

Examining the Integrated Effects of Online Reviews, Sensory Branding, Digital Marketing, and Pop Culture on Consumer Purchase Decisions

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ABSTRACT

This study examines the influence of online reviews, sensory branding, digital marketing, and pop culture on consumer purchase decisions within Indonesia's e-commerce environment. The research was motivated by the rapid growth of Indonesia's digital economy and the increasing importance of digital consumer behaviour in online marketplaces. A quantitative research approach was employed using survey data collected from 125 online consumers with prior e-commerce purchasing experience. Data were analysed using multiple linear regression to evaluate the relationships between the independent variables and purchase decisions. The findings indicate that online reviews and sensory branding positively influence consumer purchase decisions, highlighting the importance of trust, credibility, and experiential engagement in digital shopping environments. In contrast, digital marketing and pop culture were not found to exert significant direct effects on purchase decisions. These results suggest that consumers rely more heavily on authentic peer-generated information and immersive online experiences than on conventional promotional content or broad cultural influences when making purchasing decisions. The model demonstrates strong explanatory power in predicting online consumer behaviour within Indonesia's e-commerce sector. This study contributes to the consumer behaviour and digital marketing literature by integrating cognitive, experiential, promotional, and cultural dimensions within a single analytical framework based on the Stimulus–Organism–Response (S-O-R) model. The findings also provide practical implications for businesses by emphasising the importance of transparent review systems, engaging sensory-based digital experiences, and trust-oriented online marketing strategies to enhance consumer purchasing behaviour in emerging digital markets.

Keywords: Digital Marketing, Online Reviews, Pop Culture, Purchase Decision, Sensory Branding

1. Introduction

The expansion of e-commerce has significantly transformed consumer decision-making processes, particularly in emerging digital economies such as Indonesia. Rapid growth in internet penetration and the increasing adoption of digital platforms have altered the way consumers search for information, evaluate products, and make purchasing decisions. According to Statista (2025), the number of internet users in Indonesia continues to increase annually, indicating that digital interaction has become an inseparable part of everyday consumer activities. This development is also reflected in the substantial growth of Indonesia's e-commerce transactions, which reached Rp487 trillion in 2024 (GoodStats, 2025). These conditions demonstrate that online purchasing behaviour has become an important phenomenon requiring further academic investigation. In digital environments, consumers no longer rely solely on direct product experiences or conventional advertising, but increasingly depend on electronic information sources such as online reviews, digital marketing content, and cultural trends circulating through social media platforms (Stephen, 2016; Tiago and Veríssimo, 2014).

Online reviews have become one of the most influential forms of electronic word-of-mouth (e-WOM) in shaping consumer trust and purchase intention. Consumers often perceive online reviews as more credible than company-generated promotions because they are considered reflections of actual consumer experiences (Cheung and Thadani, 2012). Previous studies reveal that review quality, review credibility, and review valence significantly influence purchasing decisions by reducing uncertainty and perceived risk (Filiari, 2015; Chen et al., 2022). Moreover, diversified review platforms accelerate impulsive buying behaviour, especially when consumers are exposed to large volumes of user-generated evaluations (Chen and Ku, 2021). Nevertheless, the increasing prevalence of manipulated reviews and false information in online platforms has also raised concerns regarding review authenticity and consumer trust (Siyuan, 2020; Qi & Masrom, 2023). This indicates that although online reviews are highly influential, their effectiveness may depend on contextual and psychological factors that remain insufficiently explored in the Indonesian e-commerce context.

In addition to informational influences, sensory branding has emerged as an important strategy in digital marketing environments. Sensory branding refers to the use of multisensory stimuli—such as visual design, sound, colour, interactivity, and emotional ambience—to create memorable consumer experiences and strengthen brand attachment (Hultén, 2011; Krishna, 2020). In online marketplaces, firms attempt to replicate physical shopping experiences through immersive digital interfaces and multimedia content. Research demonstrates that multisensory brand experiences positively affect emotional engagement, impulse buying tendencies, and purchase intention (Chathuranga and Lakshika, 2019; Manojkumar, Vasavada, and Sharma, 2021). Recent findings by Pal, Srivastava, and Gupta (2024) further show that hedonic emotions mediate the relationship between multisensory experiences and consumer patronage intention. Despite these findings, sensory branding research remains largely concentrated in offline retail settings, while empirical studies examining its effectiveness within Indonesian e-commerce environments are still limited.

Digital marketing also plays a strategic role in influencing online consumer behaviour. Through social media marketing, content marketing, influencer collaborations, and targeted advertising, firms can engage consumers more interactively and personally (Saura, Palos-Sanchez, and Herráez, 2020). Digital marketing adoption has become increasingly important for business competitiveness and sustainability in the digital era (Ritz, Wolf, and McQuitty, 2019; Olson et al., 2020). Previous studies found that digital marketing positively influences purchase intention and consumer decision-making processes (Samsudeen and Kaldeen, 2020; Hamdani, Muladi, and Maulani, 2021). In Indonesia, digital marketing strategies integrated with social media and website marketing have proven effective in encouraging consumer purchasing decisions, particularly among younger consumers (Baskara and Nurhayati, 2023). However, as consumers become more exposed to digital advertising content, traditional promotional approaches are increasingly perceived as less persuasive unless combined with experiential and culturally relevant elements (Widodo, 2024).

Another important phenomenon influencing consumer behaviour is the growing role of pop culture in digital consumption. Popular culture has become a powerful cultural force shaping identity formation, emotional attachment, and consumption patterns in modern society (Storey, 2021; Edensor, 2002). The rapid dissemination of global cultural products through digital media has intensified the influence of entertainment, celebrities, fandom communities, and social trends on purchasing behaviour (Andersen, 2020; Rafique, Khan, and Bilal, 2022). In Indonesia, the Korean Wave (Hallyu), K-pop fandom culture, and influencer communities increasingly shape consumer preferences, especially among Generation Z consumers (Zaini et al., 2025). Research indicates that parasocial relationships with celebrities and idols can significantly increase consumers' emotional attachment to brands and products. Similarly, K-pop idols functioning as brand ambassadors have been shown to influence buying behaviour within Indonesian e-commerce platforms (Kusumawardhani and Karya, 2023). Pop culture

therefore not only serves as entertainment but also operates as a digital marketing instrument capable of shaping symbolic consumption and brand desirability (Zhu et al., 2019).

Although extensive studies have examined online reviews, sensory branding, digital marketing, and pop culture separately, there remains a significant research gap regarding their integrated influence on online purchase decisions. Most prior studies focus on single-variable relationships and fail to explain how informational, experiential, promotional, and cultural dimensions simultaneously shape consumer purchasing behaviour in digital environments. Existing research also predominantly originates from developed countries, whereas consumer behaviour patterns in emerging digital economies such as Indonesia may differ due to variations in cultural orientation, digital literacy, social media usage, and online shopping habits. Furthermore, empirical studies that integrate cognitive factors (online reviews), emotional-sensory experiences (sensory branding), marketing communication (digital marketing), and cultural influences (pop culture) within a unified analytical framework remain limited. This indicates the necessity for a more comprehensive model capable of explaining contemporary online purchasing behaviour holistically.

The urgency of this research is strengthened by the rapid transformation of Indonesia's digital economy and the increasing dominance of Generation Z consumers who are highly immersed in digital ecosystems and popular culture trends. Consumers today are exposed simultaneously to online reviews, immersive digital experiences, influencer campaigns, fandom cultures, and social media interactions that collectively shape purchasing decisions. Consequently, businesses operating within e-commerce environments require a deeper understanding of how these interconnected factors influence consumer behaviour in order to develop more effective digital marketing strategies. Without such understanding, companies may struggle to maintain competitiveness in increasingly dynamic online marketplaces.

This study is grounded in consumer behaviour theory proposed by Philip Kotler and Keller (2018), as well as the Stimulus–Organism–Response (S-O-R) framework developed by Albert Mehrabian and Russell (1974). Within this framework, online reviews, sensory branding, digital marketing, and pop culture function as external stimuli that influence consumers' cognitive and emotional states, which subsequently affect purchase decisions as behavioural responses. Previous studies have demonstrated the relevance of the S-O-R framework in explaining digital consumer behaviour in online marketing contexts (Pal et al., 2024).

The novelty of this study lies in its integrated examination of informational, experiential, promotional, and cultural dimensions within a single empirical framework. Unlike previous studies that investigate these variables independently, this research simultaneously analyses the influence of online reviews, sensory branding, digital marketing, and pop culture on online consumer purchase decisions in Indonesia's e-commerce environment. The study therefore contributes theoretically to the development of digital consumer behaviour literature in emerging economies and provides practical insights for businesses in designing culturally relevant, emotionally engaging, and digitally effective marketing strategies.

Based on the background described above, this study aims to analyse the influence of online reviews, sensory branding, digital marketing, and pop culture on consumer purchase decisions in Indonesia's e-commerce sector.

2. Literature Review

Theoretical Foundation

This research is grounded in the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian and Russell (1974), which explains how environmental stimuli influence individuals' internal cognitive and emotional states, ultimately resulting in behavioural responses. Within the context of e-commerce, online reviews, sensory branding, digital marketing, and pop culture function as external stimuli that shape consumer perceptions,

emotions, trust, and attitudes toward products and brands. These internal evaluations subsequently influence the consumer's purchase decision behaviour.

The S-O-R framework is particularly suitable for explaining online consumer behaviour because digital environments expose consumers to multiple simultaneous stimuli, including informational cues, sensory experiences, marketing communication, and cultural symbolism. Previous studies have demonstrated that digital interactions influence both cognitive evaluations and emotional engagement, thereby affecting purchase intention and consumer decision-making (Hamdani, Muladi and Maulani, 2021; Kusumawati et al., 2022). The framework therefore provides an integrated theoretical basis for examining how these variables collectively influence online purchase decisions in Indonesia's e-commerce environment.

Consumer behaviour theory also supports this investigation by emphasising that purchase decisions are shaped by psychological, social, cultural, and informational influences (Kotler and Keller, 2018). In digital marketplaces, consumers increasingly rely on peer-generated information, experiential content, and culturally relevant communication to reduce uncertainty and strengthen confidence before making purchasing decisions.

Online Reviews and Purchase Decisions

The proliferation of e-commerce platforms has transformed the informational landscape of consumer decision-making. Online reviews—evaluative content generated by customers who have purchased a product or service—have attracted considerable scholarly attention owing to their demonstrated influence on consumer behaviour (Tonietto and Barasch, 2021; Zina and Battha, 2022).

The literature identifies four principal dimensions: valence, credibility, volume, and consensus (Wang, Du, Wang, 2023). Review valence significantly shapes product evaluations; positive reviews increase purchase likelihood, while negative reviews tend to deter potential buyers (Shanyan, Yue and Yancai, 2022). Credibility moderates this effect, with consumers assigning greater weight to reviews from verified purchasers or reviewers with established reputations for accuracy (Mazumdar, 2021; Filieri, 2015). Volume and consensus amplify the social proof effect, as a larger body of consistent reviews strengthens the perceived reliability of information (Qi & Masrom, 2023; Cheung and Thadani, 2012). Although false or manipulated reviews represent a recognised limitation of the online review ecosystem (Siyuan, 2020), transparent review management practices—including verified purchase flags and responsive seller engagement—can sustain consumer trust (Qi & Masrom, 2023). Based on the above discussion, online reviews are expected to positively influence consumer purchase decisions.

H1: Online reviews have a significant positive effect on consumer purchase decisions.

Sensory Branding and Purchase Decisions

Sensory branding refers to the strategic deployment of sensory stimuli to create a distinctive and memorable brand experience (Krishna, 2020; Hultén, 2011). By engaging consumers' perceptual systems—primarily sight, sound, and tactile simulation in digital contexts—brands can shape perception, evoke emotion, and foster loyalty (Anetoh et al., 2020; Gedia et al., 2026).

In online environments, sensory branding is expressed through visual design elements such as colour schemes, typography, imagery, and video content, as well as through auditory cues in branded media and interactive touchpoints that simulate tactile product encounters (Chathuranga and Lakshika, 2019). Consistent sensory cues across digital channels reinforce the brand's intended identity and emotional associations, facilitating recall, reducing perceived risk, and increasing repeat purchase likelihood (Manojkumar, Vasavada and Sharma, 2021).

From the perspective of the S-O-R framework, sensory branding acts as an external stimulus that evokes emotional and experiential responses within consumers, thereby influencing behavioural outcomes. Consequently, sensory branding is expected to positively affect online purchase decisions.

H2: Sensory branding has a significant positive effect on consumer purchase decisions.

Digital Marketing and Purchase Decisions

Digital marketing encompasses the strategies and channels through which organisations engage consumers in digital environments (Hamdani, Muladi and Maulani, 2021; Situmoranga and Yawrent, 2025). Its principal components include websites, search engine optimisation (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, influencer marketing, and mobile marketing (Ritz, Wolf and McQuitty, 2019; Saura, Paolos-Sanchez and Herráez, 2020).

Digital marketing enables firms to reach precisely defined audiences, track campaign performance in real time, and adapt strategy in response to behavioural data (Olson, Olson, Czapslewski and Key, 2020). The integration of consumer-generated content—such as online reviews—into digital campaigns allows brands to leverage social proof and enhance message credibility (Njegomir, 2020; Stephen, 2016).

Despite its widespread adoption, prior studies report mixed evidence regarding the direct influence of digital marketing on purchase decisions, with some research suggesting that its effect is contingent on the quality of accompanying trust signals and content authenticity (Samsudeen and Kaldeen, 2020; Tiago and Veríssimo, 2014). Nevertheless, effective digital marketing strategies are generally expected to positively influence consumer purchase decisions.

H3: Digital marketing has a significant positive effect on consumer purchase decisions.

Pop Culture and Purchase Decisions

Pop culture refers to the set of practices, beliefs, and creative expressions widely shared and accepted by the majority of a society at a given time, encompassing music, fashion, film, gaming, social media trends, and digital subcultures (Edensor, 2002; Storey, 2021). It is characterised by its dynamic and generative nature, continuously evolving through collective human participation and selection, and is most strongly adopted by younger consumer cohorts (Sugihartati, 2017; Lambert et al., 2020).

In Indonesia, popular culture is substantially influenced by the Korean Wave (Hallyu), encompassing South Korean music (K-pop), drama (K-drama), and fashion (Kusumawardhani and Karya, 2023). These cultural phenomena create parasocial relationships between consumers and cultural figures, which can strengthen brand identification and purchase intention (Muhmin et al., 2026).

From a theoretical perspective, pop culture influences consumer behaviour through identity construction and community affiliation. Consumers who identify with specific cultural trends or public figures often demonstrate stronger affinity toward products associated with those cultural symbols (Andersen, 2020; Holt, 2004). Digital marketing further amplifies these effects by disseminating cultural content at scale and enabling targeted engagement with culturally defined audiences (Zhu et al., 2019; Santoso et al., 2025).

Accordingly, pop culture is expected to positively influence online consumer purchase decisions, particularly among digitally active and culturally engaged consumers in Indonesia's e-commerce environment.

H4: Pop culture has a significant positive effect on consumer purchase decisions.

3. Methods

This study employs a quantitative research design to examine the relationships between online reviews, sensory branding, pop culture, digital marketing, and consumer purchase decisions. The study is grounded in consumer behaviour theory proposed by Philip Kotler and Keller (2018) and incorporates the Technology Acceptance Model (TAM) developed by Fred

Davis (1989) to explain how perceived usefulness and perceived ease of use influence consumer engagement with digital platforms. In addition, the Stimulus–Organism–Response (S-O-R) framework introduced by Albert Mehrabian and Russell (1974) serves as the primary theoretical foundation of this research. Within this framework, online reviews, sensory branding, pop culture, and digital marketing function as external stimuli that affect consumers’ cognitive and emotional states, which subsequently shape purchase decisions as behavioural responses.

Data were collected using a structured online questionnaire distributed through Google Forms. This study employed a non-probability convenience sampling technique because the research specifically targeted digitally active consumers with online purchasing experience. Respondents were required to have made at least one online purchase within the three months preceding the survey period. Although convenience sampling allowed efficient access to relevant respondents, this approach limits the broader generalisability of the findings, meaning the results primarily represent active online consumers rather than the entire Indonesian population. A total of 125 responses were obtained, and all responses were retained after data screening procedures confirmed their completeness and consistency.

All variables were measured using items adapted from previously validated studies and assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The online review construct consisted of credibility, usefulness, and sentiment dimensions adapted from Chen and Ku (2021). Sensory branding was measured through visual appeal, interactivity, and sensory richness dimensions based on Krishna (2020). Digital marketing included informativeness, accessibility, and engagement dimensions adapted from Saura et al. (2020). Meanwhile, the pop culture construct was operationalised using broader cultural orientation indicators such as collectivism versus individualism, uncertainty avoidance, and masculinity versus femininity, adapted from Rismayani and Fadli (2024), due to the limited availability of validated instruments specifically measuring digital fandom participation, parasocial attachment, and influencer engagement within the Indonesian context. Purchase decision was measured using intention, evaluation, and action dimensions adapted from Kotler and Keller (2018).

Table 1. presents the operationalisation of the research constructs.

Construct	Dimension	Sample Item	Source
Online Reviews	Credibility	Reviews are trustworthy	Chen & Ku (2021)
	Usefulness	Reviews help decision-making	
	Sentiment	Reviews reflect real experience	
Sensory Branding	Visual Appeal	Website visuals are attractive	Krishna (2020)
	Interactivity	The platform provides an engaging experience	
	Sensory Richness	Content creates an immersive feeling	
Digital Marketing	Informativeness	Advertisements provide useful information	Saura et al. (2020)
	Accessibility	Product information is easy to access	
	Engagement	Marketing content is engaging	
Pop Culture	Collectivism vs Individualism	Social class influences my product purchases	Rismayani & Fadli (2024)
	Uncertainty Avoidance	Cultural developments influence my purchases	

	Masculinity vs Femininity	Lifestyle influences the products I purchase	
Purchase Decision	Intention	I am likely to purchase this product	Kotler & Keller (2018)
	Evaluation	The product meets my expectations	
	Action	I complete purchases online	

To analyse the data, this study employed multiple linear regression analysis to test the hypothesised relationships between variables. Prior to hypothesis testing, several diagnostic tests were conducted to ensure the quality and suitability of the data. Reliability testing was performed using Cronbach’s Alpha with a minimum threshold of 0.70, while validity testing used item correlation analysis with a significance level of $p < 0.05$ and r-value greater than 0.361. Normality was assessed using the Kolmogorov–Smirnov test, multicollinearity was evaluated using the Variance Inflation Factor (VIF) with a threshold below 5, and heteroscedasticity was examined through scatterplot analysis of standardised residuals.

4. Result and Discussion

Sample Profile

The final sample comprised 125 valid respondents: 52 male (41.6%) and 73 female (58.4%). The largest age cohort was 26–35 years ($n = 49$), and the majority held postgraduate qualifications. Table () provide visual summaries of respondent gender, age, and educational background, respectively.

Table 2. Demographic Profile & Reason for Selection of Sample

Demographic Variable	Category	Frequency (n)	Percentage (%)	Interpretation
Gender	Male	52	41.6	Male respondents represented a substantial proportion of the sample, indicating balanced participation across genders.
	Female	73	58.4	Female respondents formed the majority of the sample, suggesting stronger representation of female consumers in online purchasing activities.
Age Group	16–20 years	20	16	Younger consumers demonstrate growing engagement with e-commerce and digital platforms.
	21–25 years	32	25.6	This segment reflects digitally active consumers highly exposed to online marketing and social media influences.
	26–35 years	49	39.2	The largest respondent group belonged to the 26–35 age category, indicating that the study primarily reflects the perceptions of young adult consumers actively involved in online shopping.
	36–45 years	14	11.2	Middle-aged respondents contributed moderate representation within the sample.
	46–55 years	10	8	Older respondents formed the smallest segment, suggesting

Demographic Variable	Category	Frequency (n)	Percentage (%)	Interpretation
				comparatively lower participation in digital purchasing activities.
Educational Background	Secondary Education	35	28	Respondents with secondary education indicate participation from consumers with varying educational backgrounds.
	Undergraduate Degree	29	23.2	Undergraduate respondents represent educated consumers familiar with digital purchasing environments.
	Postgraduate Degree	48	38.4	The majority of respondents held postgraduate qualifications, reflecting a highly educated sample likely to critically evaluate online information before purchase decisions.
	Doctoral Degree	13	10.4	Doctoral degree holders formed a smaller but significant proportion of the sample, enhancing the intellectual diversity of respondents.
Total		125	100	The sample profile indicates that respondents were predominantly female, young adults aged 26–35 years, and highly educated, characteristics consistent with digitally engaged consumers in Indonesia’s e-commerce environment.

Classical Assumption, Reliability, Validity, and Diagnostic Tests

Prior to hypothesis testing, classical assumption tests were conducted to ensure that the regression model satisfied the required statistical assumptions. The normality test was assessed using the One-Sample Kolmogorov–Smirnov test. The results indicated that the residuals were normally distributed, as evidenced by the Asymp. Sig. value of 0.186, which exceeded the threshold of 0.05. Multicollinearity was examined using the Variance Inflation Factor (VIF) and tolerance values. All VIF values were below the recommended threshold of 10, while tolerance values exceeded 0.10, confirming the absence of multicollinearity among the independent variables. Heteroscedasticity was assessed through scatterplot analysis of standardized residuals, and no systematic pattern was observed, indicating homoscedasticity. These findings confirm that the regression model fulfilled the classical assumption requirements and was suitable for further analysis.

Table 3. Classical Assumption Test Results

Test	Indicator	Threshold	Result	Interpretation
Normality (Kolmogorov–Smirnov)	Asymp. Sig. = 0.186	> 0.05	Accepted	Residuals are normally distributed
Multicollinearity	VIF < 10; Tolerance > 0.10	Acceptable	Accepted	No multicollinearity detected
Heteroscedasticity	Scatterplot distribution	No clear pattern	Accepted	No heteroscedasticity detected

Cronbach’s alpha coefficients exceeded the recommended threshold of 0.70 for all constructs (Online Reviews = 0.84; Sensory Branding = 0.81; Digital Marketing = 0.79; Pop

Culture = 0.74; Purchase Decision = 0.86), confirming satisfactory internal consistency reliability. All constructs demonstrated acceptable internal consistency, with Cronbach’s α values exceeding 0.70. Item-level validity was confirmed, as all indicators returned significant correlations with their respective constructs ($p < 0.05$, $r > 0.361$).

Table 4. Reliability and Validity Test Results

Construct	Cronbach’s Alpha	Validity Result	Interpretation
Online Reviews	0.84	Valid	Reliable and valid
Sensory Branding	0.81	Valid	Reliable and valid
Digital Marketing	0.79	Valid	Reliable and valid
Pop Culture	0.74	Valid	Reliable and valid
Purchase Decision	0.86	Valid	Reliable and valid

All constructs demonstrated acceptable internal consistency, with Cronbach’s α values exceeding 0.70. Item-level validity was confirmed: all indicators returned significant correlations with their respective constructs ($p < 0.05$, $r > 0.361$). The Kolmogorov–Smirnov test indicated approximately normally distributed residuals (Asymp. Sig. = 0.186 $>$ 0.05; Table 2). VIF values for all predictors were below 10, confirming the absence of multicollinearity. Inspection of the standardised residual scatterplot revealed no systematic patterns, satisfying the homoscedasticity assumption.

Table 5. Kolmogorov–Smirnov Normality Test

One-Sample Kolmogorov–Smirnov Test	Unstandardised Residual
N	125
Normal Parameters — Mean	0.000000
Normal Parameters — Std. Deviation	1.37970483
Most Extreme Differences — Absolute	0.072
Most Extreme Differences — Positive	0.072
Most Extreme Differences — Negative	-0.060
Test Statistic	0.072
Asymp. Sig. (2-tailed)	0.186

Regression Analysis

Table 3 presents the multiple linear regression coefficients. Online reviews ($\beta = 0.497$, $t = 7.348$, $p < 0.05$) and sensory branding ($\beta = 0.391$, $t = 7.435$, $p < 0.05$) both exerted significant positive effects on purchase decisions, supporting H1 and H2. Digital marketing ($\beta = 0.118$, $t = 1.671$, $p = 0.097$) and pop culture ($\beta = -0.050$, $t = -1.297$, $p = 0.197$) did not reach statistical significance; H3 and H4 were therefore not supported. The estimated regression equation is:

$$Y = 5.163 + 0.587X_1 + 0.418X_2 + 0.121X_3 - 0.120X_4$$

Where Y denotes purchase decision, X_1 online reviews, X_2 sensory branding, X_3 digital marketing, and X_4 pop culture. Note that the equation uses unstandardised B coefficients; standardised β values are reported in Table 3 and referenced throughout the discussion.

Table 6. Multiple Linear Regression — Partial Test Results

Predictor	B	Std. Error	β	t	p
Online Reviews (X_1)	0.587	0.080	0.497	7.348	0.000***
Sensory Branding (X_2)	0.418	0.056	0.391	7.435	0.000***
Digital Marketing (X_3)	0.121	0.072	0.118	1.671	0.097
Pop Culture (X_4)	-0.120	0.093	-0.050	-1.297	0.197

*** $p < 0.05$. Dependent variable: Purchase Decision.

Model Fit

To assess potential common method bias, Harman’s single-factor test was conducted. The first unrotated factor accounted for less than 50% of the total variance, suggesting that common method variance was unlikely to substantially distort the findings. Nevertheless, given the self-reported cross-sectional design, some degree of common method bias cannot be entirely excluded.

The simultaneous F-test was significant ($p < 0.05$), confirming the overall adequacy of the model (Table 4). The coefficient of determination ($R^2 = 0.837$; Adjusted $R^2 = 0.831$) indicates that the four predictors collectively account for 83.7% of the variance in purchase decisions (Table 5). This high explanatory power warrants interpretive caution, as it may reflect construct overlap or common method variance arising from the single-source, self-report design.

Table 7. ANOVA — Simultaneous Test Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	1192.104	4	298.026	151.427	.000***
Residual	232.237	118	1.968		
Total	1424.341	122			

*** $p < 0.05$. Dependent variable: Purchase Decision. Predictors: (Constant), Pop Culture, Digital Marketing, Sensory Branding, Online Reviews.

Table 8. Model Summary

Model	R	R ²	Adjusted R ²	Std. Error
1	.915	.837	.831	1.403

Predictors: (Constant), Pop Culture, Digital Marketing, Sensory Branding, Online Reviews. Dependent variable: Purchase Decision.

Discussion

The findings provide insight into the relative contributions of cognitive, experiential, cultural, and promotional factors to consumer purchase decisions in Indonesia’s digital marketplace. This section interprets each hypothesis outcome in turn before considering the integrated implications of the model.

Online Reviews and Purchase Decisions

The findings indicate that online reviews play a substantial role in influencing consumer purchase decisions in Indonesia’s e-commerce environment. Consumers increasingly rely on peer-generated evaluations as a trusted source of information when assessing product quality, credibility, and overall purchasing risk. This result is consistent with the electronic word-of-mouth (e-WOM) literature, which explains that online reviews function as social proof capable of reducing uncertainty and strengthening consumer confidence before making purchasing decisions (Cheung and Thadani, 2012; Filieri, 2015). In digital marketplaces where consumers cannot physically inspect products, online reviews become an alternative mechanism for validating seller claims and product performance (Kang, Hung, and Huang, 2020).

The findings also align with studies showing that review credibility, review usefulness, and review sentiment significantly shape consumer evaluations and online buying behaviour (Chen and Ku, 2021; Chen et al., 2022; Wang, Du, and Wang, 2023). Consumers are more likely to trust products that receive positive, detailed, and authentic reviews because such information provides reassurance regarding product quality and seller reliability. Furthermore, negative reviews can strongly influence perceptions and discourage purchasing behaviour when consumers perceive risks associated with product performance or service quality (Shanyan, Yue, and Yancai, 2022). This demonstrates that online reviews operate not only as informational tools

but also as emotional and psychological mechanisms affecting trust formation and purchase intention.

Within the Indonesian digital economy, the influence of online reviews becomes increasingly important due to the rapid growth of e-commerce transactions and internet usage (Statista, 2025; GoodStats, 2025). Consumers are exposed to extensive user-generated content across digital platforms, causing review environments to become central in shaping online consumption behaviour. Nevertheless, concerns regarding fake reviews and manipulated ratings remain a challenge in maintaining consumer trust (Siyuan, 2020; Qi & Masrom, 2023). Therefore, firms must actively manage review transparency and authenticity to sustain consumer confidence. Previous research also suggests that review management strategies, responsiveness to customer feedback, and transparent communication significantly strengthen brand credibility and customer loyalty (Zina and Battha, 2022). In the context of the S-O-R framework developed by Albert Mehrabian and Russell (1974), online reviews function as external stimuli that trigger cognitive evaluations and emotional reassurance, ultimately influencing behavioural responses in the form of purchase decisions.

Sensory Branding and Purchase Decisions

The findings further reveal that sensory branding positively influences consumer purchase decisions in digital retail environments. This suggests that consumers are not solely driven by rational evaluations of product information, but also by emotional and sensory experiences created through digital interfaces. Sensory branding enables firms to stimulate consumers visually, emotionally, and interactively through website aesthetics, multimedia content, interface design, and immersive shopping experiences (Hultén, 2011; Krishna, 2020). These findings reinforce the argument that sensory experiences remain highly relevant even within online shopping contexts where physical interaction with products is absent.

Previous studies similarly found that multisensory brand experiences contribute to stronger emotional attachment, increased consumer engagement, and impulse buying tendencies (Chathuranga and Lakshika, 2019; Gedia et al., 2026). Digital consumers are increasingly attracted to platforms that provide visually appealing layouts, interactive product demonstrations, and engaging multimedia features capable of simulating offline shopping experiences. Research by Manojkumar, Vasavada, and Sharma (2021) also demonstrates that sensory branding strengthens consumer perceptions and enhances purchase intention by creating memorable brand experiences. Furthermore, Anetoh et al. (2020) explain that sensory attributes significantly affect consumer preferences because sensory stimulation contributes to perceived product quality and emotional satisfaction.

The present findings are also consistent with research conducted by Pal, Srivastava, and Gupta (2024), which highlights the mediating role of hedonic emotions in the relationship between multisensory experiences and consumer behavioural intention. Emotional immersion generated through sensory-rich digital environments can increase enjoyment and prolong consumer engagement with online platforms. Tonietto and Barasch (2021) similarly argue that immersive content enhances consumer enjoyment and intensifies engagement by creating psychologically absorbing experiences. In Indonesia's increasingly competitive e-commerce environment, sensory branding therefore becomes an important strategic tool for differentiating brands and strengthening consumer attachment. The growing popularity of live-stream commerce, interactive shopping content, and visually driven social media marketing further supports the importance of sensory engagement in shaping online purchasing behaviour. Within the S-O-R framework, sensory branding acts as an environmental stimulus capable of generating emotional and affective responses that subsequently encourage purchase decisions.

Digital Marketing and Purchase Decisions

The findings indicate that digital marketing does not directly influence purchase decisions as strongly as expected. Although digital marketing remains an essential component of business strategy in online environments, consumers may no longer perceive firm-generated promotional content as sufficiently persuasive when compared with peer-generated information such as online reviews. Consumers are increasingly exposed to large volumes of digital advertisements across social media and e-commerce platforms, leading to promotional fatigue and scepticism toward commercial messages (Stephen, 2016; Tiago and Veríssimo, 2014). Consequently, consumers may evaluate digital marketing content more critically and rely more heavily on trusted external information sources before making purchase decisions.

This finding differs from several previous studies reporting that digital marketing positively influences purchase intention and consumer decision-making processes (Samsudeen and Kaldeen, 2020; Hamdani, Muladi, and Maulani, 2021; Baskara and Nurhayati, 2023). However, the result remains theoretically meaningful because digital marketing may function more effectively as a supporting mechanism that amplifies trust, engagement, and brand visibility rather than acting as an independent determinant of purchase decisions. Research by Olson et al. (2020) and Saura, Palos-Sanchez, and Herráez (2020) explains that digital marketing strategies become more effective when integrated with customer experience management, authentic communication, and consumer-centred engagement. Similarly, Ritz, Wolf, and McQuitty (2019) argue that the success of digital marketing depends on how firms combine technological adoption with consumer trust and experiential value creation.

The findings also suggest that digital marketing effectiveness may increasingly depend on the integration of emotional storytelling, sensory engagement, and culturally relevant content. Widodo (2024) explains that emotional storytelling in digital branding strengthens consumer attachment because it creates meaningful narratives rather than purely promotional messages. In addition, Santoso et al. (2025) emphasise that modern digital marketing strategies must focus on value creation, consumer interaction, and relationship-building to remain effective in highly competitive online markets. Studies by Kusumawati et al. (2022) and Njgomir (2020) further indicate that website quality, accessibility, and interactive communication influence how consumers perceive digital marketing efforts. Therefore, the limited direct influence of digital marketing in this study may reflect changing consumer behaviour patterns in which trust, authenticity, and experiential engagement become more influential than conventional promotional exposure alone.

Within the perspective of the Technology Acceptance Model (TAM) proposed by Fred Davis (1989), digital marketing effectiveness may depend on how consumers perceive the usefulness and ease of accessing information rather than the promotional message itself. Likewise, the S-O-R framework suggests that digital marketing may operate indirectly by strengthening other environmental stimuli such as online reviews and sensory branding rather than independently shaping behavioural responses.

Pop Culture and Purchase Decisions

The findings reveal that pop culture does not directly influence consumer purchase decisions within the current research model. Although popular culture is widely recognised as an important force shaping identity formation, consumption trends, and social interaction, its influence may not operate through direct behavioural mechanisms alone. Pop culture often influences consumers symbolically and emotionally by shaping lifestyles, fandom identities, aspirations, and social belonging rather than directly encouraging transactional behaviour (Storey, 2021; Edensor, 2002). This suggests that cultural influences may require more complex explanatory pathways involving emotional attachment, social identity, and community participation.

Previous studies indicate that pop culture significantly shapes consumer preferences through celebrity endorsements, influencer culture, fandom participation, and digital media exposure (Edwards, 2020; Rafique, Khan, and Bilal, 2022). In Indonesia, the Korean Wave and global entertainment trends have become increasingly influential among younger consumers, particularly Generation Z audiences who actively participate in digital fandom communities (Nur et al., 2025). Research by Kusumawardhany and Karya (2023) demonstrates that K-pop idols functioning as brand ambassadors can strengthen emotional attachment and influence consumer buying behaviour in e-commerce platforms. Similarly, Zhu et al. (2019) explain that celebrity endorsements and fan communities play a substantial role in shaping digital consumption patterns and brand engagement.

Despite these theoretical arguments, the absence of a strong direct relationship in this study may be related to measurement limitations. The operationalisation of pop culture in this study relied on broader cultural orientation dimensions rather than specific indicators of fandom behaviour, parasocial attachment, influencer engagement, or social media immersion. Consequently, the measurement may not fully capture the dynamic and trend-driven nature of contemporary digital pop culture. Research by Muhmin et al. (2026) emphasises that parasocial relationships with celebrities and influencers significantly affect purchase intention among digital fandom communities. Likewise, Sugihartati (2017) explains that youth participation in global popular culture increasingly involves prosumer behaviour and emotional investment within online communities. Therefore, the influence of pop culture may emerge more strongly when measured through fandom intensity, influencer attachment, or community engagement rather than through general cultural orientation constructs alone.

Another explanation is that pop culture may influence purchase behaviour indirectly through identity construction, symbolic consumption, and emotional branding. Holt (2004) argues that brands become culturally meaningful when they successfully integrate symbolic narratives and consumer identities into marketing communication. Andersen (2020) similarly explains that consumer culture and media exposure shape behavioural preferences gradually through repeated cultural interaction. In addition, Lambert et al. (2020) demonstrate that modern culture evolves rapidly through digital media ecosystems, making consumer preferences increasingly fluid and trend-sensitive. Pop culture may therefore function more effectively as a contextual or moderating factor rather than as a direct predictor of purchasing decisions.

Research by Zaini et al. (2025) further suggests that pop culture acts as a supporting digital marketing instrument capable of enhancing emotional resonance and consumer engagement when integrated into broader marketing strategies. Likewise, Rismayani and Fadli (2024) found that celebrity endorsements influence purchase intention when combined with persuasive digital marketing communication. These findings indicate that cultural influence may become more significant when interacting with trust-based and experiential variables such as online reviews and sensory branding. Accordingly, future studies should consider using more specific indicators and advanced analytical models such as Structural Equation Modelling (SEM) to examine the indirect, mediating, and moderating mechanisms of pop culture within digital consumer behaviour.

Combined Predictors and Integrated Consumer Behaviour Model

The overall findings demonstrate that online reviews, sensory branding, digital marketing, and pop culture collectively contribute to explaining consumer purchase decisions within Indonesia's e-commerce environment. However, the model appears to be more strongly driven by cognitive trust mechanisms and experiential engagement than by direct promotional communication or broad cultural orientation factors. This pattern aligns with the S-O-R framework, which explains that environmental stimuli producing immediate emotional and cognitive responses are more likely to influence behavioural outcomes (Mehrabian and Russell, 1974; Utama et al., 2021).

The findings reinforce consumer behaviour theory proposed by Philip Kotler and Keller (2018), which suggests that purchasing decisions emerge through a complex interaction between informational, psychological, social, and cultural influences. In Indonesia's rapidly expanding digital economy, consumers appear to prioritise trustworthy peer information and immersive online experiences when evaluating products and making purchase decisions. The rapid growth of internet users and e-commerce transactions in Indonesia further intensifies the importance of understanding integrated digital consumer behaviour patterns (Statista, 2025; GoodStats, 2025).

Overall, this study contributes to the growing literature on digital consumer behaviour by integrating informational, experiential, promotional, and cultural dimensions within a single analytical framework. The findings suggest that future research should further explore the interaction between these variables, particularly the possibility that digital marketing and pop culture influence consumer behaviour indirectly through trust formation, emotional engagement, social identity, and community participation.

5. Conclusion

This study examined the influence of online reviews, sensory branding, digital marketing, and pop culture on consumer purchase decisions within Indonesia's e-commerce sector. The findings indicate that online reviews and sensory branding play a more substantial role in shaping purchase decisions than digital marketing and pop culture. These results demonstrate that consumers in digital marketplaces prioritise trustworthy information, authentic consumer experiences, and emotionally engaging online environments when evaluating products and making purchasing decisions. The findings further reinforce the relevance of the Stimulus–Organism–Response (S-O-R) framework in explaining online consumer behaviour, where cognitive trust mechanisms and sensory experiences function as dominant stimuli affecting consumer responses. From a practical perspective, businesses should focus not only on promotional exposure but also on building transparent review ecosystems, strengthening customer trust, and creating immersive digital experiences through visually appealing and interactive online platforms. Firms that successfully integrate authentic consumer feedback, engaging content, and experiential branding are likely to achieve stronger consumer attachment and purchasing outcomes in increasingly competitive digital markets.

Despite its contributions, this study has several limitations that should be considered when interpreting the findings. The use of non-probability convenience sampling limits the generalisability of the results beyond the sampled population and may not fully represent the demographic diversity of Indonesian online consumers. In addition, the cross-sectional design restricts the ability to observe behavioural changes over time or establish stronger causal relationships between variables. Another important limitation concerns the operationalisation of pop culture using broad cultural orientation dimensions, which may not adequately capture dynamic digital cultural phenomena such as fandom participation, parasocial relationships with influencers, social media immersion, and trend-driven online communities. The reliance on self-reported questionnaire data may also introduce common method bias and subjective response tendencies. Therefore, although the study provides important insights into digital consumer behaviour in Indonesia, the findings should be interpreted within the methodological boundaries of the research design.

Future research should expand and refine this model by incorporating more contextually sensitive indicators of pop culture and digital engagement, particularly among Generation Z and millennial consumers who are highly immersed in digital subcultures and social media ecosystems. Subsequent studies are encouraged to examine variables such as influencer attachment, fandom intensity, media consumption behaviour, digital community participation, and social pressure in shaping purchase decisions. Future research should also investigate

potential moderating and mediating variables, including digital literacy, age, emotional engagement, and social media activity, to better explain the indirect influence of digital marketing and pop culture on consumer behaviour. Moreover, longitudinal and cross-cultural studies are recommended to capture the evolving nature of digital consumption patterns and to determine whether the findings observed in Indonesia are consistent across different cultural and technological contexts. Such approaches would contribute to a more comprehensive understanding of how trust, experience, identity, and digital culture collectively shape purchasing behaviour in contemporary e-commerce environments.

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