

# The Influence Of Social Media Marketing And E-Wom On Purchasing Decision With Trust And Brand Image As Mediating Variables On Fashion Purchases In Tiktok Shop

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## **Abstract**

### **Keywords:**

Social Media Marketing, Electronic Word of Mouth, Trust, Brand Image, Purchasing Decisions.

*This study aims to analyze the influence of social media marketing and electronic word of mouth (E-WOM) on purchasing decisions for fashion products in TikTok Shop, with trust and brand image as mediating variables. The study used a quantitative approach with a population of university students in Indonesia who had shopped for fashion through TikTok Shop. Sampling was carried out using a non-probability sampling technique through convenience sampling with a total of 280 respondents. Data were collected through an online questionnaire using Google Form with a five-point Likert scale, then analyzed using the Structural Equation Modeling (SEM) method with the help of SmartPLS software. The results showed that social media marketing and E-WOM had a positive and significant effect on trust, brand image, and purchasing decisions. In addition, trust and brand image were also proven to have a positive effect on purchasing decisions. Mediation tests showed that trust was able to mediate the influence of social media marketing on purchasing decisions, while brand image mediated the influence of E-WOM on purchasing decisions. These findings indicate that online social media marketing activities play an important role in building trust and brand image that drive purchasing decisions in TikTok Shop.*

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## **INTRODUCTION**

The development of digital technology, particularly social media, has brought about significant changes in consumer behavior. One platform that is currently trending and gaining popularity, and is being utilized by businesses, is TikTok. This platform is not only used for entertainment but has also become a quite effective promotional tool, particularly in the highly dynamic and rapidly changing fashion industry (Sheak & Abdulrazak, 2023).

Launched globally in 2017, TikTok is a video-sharing app that allows users to create, share, or simply watch short videos with a maximum duration of 60 seconds. Additionally, TikTok users can upload and share videos created and shared on TikTok related to viral trends or memes, complemented by popular music or melodies. In terms of content type, these videos include tutorials, testimonials, comedy sketches, or even live broadcasts. These videos are displayed in a continuous feed on the app's homepage, tailored to each user's interests and viewing history or the algorithm. Although relatively new compared to other, more established social media platforms, TikTok has experienced tremendous growth. Today, with over 1 billion monthly active users worldwide, TikTok remains one of the fastest-growing apps in the world (Sheak & Abdulrazak, 2023).

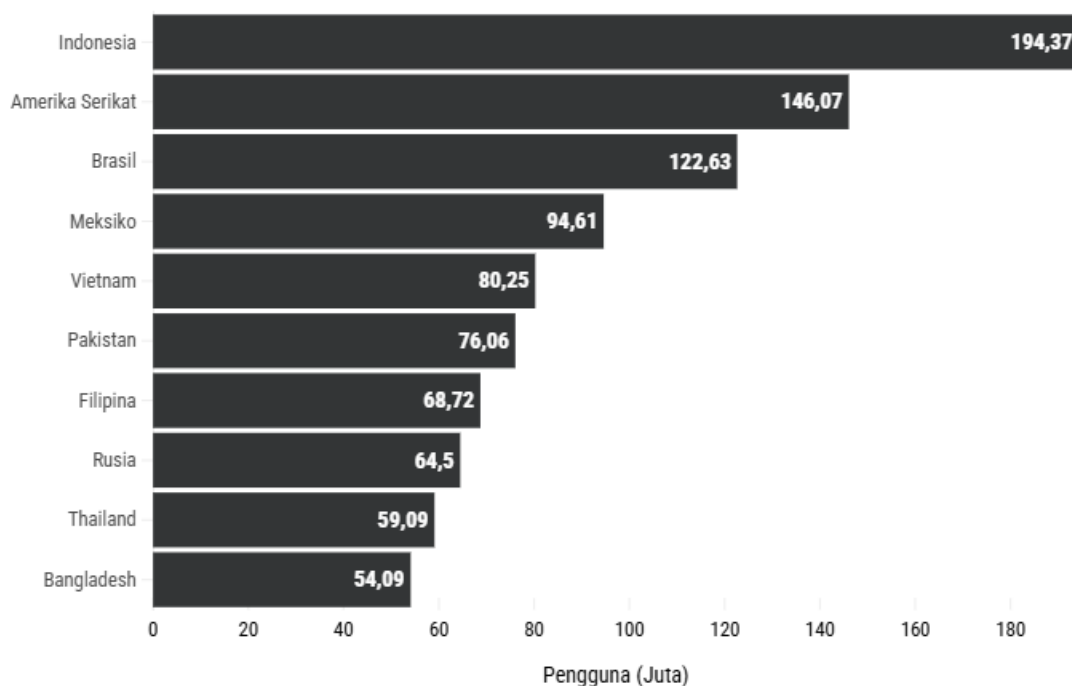


Figure 1: 10 Countries with the Most TikTok Users in the World.

Based on the data in the image above, Indonesia is the country with the largest number of TikTok users in the world in July 2025, reaching approximately 194.37 million people (Nouvan, 2025). This fact shows that TikTok has grown rapidly in Indonesia and is now used not only for entertainment but also widely as a promotional medium and online shopping platform, especially in the fashion sector. The trend of online shopping through TikTok Shop is increasing because users find it easier to obtain product information from video content, recommendations from other users, and reviews circulating on the platform. This condition makes marketing through social media (social media marketing) and digital word-of-mouth (e-WOM) play a major role in influencing consumer trust in a brand. This trust then drives consumers to decide to purchase a product.

In recent years, TikTok has been increasingly used as a promotional tool, particularly by the younger generation. This development has driven a shift in marketing strategies, from relying on traditional media to more interactive digital platforms that emphasize the power of visuals. Among various industries, fashion has been one of the most responsive to this change due to its highly visual nature and rapidly changing trends. Meanwhile, it has become a promising market for fashion brands that use TikTok as a promotional medium (Roni Herison et al., 2022).

In today's era of globalization, fashion is one of the sectors experiencing significant change. Styles and trends in fashion constantly shift from one model to another. These changes occur rapidly and dynamically, keeping pace with the times. Fashion is not just about appearance but has become an industry that plays a crucial role in driving economic growth in Indonesia. Small businesses serve as the foundation of the national economy, requiring the adoption and implementation of technology in the trade and business sectors. The performance of small and medium enterprises is greatly influenced by family support and the use of social media marketing. In this situation, companies need to understand the qualities consumers seek when choosing a brand. One attribute that is now crucial in fashion trends is fashion items such as clothes, shoes, and so on. Fashion not only functions as casual clothing but also plays a crucial role in a person's appearance. Many individuals use fashion as a means of self-expression (Roni Herison et al., 2022).

In recent years, social media has become a vital part of various organizations' marketing communications strategies. These platforms offer opportunities to build closer relationships with consumers through two-way interactions. Social media also allows people to share their opinions

and experiences about products or services, while fostering a sense of community through digital communication (Tuan et al., 2024).

The novelty of this research is not solely focused on testing the relationship between social media marketing and e-WOM on purchasing decisions through the role of trust and brand image as mediating variables, but also directed at a deeper understanding of how this relationship works in the TikTok environment which has unique characteristics compared to other digital platforms, especially in terms of the algorithm system, the speed of information dissemination, and the dominance of visual-based content that can shape consumer perceptions more instantly and emotionally. In addition, this research also presents a more comprehensive perspective by not only placing trust and brand image as intermediaries in a causal relationship, but as part of the consumer psychological process that functions to filter, evaluate, and interpret various digital information they receive amidst the high flow of content that continues to appear, so that ultimately it is able to provide a more contextual and dynamic explanation of how purchasing decisions are formed in the current developing social commerce ecosystem.

This study focuses on how the behavior of fashion consumers who actively use TikTok is influenced by several key aspects, namely social media marketing and e-WOM. These factors are analyzed both in terms of their direct influence on purchasing decisions and through the role of trust and brand image. It is hoped that the results of this study will provide a broader understanding of the mechanisms of digital marketing in shaping consumer decisions and provide useful input for fashion businesses in developing more effective promotional strategies that align with their target market.

## RESEARCH METHODS

The population in this study were students who had purchased fashion products through TikTok Shop. The sampling technique used purposive sampling with the criteria of students being active TikTok users who had viewed promotional content or reviews of fashion products and made purchases through the platform. Data collection was conducted through an online questionnaire using a five-point Likert scale to measure respondents' perceptions of the research variables. The variables studied consisted of social media marketing and electronic word of mouth (e-WOM) as independent variables, trust and brand image as mediating variables, and purchasing decision as dependent variable, with indicators compiled based on previous research (Roni Herison et al., 2022; Itasari et al., 202; Mishra, 2023; Nguyen et al., 2025; Geofakta Razali et al., 2023). The research data were analyzed using Structural Equation Modeling (SEM) to test direct and indirect relationships between variables, including the mediating influence of trust and brand image (Khofifi et al., 2023).

## RESULTS AND DISCUSSION

**Table 1: Testing the Direct Effect Hypothesis**

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Image -> Purchase Decision	0.312	0.314	0.051	6.163	0.000
E-WOM -> Brand Image	0.330	0.331	0.050	6.547	0.000
E-WOM -> Purchase Decision	0.318	0.318	0.061	5.213	0.000
E-WOM -> Trust	0.354	0.352	0.054	6.538	0.000

Social Media Marketing -> Brand Image	0.379	0.378	0.054	6.964	0.000
Social Media Marketing -> Purchase Decision	0.335	0.335	0.059	5.632	0.000
Social Media Marketing -> Trust	0.426	0.427	0.051	8.380	0.000
Trust -> Purchase Decision	0.394	0.391	0.058	6.801	0.000

### **The influence of social media marketing on trust**

Based on the test results, the first hypothesis shows that Social Media Marketing has a positive and significant effect on trust with a significance value of 0.000 and a t-statistic of 8.380. This means that the better the implementation of social media marketing through TikTok Shop, the higher the level of consumer trust in fashion product sellers. Engaging content, clear product information, the use of live streaming features, and active interaction with potential buyers can reduce consumer hesitation when shopping online. When purchasing fashion, consumers cannot see or try the product directly, so they rely heavily on visual appearance, detailed explanations, and seller responses. When communication feels honest, consistent, and professional, consumers will feel safer and more confident in making transactions. Thus, Social Media Marketing is a crucial factor in building trust that ultimately drives purchasing decisions on TikTok Shop.

The results of this study align with research conducted by Hanaysha, (2022), which shows that marketing through social media can increase consumer trust, especially when the information provided is clear, complete, and easy to understand, as well as active interaction between the brand and the consumer. Informative and communicative content makes consumers feel more confident in the brand. Meanwhile, entertainment elements alone are not strong enough to build trust. Therefore, trust is formed more from the quality of information and relationships established on social media. This aligns with research by Sadom et al., (2023), which proves that social media marketing can increase brand trust and reputation. The better the content and interaction provided, the higher consumer trust, which ultimately drives the intention to purchase the product.

### **The influence of social media marketing on brand image**

The results of the second hypothesis test indicate that social media marketing has a positive and significant effect on brand image, with a significance value of 0.000 and a t-statistic of 6.964. This means that the better the marketing activities carried out through social media, the stronger the brand image formed in the minds of consumers. When purchasing fashion on TikTok Shop, engaging content, consistent visuals, the use of influencers, and active interaction can create a brand impression that is modern, trustworthy, and on-trend. Because fashion products rely heavily on appearance and perceived style, a creative and targeted marketing strategy on social media is crucial in building a positive brand image in the eyes of consumers.

Research by Yakla et al., (2024) shows that marketing through social media has a positive effect on brand image formation. The more active and targeted the strategy, such as presenting informative, engaging, and easy-to-understand content, the stronger the brand image in the eyes of consumers. Information that is perceived as clear and reliable leads consumers to have a more positive perception of the brand. Thus, social media not only functions as a promotional tool but also plays a crucial role in building and strengthening brand image in the minds of consumers.

### **The Influence of Social Media Marketing on Purchase Decisions**

The results of the study indicate that social media marketing has a positive and significant effect on purchasing decisions, with a significance value of 0.000 and a t-statistic of 5.632. This means that the better the promotion and communication through social media, the more likely consumers are to decide to purchase the product. When purchasing fashion items on TikTok Shop, engaging content, clear information, and creative promotions can encourage consumers to move from simply viewing the product to making a purchase. This confirms that social media marketing plays a significant role in directly influencing purchasing decisions.

These results align with the findings of Geofakta Razali et al., (2023), who explain that marketing activities through social media can directly influence consumer purchasing decisions. Furthermore, research by Mutiara Dini & Abdurrahman, (2023) also shows that social media plays an effective role in encouraging consumers to ultimately make a purchase.

### **The influence of E-WOM on trust**

The analysis results show that e-WOM has a positive and significant influence on trust, as indicated by a significance value of 0.000 and a t-statistic of 6.538. This means that the more positive reviews and experiences consumers share online, the greater the trust potential buyers feel in the seller and brand. When purchasing fashion on TikTok Shop, consumers typically look at ratings, read comments, and watch reviews before making a purchase because they cannot inspect the product in person. Information from other buyers is a primary consideration to reduce doubts. Therefore, recommendations and testimonials circulating on the platform play a crucial role in building consumer trust.

These research findings align with the findings of Sudaryanto et al., (2025) who confirmed that e-WOM significantly influences consumer trust. Information, reviews, and recommendations circulating online can increase trust, especially if the source is perceived as honest and reliable. The more credible the information provider, the more likely consumers are to accept and believe the message. When e-WOM is trusted, consumers not only feel more confident in the product but are also encouraged to recommend it to others. Therefore, maintaining the quality and honesty of information in digital media is important in building customer trust.

### **The influence of E-WOM on brand image**

The test results show that e-WOM has a positive and significant effect on brand image, with a significance value of 0.000 and a t-statistic of 6.547. This means that the more positive reviews and comments consumers share, the stronger the brand image. When purchasing fashion on TikTok Shop, potential buyers typically read reviews and examine other people's experiences before evaluating a brand. Positive assessments of product quality, fit, and service build the impression that the brand is trustworthy and has a good reputation. Therefore, online consumer opinions play a significant role in shaping and strengthening a brand's image in the eyes of buyers.

The findings of Purwanto, (2025) research demonstrate that positive e-WOM significantly contributes to enhancing brand image. When consumers share positive experiences through reviews and comments, they create a more convincing perception in the eyes of potential buyers. The more frequently a brand receives positive responses and recommendations, the stronger the positive impression. Although the effect is not significant, it is still significant and plays a role in building a brand's reputation. Therefore, creating a satisfying customer experience is key to maintaining positive opinions and enhancing a brand's image.

### **The Influence of E-WOM on Purchase Decisions**

The research results show that e-WOM has a positive and significant influence on purchasing decisions, as evidenced by a significance value of 0.000 and a t-statistic of 5.213. This means that the more reviews and recommendations circulated online, the greater the consumer's incentive to make a purchase. When purchasing fashion on TikTok Shop, prospective buyers typically read comments and consider other people's experiences before making a transaction.

When reviews are dominated by positive assessments of product quality and service, consumer confidence increases, making purchasing decisions easier. This indicates that other consumers' opinions are a crucial factor influencing purchasing decisions on digital platforms.

Research by Khofifi et al., (2023) shows that e-word of mouth plays a significant role in driving purchasing decisions. When consumers receive numerous positive reviews, recommendations, and positive experiences from other users, their confidence in purchasing a product grows stronger. Information shared online becomes a key consideration before consumers make a decision. The better the content and distribution of these reviews, the greater their influence on consumers' final choices. This confirms that communication from consumer to consumer via digital media is able to build confidence and encourage purchases.

### **The Influence of Trust on Purchase Decisions**

The research results show that trust has a positive and significant influence on purchasing decisions, as evidenced by a significance value of 0.000 and a t-statistic of 6.801. This means that the greater a consumer's trust in a seller or brand, the stronger their incentive to purchase the product. When purchasing fashion online, particularly on TikTok Shop, consumers rely heavily on the belief that the product they receive matches the description, is of guaranteed quality, and the transaction is secure. Once trust is established, doubts are reduced, and consumers are more confident in their decision-making. Therefore, maintaining trust is a crucial factor in increasing purchases.

Research by Aurellia, (2023) shows that to build brand trust, companies need to ensure that consumers truly experience the quality of their products and services. When consumers feel satisfied and confident in the quality provided, trust in the brand naturally grows. This trust then encourages consumers to confidently make purchasing decisions, potentially even making repeat purchases. Thus, the factors that shape brand trust have been shown to play a significant role in influencing consumer purchasing decisions for a product.

### **The Influence of Brand Image on Purchase Decisions**

The results of the study indicate that brand image has a positive and significant influence on purchasing decisions, as evidenced by a significance value of 0.000 and a t-statistic of 6.163. This means that the better a consumer's impression of a brand, the more likely they are to purchase its products. When purchasing fashion on TikTok Shop, brands perceived as attractive, high-quality, and trustworthy are more readily selected by consumers. Once a positive perception is formed, consumers are less hesitant, allowing them to make purchasing decisions with greater confidence. Therefore, building a positive brand image is a crucial step in driving increased sales.

Aurellia, (2023) findings show that brand image has a positive and significant influence on purchasing decisions, with brand trust acting as an intermediary. This means that when a brand has a good image, it will increase consumer trust, and ultimately encourage them to purchase. Brands that are well-known, have distinctive characteristics, and are viewed positively will more easily attract attention and foster consumer confidence. This positive impression makes consumers feel the brand is reliable, so they are more confident in making purchasing decisions. Thus, a positive brand image and consumer trust support each other in improving purchasing decisions. The findings of Ghadani et al., (2022) confirm that when a brand image improves in the eyes of consumers, the likelihood of a purchase also increases. Brands that have a positive impression can foster trust and confidence in product quality, so consumers are more confident in making choices. Thus, brand image is an important factor that encourages consumers to make purchasing decisions.

### **Table 2: Mediation Test Results**

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Social Media Marketing -> Trust -> Purchase Decision	0.168	0.167	0.031	5.397	0.000
E-WOM -> Brand Image -> Purchase Decision	0.103	0.104	0.023	4.550	0.000

### **The Influence of Social Media Marketing on Purchase Decisions as Mediated by the Trust Variable**

The research results show that social media marketing can improve purchasing decisions through the role of trust as an intermediary, with a significance value of 0.000 and a t-statistic of 5.397. This means that social media marketing strategies don't directly lead consumers to purchase, but rather foster trust. When content is presented clearly, engagingly, and communicatively, consumers feel more confident in the seller and brand. This trust then drives them to make a purchase decision. Therefore, the success of social media marketing in driving purchases depends heavily on its ability to first build consumer trust.

The relevant research findings of Salman & Prasetyo, (2025) indicate that social media marketing has a significant influence on purchasing decisions when mediated by trust. This means that promotional activities on social media don't immediately lead consumers to purchase, but rather first build trust in the brand. Clear content, active communication, and consistent information delivery can foster consumer confidence in the reliability of the product being offered. Once this trust is established, consumers become more confident in making choices and making purchases. These findings confirm that the success of a digital marketing strategy depends heavily on its ability to create and maintain trust as a link to purchasing decisions.

### **The Influence of E-WOM on Purchase Decisions Influenced by Brand Image**

The results of the study indicate that e-WOM significantly influences purchasing decisions through brand image, with a significance value of 0.000 and a t-statistic of 4.550. This means that reviews and recommendations shared by consumers do not directly lead to purchases but first shape the brand image in their minds. When reviews are positive and consistent, the brand is perceived as more favorable and credible. This strong image then encourages consumers to be more confident in making purchasing decisions, particularly for fashion products on TikTok Shop.

The results of a study by Purwanto, (2025) confirmed that positive e-WOM significantly influences purchasing decisions through brand image. This is evident from the path coefficient value and significance level, which meet the criteria, confirming the hypothesis' acceptance. This means that when consumers provide positive reviews and recommendations, they first form a positive brand image in the minds of potential buyers. This stronger image then encourages consumers to be more confident and confident in making purchasing decisions. Thus, these results indicate that positive e-WOM plays a significant role in enhancing purchasing decisions, particularly through its ability to strengthen brand image.

## **CONCLUSION**

Based on the data analysis, the following conclusions can be drawn:

1. Research shows that social media marketing has a positive and significant influence on consumer trust. Therefore, when the content presented on TikTok becomes more engaging, informative, and convincing, consumer trust in fashion products significantly increases.
2. Social media marketing has also been shown to have a positive and significant influence on brand image. This means that the better the quality of promotion and communication through social media, the stronger and more positive the brand image formed in the minds of consumers.
3. E-WOM is known to have a positive and significant influence on trust. Reviews and experiences shared by other users can increase consumer confidence because they are perceived as more honest and trustworthy.
4. Furthermore, e-WOM also has a positive and significant influence on brand image. This means that the more positive reviews circulate, the better the brand image formed in the eyes of consumers.
5. Trust has been shown to have a positive and significant influence on purchasing decisions. This indicates that the higher the level of consumer trust, the greater their tendency to make a purchase.
6. Brand image also has a positive and significant influence on purchasing decisions, meaning a good brand image can encourage consumers to choose and purchase a product.
7. Social media marketing has been shown to have a positive and significant direct influence on purchasing decisions, so promotional activities through TikTok can directly influence consumers' decisions to purchase a product.
8. E-WOM also shows a positive and significant direct influence on purchasing decisions, where recommendations and reviews from other users are important factors in driving purchase action.
9. Trust has been shown to significantly mediate the influence of social media marketing on purchasing decisions, meaning the marketing influence will be stronger if it can first build consumer trust.
10. Brand image has also been shown to significantly mediate the influence of E-WOM on purchasing decisions, so circulating reviews will be more effective in encouraging purchases if they can build a positive brand image.

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