

BIBLIOGRAPHY

- Agnihotri, D., Chaturvedi, P., Kulshreshtha, K., & Tripathi, V. (2023). Investigating the impact of authenticity of social media influencers on followers' purchase behavior: mediating analysis of parasocial interaction on Instagram. *Asia Pacific Journal of Marketing and Logistics*, 35(10), 2377–2394.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Aldousari, A. A. (2024). Exploring Influenceability: Key Factors Shaping the Effectiveness of Social Media Influencer Endorsements. *Arab Journal of Administrative Sciences*, 31(1), 101-135.
- Anisha, S., & Kalaivani, A. (2016). Factors influencing buyers' behavior while purchasing. *Shanlax International Journal of Commerce*, 4(3), 153-158.
- Awobamise, A. O. (2018). Increased consumerism in a networked-Nigeria: a study on the effect of e-malls and social media on youth spending. *Journal of Digital Media & Interaction*, 1(2), 40-55.
- Babu, M. A., Yusuf, K. M., Eni, L. N., Jaman, S. M. S., & Sharmin, M. R. (2024). ChatGPT and generation 'Z': A study on the usage rates of ChatGPT. *Social Sciences & Humanities Open*, 10, 101163.
- Cetină, I., Munthiu, M. C., & Rădulescu, V. (2012). Psychological and social factors that influence online consumer behavior. *Procedia-Social and Behavioral Sciences*, 62, 184-188.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., & Gandasari, D. (2020). Customer review or influencer endorsement: which one influences purchase intention more?. *Heliyon*, 6(11).
- Ekeland, M. R., & Borenstein, N. A. (2020). Influencer Endorsements Effect on Brand Attitude and Purchase Intention.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314.
- Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*.
- Gräve, J. F., & Bartsch, F. (2022). #Instafame: exploring the endorsement effectiveness of influencers compared to celebrities. *International Journal of Advertising*, 41(4), 591-622.

- Kawamura, Y. (2005). *Fashion-ology: An introduction to fashion studies*. Berg.
- Kim, T., & Yoon, H. J. (2023). The effectiveness of influencer endorsements for smart technology products: the role of follower number, expertise domain and trust propensity. *Journal of Product & Brand Management*, 33(2), 192-206.
- Lorenzo, G. L., Biesanz, J. C., & Human, L. J. (2010). What is beautiful is good and more accurately understood: Physical attractiveness and accuracy in first impressions of personality. *Psychological Science*, 21(12), 1777-1782.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321.
- Munnukka, J., Uusitalo, O., & Toivonen, H. (2016). Credibility of a peer endorser and advertising effectiveness. *Journal of Consumer Marketing*, 33(3), 182-192.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and why micro-influencers are more persuasive than mega-influencers. *Journal of Advertising*, 50(5), 584-602.
- Patikar, E. T. D. G., & Thangasamy, E. (2014). Factors influencing consumer buying behaviour: a case study. *Global Journal of Management and Business Research: E Marketing*, 14(5).
- PrakashYadav, G., & Rai, J. (2017). The Generation Z and their social media usage: A review and a research outline. *Global Journal of Enterprise Information System*, 9(2), 110-116.
- Rayasam, L. S., & Khattri, V. (2022). Social Media Influencer Endorsement. *International Journal of Online Marketing*, 12(1), 1-14.
- Rehman, F. U., Bin Md Yusoff, R., Bin Mohamed Zabri, S., & Binti Ismail, F. (2017). Determinants of personal factors in influencing the buying behavior of consumers in sales promotion: a case of fashion industry. *Young Consumers*, 18(4), 408-424.
- Roy, P. (2022). Theory and models of consumer buying behaviour: A descriptive study. Available at SSRN 4205489.
- Rue, P. (2018). Make way, millennials, here comes Gen Z. *About Campus*, 23(3), 5-12.

- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. In *Leveraged marketing communications* (pp. 208-231). Routledge.
- Sit, J., Merrilees, B., & Birch, D. (2003). Entertainment-seeking shopping centre patrons: the missing segments. *International Journal of Retail & Distribution Management*, 31(2), 80-94.
- Taylor, S. L., & Cosenza, R. M. (2002). Profiling later aged female teens: mall shopping behavior and clothing choice. *Journal of Consumer Marketing*, 19(5), 393-408.
- Waltenrath, A., Brenner, C., & Hinz, O. (2022). Some Interactions Are More Equal Than Others: The Effect of Influencer Endorsements in Social Media Brand Posts on Engagement and Online Store Performance. *Journal of Interactive Marketing*, 57(4), 541–560.
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16-32.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, 28(4), 160-170.
- Wiedmann, K. P., & Von Mettenheim, W. (2020). Attractiveness, trustworthiness and expertise—social influencers’ winning formula?. *Journal of Product & Brand Management*, 30(5), 707-725.
- Xu, X. (2023). Influencer Marketing with Social Platforms: Increasing Brand Awareness and User Engagement. *Journal of Education, Humanities and Social Sciences*, 19, 228-234.
- Yaacob, A., Gan, J. L., & Yusuf, S. (2021). The role of online consumer review, social media advertisement and influencer endorsement on purchase intention of fashion apparel during Covid-19. *Journal of Content, Community and Communication*, 14(8), 17-33.
- Yoon Kin Tong, D., Piew Lai, K., & Fa Tong, X. (2012). Ladies' purchase intention during retail shoes sales promotions. *International Journal of Retail & Distribution Management*, 40(2), 90-108.