a positive and significant effect on purchase decision (PD). This is evidenced by positive path coefficients, t-statistics exceeding the minimum threshold of 1.96, and p-values below the significance level of 0.05. More specifically, the relationship between AI Personalization (AP) and Purchase Decision (PD) is found to be significant, with a path coefficient of 0.210, a t-statistic of 2.454, and a p-value of 0.014. Thus, the first hypothesis (H1) is supported. The significant positive effect of AI personalization on purchase decision aligns with prior studies emphasizing the role of personalized experiences in enhancing consumer engagement and purchase likelihood (Kumar & Gurme, 2026; Park & Son, 2025). These findings suggest that AI Personalization has a positive and significant impact on purchase decision, indicating that higher levels of perceived AI-based personalization lead to a greater likelihood of consumers making purchase decisions.

Second, AI Personalization (AP) is also found to have a significant effect on Consumer Trust (CT), with a path coefficient of 0.306, a t-statistic of 2.572, and a p-value of 0.010 (H2 supported). This indicates that higher levels of AI personalization are associated with increased consumer trust, reflecting a positive and significant relationship. The positive relationship between AI personalization and consumer trust supports previous research indicating that personalization can strengthen consumer trust when it is perceived as relevant and beneficial (Khan & Hassan, 2025; Wan Nawang et al., 2025).

Third, Content Marketing (CM) demonstrates a significant positive effect on Purchase Decision (PD), with a path coefficient of 0.314, a t-statistic of 3.398, and a p-value of 0.001 (H3 supported). The significant impact of content marketing on purchase decision is consistent with previous studies that emphasize the importance of engaging and relevant content in influencing consumer behavior (Huang et al., 2023; Mishra & Varshney, 2024). In the context of digital fashion, content marketing—especially through visually driven platforms such as Instagram—plays a crucial role in shaping consumer

perceptions and purchase intentions. This finding reinforces the idea that content marketing is not merely informative but also persuasive, serving as a key driver of consumer decision-making.

Fourth, Content Marketing (CM) also has a significant positive effect on Consumer Trust (CT), with a path coefficient of 0.461, a t-statistic of 3.807, and a p-value of 0.000 (H4 supported). The strong positive relationship between content marketing and consumer trust further supports the notion that high-quality, authentic, and consistent content can enhance trust (Ijan & Ellyawati, 2023; Mishra & Varshney, 2024). This suggests that content marketing serves as an important mechanism for building emotional and cognitive trust, particularly in digital environments where direct interaction is limited.

Fifth, Consumer Trust (CT) is found to significantly influence Purchase Decision (PD), with a path coefficient of 0.361, a t-statistic of 3.843, and a p-value of 0.000 (H5 supported). This result highlights that higher levels of consumer trust significantly increase the likelihood of purchase decisions. The significant effect of consumer trust on purchase decision confirms its role as a key mediating variable, consistent with prior research (Fikri & Risqiani, 2023; Karunasingha, 2026). This finding highlights that trust acts as a psychological bridge between marketing stimuli and consumer behavior. In line with the SOR model, consumer trust represents the organism that translates external stimuli into behavioral responses. Without trust, even highly personalized or engaging marketing efforts may fail to convert into actual purchase decisions.

The mediating effect of Consumer Trust (CT) on the relationship between AI Personalization (AP) and Purchase Decision (PD) reveals a positive and significant indirect effect, with a path coefficient of 0.110, a t-statistic of 2.079, and a p-value of 0.038. This finding indicates that AI personalization not only directly influences purchase decisions but also indirectly affects them through the enhancement of consumer trust. In other words, increased implementation of AI personalization contributes to higher levels of consumer trust, which subsequently drives purchase decisions. This result is consistent with prior research suggesting that trust plays a crucial mediating role in translating personalized technological interactions into behavioral outcomes (Karunasingha, 2026). It also reinforces the notion that personalization alone may not be sufficient unless it is accompanied by a sense of trustworthiness perceived by consumers.

Furthermore, the mediating role of Consumer Trust (CT) in the relationship between Content Marketing (CM) and Purchase Decision (PD) shows a path coefficient of 0.166, with a t-statistic of 2.868 and a p-value of 0.004. This finding demonstrates a positive and significant indirect effect of Content Marketing on Purchase Decision through Consumer Trust. In other words, the more effective the content marketing strategy, the higher the level of consumer trust, which ultimately leads to an increased likelihood of purchase decisions (Riwayat et al., 2024).

CONCLUSION

This study aims to examine the effects of AI Personalization and Content Marketing on Purchase Decision, both directly and indirectly through Consumer Trust, within the fashion industry. Based on the analysis, all relationships among variables demonstrate positive and significant effects, both in direct and mediated pathways. From the perspective of the Stimulus–Organism–Response (SOR) theory, AI personalization and content marketing function as stimuli (S) that influence the internal psychological state of consumers, namely Consumer Trust as the organism (O), which subsequently drives

Purchase Decision as the response (R). These findings indicate that technology-driven and relevant content-based marketing strategies are effective in building consumer trust, ultimately enhancing purchase decisions. Thus, this study reinforces the relevance of the SOR framework in explaining consumer behavior in the digital era, particularly within the context of the fashion industry.

This study is subject to several limitations. First, the research focuses solely on the fashion industry, and therefore the findings may not be generalizable to other sectors. Second, the variables examined remain limited and do not capture other potential determinants of purchase decision, such as brand image or perceived value. Third, this study employs a cross-sectional design using survey data, which may not fully capture the dynamic nature of consumer behavior over time.

Based on the findings, it is recommended that fashion companies further optimize the use of AI personalization to deliver more relevant and tailored consumer experiences. In addition, content marketing strategies should be developed more strategically by emphasizing authenticity, informativeness, and the ability to foster emotional engagement with consumers. Companies should also prioritize Consumer Trust as a central element of their marketing strategies, given its significant role in influencing purchase decisions. For future research, it is recommended to extend the scope of analysis to other industries and incorporate additional relevant variables to provide a more comprehensive understanding of consumer behavior in the digital era.

REFERENCES

- Abdullah, M. F., Rita, N., Khan, M., Ibrahim, M. A., & Putit, L. (2023). *Exploring the Influence of Social Media Influencers' (SMIs) Traits on Consumer Purchasing Behavior for Online Products on the TikTok Platform: The Mediating Effect of Trustworthiness*. 13(11), 2046–2057. <https://doi.org/10.6007/IJARBS/v13-i11/19605>
- Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2022). Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA. *Environmental Science and Pollution Research* 2022 30:5, 30(5), 11473–11495. <https://doi.org/10.1007/S11356-022-22944-7>
- Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2023). Computers in Human Behavior Customer experiences in the age of artificial intelligence. *Computers in Human Behavior*, 114(August 2020), 106548. <https://doi.org/10.1016/j.chb.2020.106548>
- Anitha, S. (2025). *Demand Forecasting New Fashion Products: A Review Paper*. 270–280. <https://doi.org/10.1002/for.3192>
- Bazán-gil, V., Bazán-gil, V., Carlos, U., & Madrid, I. I. I. De. (2023). *Artificial intelligence applications in media archives*. 1–12.
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). *Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumers' Purchase Intention*. 1–15.
- Chen, L., Halepoto, H., Liu, C., Yan, X., & Qiu, L. (2022). *Research on Influencing Mechanism of Fashion Brand Image Value Creation Based on Consumer Value Co-Creation and Experiential Value Perception Theory*.
- Chrimes, C., Boardman, R., Vignali, G., & McCormick, H. (2022). *Investigating how online fashion product page design affects the consumer's clothing fit appraisal*. December 2021, 1478–1493. <https://doi.org/10.1002/cb.2100>
- Disastra, G. M., Hanifa, F. H., Wulandari, A., & Sastika, W. (2019). *The Influence of*

- Advertising Value on Advertising Attitude and its Impact on Purchase Intention*. 307(SoRes 2018), 426–432. <https://doi.org/10.2991/sores-18.2019.98>
- Effendi, M., Fuadah, A., & Sholihah, M. (2025). *BIJMT: Brilliant International Journal Of Exploring the Impact of Artificial Intelligence on Consumer Behavior*.
- Fan, K., & Chang, Y. (2023). *Exploring the Key Elements of Sustainable Design from a Social Responsibility Perspective: A Case Study of Fast Fashion Consumers' Evaluation of Green Projects*.
- Fikri, M. H., & Risqiani, R. (2023). Antecedents and Consequences of Consumer Attitudes towards Advertising on Social Media. *Business and Entrepreneurial Review*, 23(1), 175–188. <https://doi.org/10.25105/ber.v23i1.15203>
- George, A., Shibu, M., Joseph, E. T., & Sunny, P. (2025). *Impact of social media influencer marketing on customer purchase intention in the fashion industry: a systematic literature review*. September, 1–11. <https://doi.org/10.3389/fcomm.2025.1676901>
- Hao, X., & Chen, Y. (2022). The Relationship between Perception of New Domestic Skin Care Products and Purchase Intention — Based on the Moderation of Conscientiousness. *Academic Journal of Business & Management*, 4(16), 66–74. <https://doi.org/10.25236/ajbm.2022.041611>
- Huang, K., Lin, Y., & Lou, X. (2023). Exploring Purchase Preferences of Chinese Gen Z Fans for Human and Virtual Idols on TikTok. *Communications in Humanities Research*, 19(1), 15–25. <https://doi.org/10.54254/2753-7064/19/20231197>
- Ijan, M. C., & Ellyawati, J. (2023). *The Influence of Content Marketing and e-WOM on Purchase Decisions in TikTok Social Media*. 13(7), 85–96.
- Ilahi, R., Rahmadi, S. B., & Religia, Y. (2025). *Peran Artificial Intelligence dan Stimulus Digital Dalam Keputusan Pembelian Generasi Z pada E-Commerce: Tinjauan Literatur Berbasis Model S-O-R*. 1(1), 15–24.
- Jiatong, W., Murad, M., Bajun, F., Tufail, M. S., Mirza, F., & Rafiq, M. (2021). Impact of Entrepreneurial Education, Mindset, and Creativity on Entrepreneurial Intention: Mediating Role of Entrepreneurial Self-Efficacy. *Frontiers in Psychology*, 12(August). <https://doi.org/10.3389/fpsyg.2021.724440>
- Jin, B. E., & Shin, D. C. (2021). The power of 4th industrial revolution in the fashion industry: what, why, and how has the industry changed? *Fashion and Textiles*. <https://doi.org/10.1186/s40691-021-00259-4>
- Karunasingha, A. (2026). *The mediating effect of trust on consumer behavior in social media marketing environments*. 3(2), 135–149. <https://doi.org/10.1108/SAJM-10-2021-0126>
- Khan, R., & Hassan, H. (2025). [*THE IMPACT OF AI-DRIVEN PERSONALIZATION ON ONLINE PURCHASE INTENTIONS: THE MEDIATING ROLES OF CONSUMER TRUST AND PERCEIVED RELEVANCE*]. 2, 126–141.
- Khasanah, U., Rubiyanti, N., Widodo, A., & Silvianita, A. (2024). *The Influence of Content Marketing on Customer Advocacy with Entertainment Intention as an Intervening Variable on Tiktok*. 3(5), 1657–1664.
- Kozak, J., & Fel, S. (2024). *How sociodemographic factors relate to trust in artificial intelligence among students in Poland and the United Kingdom*. 1–10.
- Kumar, R., & Gurme, V. (2026). Measurement: Digitalization Artificial intelligence and consumer behaviour on social media: A study of personalization, trust, and privacy. *Measurement: Digitalization*, 5(December 2025), 100021.

- <https://doi.org/10.1016/j.meadij.2025.100021>
- Mishra, R., & Varshney, D. (2024). *The impact of digital content marketing in shaping consumer decision-making for tech gadget purchase*. 23(01), 688–696.
- Novianti, I., & Julaihah, U. (2025). *Jurnal Penelitian Ekonomi dan Bisnis The Influence of Ease of Use and Perceived Risk on Online Purchase Decisions : The Mediating Role of Trust in the Islamic Economic Perspective*. 10(2), 151–160. <https://doi.org/10.33633/jpeb.v10i2.11965>
- Nyomanrusmiati, N., & Purnami, A. A. S. (2022). *The Influence of Threat Emotion, Brand Trust, and Electronic Word of Mouth on Online Fashion Product Purchase Decisions on the Zalora Site*. 2019, 58–65.
- Park, Y. E., & Son, H. (2025). *AI recommendation vs . crowdsourced recommendation vs . travel expert recommendation : The moderating role of consumption goal on travel destination decision*. 13–15. <https://doi.org/10.1371/journal.pone.0318719>
- Pramestyan, M. E. M., & Tiarawati, M. (2025). *Jurnal Riset Manajemen Sains Indonesia THE EFFECT OF CUSTOMER EXPERIENCE AND SERVICE QUALITY ON*. 16(1), 98–113.
- Prasetyo, J. H., Prakoso, B. S., Wiharso, G., & Fabrianto, L. (2021). E-Commerce: the Importance Role of Customer Perceived Value in Increasing Online Repurchase Intention. *Dinasti International Journal of Digital Business Management*, 2(6), 955–962. <https://doi.org/10.31933/dijdbm.v2i6.954>
- Riwayat, A. A. P., Susilawati, A. D., & Naqiah, Z. (2024). Purchasing Patterns Analysis in E-commerce: A Big Data-driven Approach and Methodological. *International Journal Software Engineering and Computer Science (IJSECS)*, 4(1), 148–164. <https://doi.org/10.35870/ijsecs.v4i1.2384>
- Rysbayeva, G., & Zhang, J. (2023). *Sequence Recommendation based on Deep Learning*. 14(2), 41–54.
- ŞENYAPAR, 2024. (2024). *A Comprehensive Analysis of Influencer Types in Digital Marketing*. 8(15), 75–100. <https://doi.org/10.29064/ijma.1417291>
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the Impact of Green Marketing Components on Purchase Intention: The Mediating Role of Brand Image and Brand Trust. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14105939>
- Tian, K., Xuan, W., Hao, L., & Wei, W. (2022). *Exploring youth consumer behavior in the context of mobile short video advertising using an extended stimulus – organization – response model*. September, 1–12. <https://doi.org/10.3389/fpsyg.2022.933542>
- Tran, K. V., & Uehara, T. (2022). *The influence of key opinion leaders on consumers ' purchasing intention regarding green fashion products*. 2010.
- Wan Nawang, W. R., Anwar, I. F., Mursidi, A., Najib, N. M., & Mamat, R. A. R. (2025). Shopping on a Social Planet: the Mediating Role of Trust. *Market-Trziste*, 37(1), 9–32. <https://doi.org/10.22598/mt/2025.37.1.9>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability (Switzerland)*, 15(5). <https://doi.org/10.3390/su15054432>
- Yilmaz, B. (2023). *Factors Influencing Consumers ' Behaviour towards Purchasing Organic Foods : A Theoretical Model*.