



The Influence of Social Media Community, Social Media Advertising, User-Generated Content, and Micro-Celebrity on Online Impulse Buying Intention and Behavior

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Article Info	Abstract
Article History Received: November, 2025 Revised: April, 2026 Published: June, 2026	This study analyzes the influence of Social Media Community, Social Media Advertising, User-Generated Content, and Micro-Celebrity on impulsive buying intention and impulsive buying behavior among Indonesian consumers of Wardah beauty products. Impulsive buying has become increasingly common due to the persuasive nature of digital content and interactive social media environments. Using a quantitative method, data were collected through an online survey of 303 active social media users who had previously purchased Wardah products via e-commerce platforms. The research employed Partial Least Squares–Structural Equation Modeling (PLS-SEM) to examine direct and indirect relationships among variables. The results show that all four social media stimuli significantly and positively affect impulsive buying intention, which in turn significantly predicts impulsive buying behavior. Micro-Celebrity is identified as the strongest predictor, followed by Social Media Advertising, Social Media Community, and User-Generated Content. The findings highlight the importance of credible digital interactions in stimulating spontaneous online purchasing decisions.
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INTRODUCTION

The rapid expansion of digital technologies has significantly transformed consumer behavior, particularly by increasing the prevalence of impulsive buying in online environments. Impulsive buying, defined as spontaneous, unplanned purchases driven by affective and situational stimuli (Rook & Fisher, 1995; Stern, 1962), is increasingly shaped by social media ecosystems that expose users to continuous streams of visual content, peer recommendations, and interactive promotional strategies. Globally, this shift aligns with a growing dependence on social networking sites (SNS), where emotional cues, social influence, and visual stimulation accelerate decision-making processes and reduce cognitive deliberation (Wegmann et al., 2023).

In Indonesia, the rise of digital consumption is further amplified by a large social media population (167 million active users in 2024) positioning platforms such as Instagram, TikTok, WhatsApp, Facebook, Telegram, and X as dominant spaces for cosmetic-related engagement. Within e-commerce, beauty and personal care products represent one of the highest impulsive purchase categories, contributing IDR 31.9 trillion or 51.6% of FMCG online sales in 2024. Local cosmetic brands, particularly Wardah, have demonstrated consistently strong market performance, yet face increasing competition from digitally native brands such as Skintific, whose visibility is driven largely by social-media-based content and influencer engagement.

Four key elements of social media have been identified as primary digital stimuli influencing impulsive buying intention and behavior: Social Media Community (SMC), Social Media Advertising (SMA), User-Generated Content (UGC), and Micro-Celebrity (MCL). However, existing research presents mixed empirical findings and theoretical inconsistencies across cultural contexts, product categories, and digital environments.

First, Social Media Community serves as a digital space where users exchange product knowledge, build emotional connectedness, and engage in normative consumption behaviors. While several studies report a significant effect of SMC on impulsive buying intention (Singh et al., 2023), others show inconsistent results depending on community dynamics, interaction quality, or cultural context (Aljumah et al., 2023). Research focusing specifically on Indonesian beauty consumers remains limited. Second, Social Media Advertising utilizes personalized targeting, limited-time offers, and persuasive

visual elements that trigger emotional arousal. Although prior studies confirm positive effects of SMA on impulsive buying (Sharma et al., 2018; Singh et al., 2023), gaps remain regarding differences across ad formats (feed, reels, live commerce), message framing (scarcity, social proof), and demographic variability, particularly within Indonesian digital markets.

Third, User-Generated Content; such as reviews, tutorials, before–after photos, and haul videos has been shown to enhance trust and credibility due to its authenticity (Djafarova & Bowes, 2021). However, empirical gaps persist regarding whether UGC effectiveness is driven mainly by quantity, quality, informativeness, or emotional resonance. Research comparing UGC effects across hedonic and utilitarian cosmetic consumption in Indonesia is also scarce. Fourth, Micro-Celebrities, characterized by smaller but highly engaged audiences, play a critical role in shaping parasocial interaction, perceived authenticity, and purchase influence (Djafarova & Rushworth, 2017). Yet, research has not fully addressed the impact of sponsorship transparency, influencer–brand congruence, and the distinctions between micro-, macro-, and virtual influencers within local cosmetic markets.

These gaps highlight the need for an integrated analytical approach that simultaneously evaluates the four social media stimuli within a unified theoretical framework. The Stimulus–Organism–Response (S–O–R) model is particularly relevant, as it conceptualizes social media stimuli (SMC, SMA, UGC, MCL) as external triggers that influence internal psychological mechanisms (impulsive buying intention), which subsequently shape behavioral outcomes (impulsive buying behavior). However, empirical applications of S–O–R in Indonesia’s beauty sector remain limited and fragmented.

This study aims to examine the influence of Social Media Community, Social Media Advertising, User-Generated Content, and Micro-Celebrity on impulsive buying intention and impulsive buying behavior among Indonesian consumers of Wardah cosmetics. By integrating validated constructs from prior research and applying a PLS-SEM approach, this study contributes to addressing theoretical and empirical gaps while offering practical insights for digital marketing strategies in Indonesia’s cosmetic industry.

Research Model and Hypotheses Development

A. Conceptual Framework

This study adopts the Stimulus–Organism–Response (S–O–R) framework, which explains how external digital stimuli influence consumers’ internal psychological states and ultimately shape behavioral outcomes. Within this framework, Social Media Community (SMC), Social Media Advertising (SMA), User-Generated Content (UGC), and Micro-Celebrity (MCL) function as stimuli that trigger emotional and cognitive reactions reflected through impulsive buying intention (organism). This intention subsequently leads to impulsive buying behavior (response).

Prior studies demonstrate that these social media–based stimuli can heighten emotional arousal, strengthen social identification, increase content credibility, and enhance influencer-based persuasion, collectively fostering spontaneous purchasing tendencies. Building on this literature, the proposed conceptual model examines the direct effects of SMC, SMA, UGC, and MCL on impulsive buying intention, as well as the effect of impulsive buying intention on impulsive buying behavior. The model is presented in Figure 1.

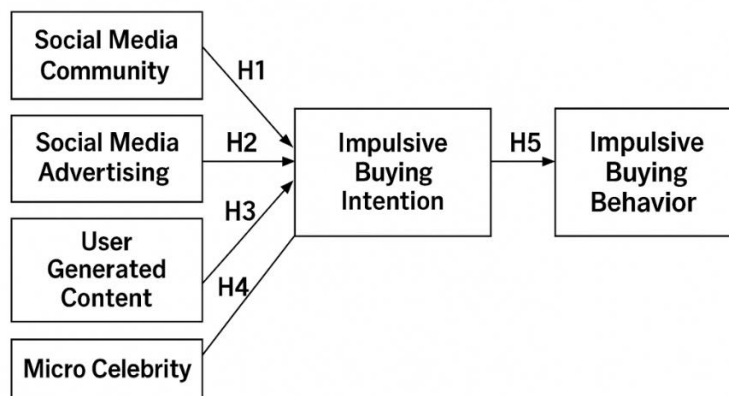


Figure 1. Conceptual Framework of the Study

B. Hypotheses Development

- H1: Social Media Community positively influences Impulsive Buying Intention.
- H2: Social Media Advertising positively influences Impulsive Buying Intention.
- H3: User-Generated Content positively influences Impulsive Buying Intention.
- H4: Micro-Celebrity positively influences Impulsive Buying Intention.
- H5: Impulsive Buying Intention positively influences Impulsive Buying Behavior

METHODS

A quantitative approach with a causal research design was employed to examine the relationships among Social Media Community, Social Media Advertising, User-Generated Content, Micro-Celebrity, Impulsive Buying Intention, and Impulsive Buying Behavior. This design is appropriate for testing direct and indirect causal effects across multiple latent constructs (Malhotra, 2016). Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as the analytical technique because it is suitable for predictive models, accommodates non-normal data, and performs well with moderate sample sizes and complex indicator structures (Hair et al., 2021).

Data were collected through two stages: (1) a literature review to establish the conceptual and theoretical foundations, and (2) an online survey distributed via Google Forms. The survey link was disseminated through Instagram, TikTok, WhatsApp, Facebook, Telegram, and X to reach digitally active consumers frequently exposed to beauty-related social media content. Purposive sampling was applied using two inclusion criteria: (1) active users of major social media platforms, and (2) individuals who had purchased Wardah cosmetic products at least once through e-commerce platforms such as Shopee, Tokopedia, TikTok Shop, Lazada, Blibli, or Bukalapak after being exposed to SMC, SMA, UGC, or MCL content.

A total of 303 valid responses were obtained, exceeding the required minimum sample size. Based on PLS-SEM guidelines of 5–10 respondents per indicator and 29 indicators in the model, the minimum required sample was 145, and the ideal sample was 290 (Hair et al., 2014). All measurement items were adapted from established scales and assessed using a five-point Likert scale. Before hypothesis testing, indicator reliability, internal consistency reliability, convergent validity, and discriminant validity were evaluated using Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), and the Fornell–Larcker and HTMT criteria. Ethical protocols were followed by ensuring anonymity, voluntary participation, and informed consent from all respondents.

RESULTS AND DISCUSSION

A. Result

Validity and Reliability Result

The model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. Before testing variable relationships, validity and reliability assessments were conducted. The assessment of construct validity and reliability demonstrates that all reflective measurement items used in this study meet the required psychometric standards. First, the outer loading values exceeded the minimum threshold of 0.70, indicating that each indicator contributes meaningfully to its corresponding latent construct. This suggests that items used to measure Social Media Community (SMC), Social Media Advertising (SMA), User-Generated Content (UGC), Micro-Celebrity (MCL), Impulsive Buying Intention (IBY), and Impulsive Buying Behavior (BHV) effectively capture the conceptual definitions proposed in prior studies.

The Average Variance Extracted (AVE) values for all constructs were above 0.50, fulfilling the convergent validity requirement. Constructs such as IBY (0.728) and MCL (0.633) show particularly strong convergence, indicating that the indicators share a high proportion of variance with their respective latent variables. Although UGC shows the lowest AVE value (0.570), it still exceeds the acceptable threshold, confirming adequate convergence.

Furthermore, internal consistency reliability is well established, as demonstrated by Cronbach's Alpha and Composite Reliability (CR and rho_c) values that surpass the recommended cut-off of 0.70. BHV ($\alpha = 0.887$; CR = 0.909) and MCL ($\alpha = 0.855$; CR = 0.896) exhibit exceptionally high reliability, reflecting stable and consistent measurement across indicators. These results validate the robustness of the measurement model and justify the continuation to structural model testing.

The reliability and validity results confirm that the measurement model is statistically sound and aligns with recommendations by Hair et al. (2021). This provides a strong foundation for examining the structural relationships among the constructs in subsequent analyses, particularly the effects of SMC, SMA, UGC, and MCL on impulsive buying intention and behavior.

Table 1. Construct Validity and Reliability Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
SMC	0,796	0,817	0,865	0,617
SMA	0,79	0,791	0,864	0,615
UGC	0,851	0,863	0,888	0,57
MCL	0,855	0,869	0,896	0,633
IBY	0,813	0,834	0,889	0,728
BHV	0,887	0,896	0,909	0,555

Source: Primary data, processed in August 2025

Hypothesis Result

Structural model analysis demonstrates that Social Media Community significantly influences impulsive buying intention (H1) ($\beta = 0.165$; $T = 3.182$; $p = 0.001$). Social Media Advertising also exerts a significant positive effect on impulsive buying intention (H2) ($\beta = 0.212$; $T = 3.568$; $p = 0.000$). User-Generated Content shows a significant impact as well (H3) ($\beta = 0.158$; $T = 2.687$; $p = 0.007$), indicating that user-created posts and reviews contribute to spontaneous purchase desires. Micro-Celebrity emerges as the strongest predictor of impulsive buying intention (H4) ($\beta = 0.217$; $T = 3.997$; $p = 0.000$). Finally, impulsive buying intention significantly influences impulsive buying behavior (H5) ($\beta = 0.210$; $T = 4.311$; $p = 0.000$), confirming that stronger impulsive intention directly drives impulsive purchasing actions.

Table 2. Hypothesis Testing Results – Direct Effects

Hypothesis	Construct Relationship	Original sample (O)	T statistics (O/STDEV)	P values	Remark
H1	<i>Social Media Community -> Impulsive Buying Intention</i>	0,165	3.182	0.001	Valid
H2	<i>Social Media Advertising -> Impulsive Buying Intention</i>	0,212	3.568	0.000	Valid
H3	<i>User-Generated Content -> Impulsive Buying Intention</i>	0,158	2.687	0.007	Valid
H4	<i>Micro-Celebrity -> Impulsive Buying Intention</i>	0,217	3.997	0.000	Valid
H5	<i>Impulsive Buying Intention -> Impulsive Buying Behavior</i>	0,210	4.311	0.000	Valid

Source: Primary data, processed in August 2025

R² and Q² Values

Structural model analysis shows that Social Media Community significantly influences impulsive buying intention (H1), with a positive path coefficient ($\beta = 0.165$; $T = 3.182$; $p = 0.001$). Social Media Advertising also exerts a significant positive effect on impulsive buying intention (H2), demonstrating the role of targeted promotional content in stimulating spontaneous purchase urges ($\beta = 0.212$; $T = 3.568$; $p = 0.000$).

User-Generated Content was found to significantly predict impulsive buying intention (H3), indicating that user-created reviews and experience-based posts contribute to spontaneous purchase desires ($\beta = 0.158$; $T = 2.687$; $p = 0.007$). The analysis further reveals that Micro-Celebrity has a strong and significant impact on impulsive buying intention (H4), emerging as the most influential predictor among all social media stimuli ($\beta = 0.217$; $T = 3.997$; $p = 0.000$).

Finally, impulsive buying intention significantly influences impulsive buying behavior (H5), confirming that stronger emotional impulses and instant purchase urges directly translate into actual impulsive actions ($\beta = 0.210$; $T = 4.311$; $p = 0.000$). Collectively, these findings support the proposed S-O-R framework and highlight the central role of impulsive buying intention as a mediating mechanism within the model.

Table 3. R² and Q² Values

Variable	R ²	R ² Adjusted	Q ²
BHV	0.044	0.041	0.070
IBY	0.248	0.238	0.211

Source: Primary data, processed in August 2025

Path Diagram

Figure 2 presents the final structural model, illustrating the direction and magnitude of the relationships among the latent variables. The diagram visualizes how the S-O-R framework is applied in this study: Social Media Community, Social Media Advertising, User-Generated Content, and Micro-Celebrity function as external stimuli that lead to Impulsive Buying Intention (IBY). All path coefficients are positive (0.165, 0.212, 0.158, and 0.217), with Micro-Celebrity showing the strongest influence, followed by Social Media Advertising.

Impulsive Buying Intention subsequently predicts Impulsive Buying Behavior (BHV) with a coefficient of 0.210, confirming its role as a key mediating construct linking social media stimuli to actual impulsive actions. The diagram also displays the R² values (0.248 for IBY and 0.044 for BHV), indicating the proportion of variance explained by their respective predictors. In addition, all indicator loadings exceed 0.70, demonstrating strong reliability and accurate representation of the latent constructs.

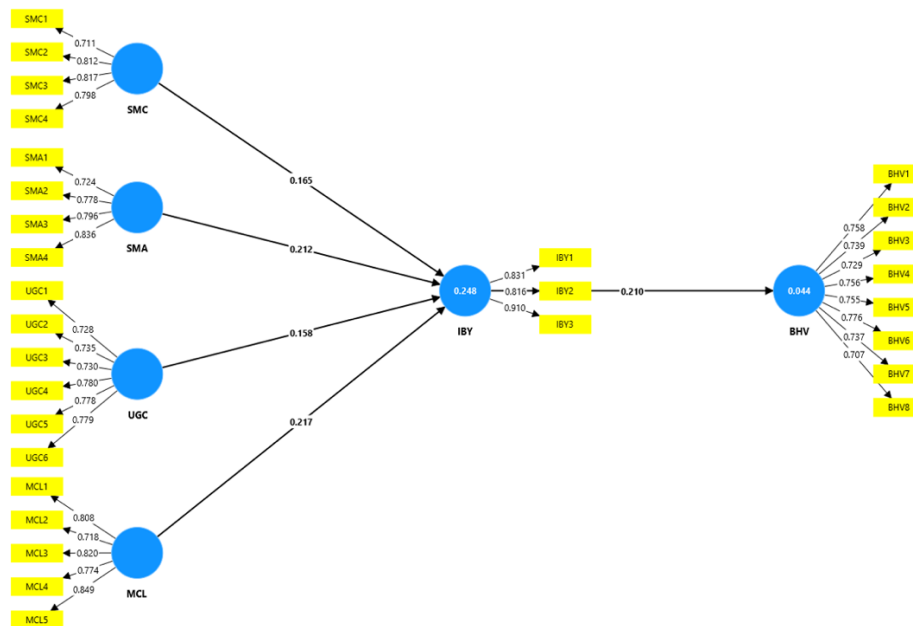


Figure 2. Bootstrapping Model or Path Diagram from SmartPLS

B. Discussion

The results of this study demonstrate that all four social media stimuli; Social Media Community (SMC), Social Media Advertising (SMA), User-Generated Content (UGC), and Micro-Celebrity (MCL) significantly shape consumers' impulsive buying intention in the context of Wardah cosmetic products. The positive effect of SMC ($\beta = 0.165$; $p = 0.001$) suggests that emotional bonding, peer interaction, and a sense of belonging within online beauty communities heighten consumers' susceptibility to spontaneous purchasing, reinforcing prior work showing that community engagement strengthens social influence and group identity (Singh et al., 2023). This is aligned with the S-O-R framework, where

social interaction functions as an external stimulus that triggers internal emotional arousal, reducing rational control.

Similarly, SMA exhibits a strong positive influence on impulsive buying intention ($\beta = 0.212$; $p = 0.000$). The effectiveness of short-form videos, time-limited promotions, and personalized ads supports prior evidence that visually appealing and emotionally stimulating content increases impulsive tendencies (Sharma et al., 2018). Given the aesthetic nature of cosmetic products, such affective triggers are especially potent among Indonesian consumers who are highly active especially on Instagram and TikTok.

UGC also demonstrates a significant effect on impulsive buying intention ($\beta = 0.158$; $p = 0.007$), reaffirming that authentic peer-generated content reduces perceived risk and fosters emotional resonance. This is consistent with empirical findings showing that UGC enhances credibility and functions as a trusted informational cue that encourages spontaneous decision-making (Djafarova & Bowes, 2021). In cosmetic markets, visual demonstrations such as reviews and GRWM videos intensify emotional engagement, thereby stimulating impulse-driven behavior.

Among all predictors, MCL emerges as the strongest determinant of impulsive buying intention ($\beta = 0.217$; $p = 0.000$). The persuasive power of micro-influencers supported by parasocial closeness, perceived authenticity, and relatable persona aligns with previous findings that micro-celebrities exert greater credibility than macro-influencers due to higher engagement and emotional intimacy (Djafarova & Rushworth, 2017). This highlights the strategic relevance of micro-influencers within the Indonesian beauty sector, where trust-based digital interactions play a central role in shaping consumption patterns.

Furthermore, impulsive buying intention significantly predicts impulsive buying behavior ($\beta = 0.210$; $p = 0.000$), confirming intention as a key psychological mechanism that translates digital stimuli into actual spontaneous purchases. This supports the argument by Han and Kim (2022) that emotional impulses activated through social media are strong predictors of real buying responses, especially in fast-paced e-commerce environments. The modest R^2 for behavior (0.044) reflects the complexity of impulsive actions, which are influenced by situational, emotional, and contextual variables beyond social media, while the R^2 for intention (0.248) shows moderate explanatory power consistent with previous impulse-buying studies.

Despite these contributions, several limitations should be acknowledged. First, the reliance on self-reported, cross-sectional survey data restricts causal inference and may be influenced by recall or social desirability bias. Second, the model focuses on four social media stimuli and does not incorporate psychological factors such as FOMO, self-control, or perceived authenticity, which may further explain impulsive responses. Third, the explained variance for impulsive buying behavior is relatively low, suggesting the influence of contextual triggers (e.g., mood, payment convenience, flash sales) not captured in the model. Future research may therefore employ longitudinal or experimental designs, investigate moderating roles (e.g., trust, engagement intensity, platform type), or compare different influencer categories (micro, macro, virtual influencers) across product segments.

The study offers several theoretical contributions by extending the S-O-R framework into the Indonesian beauty market and demonstrating that digital stimuli; community interactions, advertising, peer content, and micro-celebrity endorsements activate emotional and cognitive processes that lead to impulsive behavior. The findings also enrich the literature by providing simultaneous empirical comparison of four major social media stimuli, highlighting micro-celebrities as the most influential driver.

From a managerial perspective, the results underline the need for brands like Wardah to prioritize authentic communication, strengthen community engagement, and leverage high-credibility micro-influencers. Investments in UGC facilitation (e.g., review campaigns, creator collaborations) and emotionally appealing advertising formats may further enhance impulsive buying intention. Brands should also ensure message transparency, credibility, and aesthetic appeal to address consumer concerns related to influencer authenticity and advertising quality noted in several indicator responses.

Overall, the findings show that social media ecosystems play a pivotal role in shaping impulsive purchasing tendencies among Indonesian beauty consumers, while also revealing opportunities for more targeted marketing strategies and more sophisticated theoretical modelling in future research. Taken together, the findings confirm the central role of social media based stimuli in shaping impulsive

cosmetic consumption in Indonesia and reinforce the importance of trust, authenticity, and emotional engagement in digital marketing ecosystems.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

This study concludes that impulsive buying behavior among Wardah consumers is primarily shaped by impulsive buying intention, which acts as the central psychological mechanism linking social media stimuli to purchasing actions. Among the four predictors tested; Social Media Community, Social Media Advertising, User-Generated Content, and Micro-Celebrity. All were found to significantly influence impulsive buying intention, with Micro-Celebrity emerging as the strongest predictor. Social Media Advertising and Social Media Community also demonstrated meaningful effects, while User-Generated Content, although significant, showed the weakest standardized coefficient. These results confirm the applicability of the S-O-R framework in the digital cosmetic market, where social stimuli from online interactions generate internal impulses that trigger spontaneous purchasing behavior.

Despite the significance of all predictors, several indicators showed lower performance, particularly those related to message credibility (MCL), advertisement visual appeal (SMA), interaction quality (SMC), and informational clarity (UGC). This suggests that not all digital content is equally effective in evoking impulsive tendencies. Finally, the model's R^2 values indicate moderate explanatory power for impulsive buying intention but a relatively small predictive effect on actual impulsive buying behavior, reflecting the unpredictable and situational nature of impulse purchases.

B. Suggestion

Based on the research findings, Wardah should strengthen its digital communication strategy by prioritizing message authenticity, visual quality, and emotional engagement across social media channels. Collaborations with micro-celebrities need to involve credible figures whose communication style aligns with Wardah's brand identity to ensure trust and minimize consumer skepticism. Social media advertising should be enhanced with more compelling visual designs, personalized targeting, and emotionally appealing narratives to maximize its persuasive effect on impulsive buying intention. At the community level, Wardah should encourage deeper interaction among users by facilitating meaningful discussions, user assistance, and product-sharing experiences to improve social bonding and engagement quality. Improving the clarity and informativeness of User-Generated Content such as encouraging structured reviews or clearer before-after demonstrations can further increase consumer confidence and stimulate spontaneous purchase intentions. For future research, scholars are encouraged to employ experimental or longitudinal methods, expand demographic diversity, and explore additional psychological mechanisms such as trust, FOMO, or emotional arousal to gain a more comprehensive understanding of digital impulsive consumption behavior.

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