

The Rise of Digital Authenticity: Consumer Experiences in Building Trust through Social Commerce

Nurul Haeriyah Ridwan^{1*}, Damas Gianlugi Alrizqi², Siti Nardiyah Muhrami³
Program Studi Kewirausahaan, Universitas Negeri Makassar, Indonesia

Corresponding Author: Nurul Haeriyah Ridwan nurul.haeriyah@unm.ac.id

ARTICLE INFO

Keywords: digital authenticity, consumer trust, social commerce, phenomenology, consumer experience

Received : 09, June

Revised : 10, July

Accepted: 30, August

©2026 Ridwan, Alrizqi, Muhrami :
This is an open-access article
distributed under the terms of the
[Creative Commons Atribusi 4.0
Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study investigates how consumers experience digital authenticity and how these experiences shape trust formation in social commerce. A qualitative phenomenological approach was employed, involving semi-structured in-depth interviews with six active social commerce consumers in Makassar, Indonesia, selected through purposive sampling. This study contributes theoretically by integrating Signaling Theory, Stimulus-Organism-Response (SOR) Theory, and Trust Theory to explain consumer trust formation from an experiential perspective. Practically, the findings suggest that businesses and platform providers should prioritize transparent communication, authentic digital content, and credible user-generated information to strengthen sustainable consumer relationships. The study positions digital authenticity as a strategic driver of trust in contemporary social commerce.

INTRODUCTION

The rapid evolution of digital technologies has fundamentally transformed the way consumers interact with brands, products, and businesses through the ecosystem of social commerce (S-commerce) (Attar et al., 2022; Esmaeili & Hashemi G., 2019; Leong et al., 2024). The integration of social media and commercial activities has evolved beyond its traditional transactional function, creating a social environment in which consumers seek information, exchange experiences, provide recommendations, and establish emotional relationships with sellers and online communities. Within this environment, purchasing decisions are no longer driven solely by product attributes but are increasingly influenced by consumers' perceptions of authenticity, credibility, and transparency throughout their interactions (Chen et al., 2024; Jung et al., 2024). As digital communication becomes more pervasive, consumers have become increasingly critical in evaluating the authenticity of content shared by brands, influencers, and online sellers (Appel et al., 2020; Kapitan et al., 2022; Rao Hill & Qesja, 2023). Consequently, digital authenticity has emerged as a fundamental determinant of consumer trust in social commerce. Nevertheless, existing studies have predominantly conceptualized trust as an outcome of technological characteristics, such as system quality, information quality, or platform functionality, while paying limited attention to how consumers personally experience and construct authenticity in digital environments. This theoretical imbalance suggests an important gap in understanding the experiential processes through which trust is developed in social commerce.

A similar phenomenon is increasingly evident in Indonesia, where social media has transformed from a communication platform into one of the primary environments for commercial activities. (Ihsaniyati et al., 2023; Melissa et al., 2015; Prasetyo, 2024) The widespread adoption of integrated shopping features has enabled consumers to search for product information, compare alternatives, interact directly with sellers, and complete transactions without leaving social networking applications (Macías Urrego et al., 2024). This transformation has shifted consumer behavior from information-oriented purchasing toward socially embedded consumption experiences. However, the rapid expansion of social commerce has also been accompanied by growing concerns regarding misleading promotional practices, manipulated online reviews, exaggerated product representations, and limited transparency in digital marketing communications. These conditions have heightened consumer skepticism regarding the credibility of online information, encouraging consumers to actively seek indicators of authenticity before making purchase decisions. Consequently, trust formation within social commerce has become a significantly more complex process than in conventional electronic commerce, requiring consumers to continuously evaluate both the credibility of information and the authenticity of digital interactions.

These developments are reflected in contemporary consumer decision-making processes. Before completing a purchase, consumers increasingly invest considerable effort in examining customer reviews, observing interactions between sellers and previous buyers, evaluating user-generated content, and

assessing the consistency of brand communication across multiple digital channels. In many cases, consumers place greater confidence in the experiences shared by other users than in official promotional messages distributed by firms (Al-Abdallah et al., 2025; Hu et al., 2024; Leung et al., 2022; Wei et al., 2023). The growing reliance on social proof illustrates that authentic consumer experiences have become an essential mechanism for reducing uncertainty during online purchasing. Rather than emerging instantaneously, trust is gradually constructed through repeated interactions that combine cognitive evaluation, emotional responses, and social interpretation. Such observations indicate that consumer experience occupies a central position in explaining how digital authenticity is perceived and translated into trust within the social commerce environment.

If this phenomenon continues without a comprehensive understanding of its underlying mechanisms, both consumers and businesses may experience significant adverse consequences. Consumers who perceive digital interactions as lacking authenticity are more likely to experience uncertainty, heightened perceptions of risk, declining trust, and reduced long-term loyalty toward brands and online platforms (Cardoso et al., 2026; Leung et al., 2022). Over time, these conditions may foster highly transactional relationships in which consumers easily switch to alternative sellers perceived as more credible and transparent. From the perspective of businesses, the inability to communicate authentic values may weaken customer engagement and undermine sustainable relationships despite substantial investments in digital marketing activities. These challenges demonstrate that trust is no longer merely an outcome of successful marketing efforts but has become a strategic foundation for sustaining consumer relationships within increasingly competitive social commerce ecosystems.

Against this background, a deeper understanding of how consumers construct meanings of authenticity throughout their social commerce experiences is urgently needed. This study conceptualizes digital authenticity as a multidimensional construct that extends beyond product genuineness to encompass communication consistency, transparency of information, honesty in visual representation, quality of interaction, and the congruence between promised and actual customer experiences. By exploring consumers' lived experiences, this research seeks to reveal the underlying processes through which trust is gradually established as individuals interpret and negotiate various digital interactions. Such an approach enables a richer understanding of how authenticity is experienced, rather than merely measured, thereby providing a more comprehensive explanation of trust formation in contemporary social commerce.

From a theoretical perspective, this study adopts the Stimulus–Organism–Response (SOR) Theory as its overarching theoretical framework to explain the relationships between digital stimuli, consumers' internal psychological processes, and subsequent behavioral responses (Jacoby, 2002). The SOR framework is particularly appropriate because it conceptualizes characteristics of digital environments including communication transparency, interaction quality, and authenticity signals—as external stimuli that influence consumers'

cognitive and emotional evaluations before generating trust and behavioral intentions. To enrich this perspective, the study further integrates Trust Theory, which explains trust as a psychological mechanism that reduces uncertainty in online transactions, and Signaling Theory, which emphasizes how consumers interpret authenticity signals such as customer reviews, consistent brand identity, transparent communication, and user-generated content to evaluate the credibility of online sellers. The integration of these complementary theoretical perspectives provides a more holistic explanation of consumer trust formation within social commerce than relying on a single theoretical lens.

This research offers a perspective that differs substantially from previous studies by positioning digital authenticity as a lived consumer experience rather than merely a marketing attribute or technological characteristic. Previous investigations have largely focused on examining causal relationships among system quality, information quality, trust, and purchase intention using quantitative approaches. In contrast, this study seeks to understand how consumers construct, negotiate, maintain, and even question perceptions of authenticity through their everyday interactions with digital content, online sellers, user communities, and platform algorithms. Rather than asking which factors statistically influence trust, the study explores how trust itself emerges through consumers' subjective interpretations of authentic digital experiences. This experiential perspective is expected to contribute a deeper understanding of authenticity as a dynamic and socially constructed phenomenon within digital commerce.

Theoretically, this study is expected to advance consumer behavior literature by extending the application of the Stimulus-Organism-Response Theory, Trust Theory, and Signaling Theory to explain trust formation through consumers' lived experiences in social commerce environments. The findings are anticipated to demonstrate that trust is not determined solely by technological features but also by the meanings consumers assign to their digital interactions. Practically, the study offers valuable insights for businesses, digital platform providers, and marketing practitioners in designing more authentic, transparent, and consumer-centered communication strategies that foster sustainable trust. Furthermore, the findings may serve as a foundation for policymakers and digital ecosystem stakeholders to formulate initiatives that promote ethical digital commerce, strengthen consumer confidence, and support the long-term sustainability of social commerce in an increasingly digital marketplace.

THEORETICAL REVIEW

Social commerce, originally conceptualized by Liang & Turban (2011) represents the evolution of electronic commerce through the integration of commercial transactions with social interactions, enabling consumers not only to purchase products but also to establish relationships, exchange information, and co-create experiences within digital environments. As social media platforms have become increasingly embedded in consumers' daily lives, social commerce has evolved beyond a transactional mechanism into a socially interactive ecosystem that shapes consumers' perceptions of brands through online reviews,

recommendations, user-generated content, and continuous two-way communication between consumers and sellers. Within this context, digital authenticity has emerged as a critical construct, reflecting the extent to which consumers perceive digital information, brand communication, online interactions, and marketplace representations as genuine, transparent, consistent, and trustworthy (Liang & Turban, 2011). These authenticity perceptions subsequently serve as the foundation upon which consumers reduce uncertainty, evaluate seller credibility, and develop trust prior to making purchasing decisions.

The development of consumer trust in social commerce is neither immediate nor purely rational; rather, it evolves through consumers' cognitive, emotional, and social experiences during digital interactions (Patwa et al., 2025). Throughout their engagement with social commerce platforms, consumers continuously interpret multiple authenticity cues, including the consistency of brand identity, transparency of product information, quality of communication, customer reviews, user-generated content, and sellers' responsiveness to consumer needs. These cumulative experiences shape an ongoing evaluative process in which trust emerges as the outcome of consumers' subjective interpretations of their digital experiences. Consequently, digital authenticity should not be viewed merely as a characteristic of marketing communication or platform design but as a lived consumer experience that influences perceptions of integrity, credibility, and reliability within the social commerce ecosystem.

To explain this mechanism, the present study adopts the Stimulus-Organism-Response (SOR) Theory as its overarching theoretical framework. From the SOR perspective, characteristics of the digital environment including communication transparency, authentic content, platform interactivity, and social proof function as stimuli that consumers encounter during their online shopping experiences. These external stimuli are subsequently processed through internal psychological mechanisms (organism), encompassing consumers' cognitive evaluations and emotional responses toward perceived authenticity. The outcomes of these internal processes are reflected in consumers' responses, including the development of trust, purchase intentions, customer loyalty, and long-term relationships with sellers and brands. To provide a more comprehensive explanation of this phenomenon, the study further integrates Signaling Theory, which posits that consumers rely on various digital signals to reduce information asymmetry and evaluate seller credibility, and Trust Theory, which conceptualizes trust as a psychological mechanism through which individuals become willing to accept vulnerability under conditions of uncertainty. The integration of these complementary theoretical perspectives provides a robust conceptual framework for understanding how authentic digital experiences are transformed into the fundamental basis for consumer trust formation within contemporary social commerce environments.

METHODOLOGY

This study employed a qualitative research approach using an interpretive phenomenological design to explore and understand consumers' lived

experiences in constructing trust through digital authenticity within social commerce environments. A phenomenological approach was selected because it enables an in-depth exploration of how individuals interpret, experience, and assign meaning to authenticity during their interactions with digital marketplaces (Polkinghorne, 1989). Rather than examining trust as a measurable behavioral outcome, this study seeks to uncover the subjective meanings that consumers develop through their engagement with social commerce platforms, including their interactions with sellers, brands, user-generated content, online reviews, and digital communities. By focusing on consumers' lived experiences, the study aims to reveal the underlying structures of meaning through which perceptions of authenticity emerge and ultimately contribute to trust formation in contemporary digital commerce.

The study was conducted in Makassar City, Indonesia, a rapidly growing urban center characterized by high digital technology adoption and increasing participation in social commerce activities. The city provides an appropriate research setting due to the widespread use of social media platforms for commercial purposes and the diversity of consumers actively engaging in digital purchasing activities. This context offers rich opportunities to explore how consumers experience authenticity and negotiate trust in an increasingly interconnected digital marketplace.

RESULTS AND DISCUSSION

This study explores consumers' lived experiences of digital authenticity in social commerce to uncover the underlying meanings through which trust is constructed within digital purchasing environments. The findings are derived from in-depth interviews and digital observations, enabling a comprehensive interpretation of how participants perceive, evaluate, and negotiate authenticity through interactions with sellers, user-generated content, online reviews, and social commerce platforms. The narratives presented in this section reveal the experiential processes through which consumers interpret transparency, credibility, and consistency in digital communication, ultimately demonstrating how these experiences shape the development of trust in contemporary social commerce ecosystems.

Table 1. Summary of Interview Results

Research Focus		Experiential Dimension	Informants' Responses
Experiencing Authenticity	Digital		Coding A1.1 "I feel more confident purchasing from sellers who explain their products honestly, including both their strengths and limitations." (C01/F/15-01-2026)
		Communication Transparency (Coding A1)	

**Authenticity of
Digital Content
(Coding A2)**

Coding A1.2 "When sellers respond openly to my questions without avoiding details, I immediately feel that they are more trustworthy." (C02/M/15-01-2026)

Coding A1.3 "I prefer stores that provide detailed product information rather than exaggerated promotional language." (C03/F/15-01-2026)

Coding A1.4 "Transparent communication makes me feel respected as a customer because I know exactly what I will receive." (C04/F/15-01-2026)

Coding A1.5 "I usually avoid sellers who hide shipping costs or important product information." (C05/M/15-01-2026)

Coding A1.6 "Honest explanations are more convincing than overly attractive advertisements." (C06/F/15-01-2026)

Coding A2.1 "I trust stores that upload real customer photos instead of heavily edited promotional images." (C01/F/15-01-2026)

Coding A2.2 "Videos showing products from different angles make me believe the seller is genuine." (C02/M/15-01-2026)

Coding A2.3 "I become suspicious when every product photo looks too perfect." (C03/F/15-01-2026)

Coding A2.4 "Live streaming gives me confidence because I can see the actual product in real time." (C04/F/15-01-2026)

			Coding A2.5 "Authentic customer reviews help me judge whether the product matches its description." (C05/M/15-01-2026) Coding A2.6 "I believe brands that consistently show real customer experiences rather than scripted promotions." (C06/F/15-01-2026) Coding A3.1 "Customer reviews influence my decision more than advertisements." (C01/F/15-01-2026) Coding A3.2 "When many customers share similar positive experiences, I feel more confident purchasing." (C02/M/15-01-2026) Coding A3.3 "Negative reviews are also important because they make the information appear more balanced." (C03/F/15-01-2026) Coding A3.4 "I always read the comment section before deciding to buy." (C04/F/15-01-2026) Coding A3.5 "User-generated content is more believable because it comes from ordinary consumers." (C05/M/15-01-2026) Coding A3.6 "Seeing real customers use the product gives me stronger confidence than influencer promotions." (C06/F/15-01-2026)
Constructing Trust	Consumer	Perceived Credibility (Coding B1)	Coding B1.1 "Trust develops when the seller consistently fulfills what was promised." (C01/F/15-01-2026) Coding B1.2 "Fast responses make me feel that the seller is professional." (C02/M/15-01-2026)

**Managing
Uncertainty
(Coding B2)**

Coding B1.3 "I usually become a repeat customer after one satisfactory transaction."
(C03/F/15-01-2026)

Coding B1.4 "A trustworthy seller always communicates politely and clearly."
(C04/F/15-01-2026)

Coding B1.5 "Trust is built through consistency, not just attractive promotions."
(C05/M/15-01-2026)

Coding B1.6 "I only recommend sellers whom I genuinely trust." (C06/F/15-01-2026)

Coding B2.1 "Reading customer reviews reduces my uncertainty before purchasing."
(C01/F/15-01-2026)

Coding B2.2 "Return policies make me feel safer shopping online." (C02/M/15-01-2026)

Coding B2.3 "Clear product descriptions reduce my fear of making the wrong purchase."
(C03/F/15-01-2026)

Coding B2.4 "Verified seller badges increase my confidence." (C04/F/15-01-2026)

Coding B2.5 "I trust sellers who respond honestly to customer complaints." (C05/M/15-01-2026)

Coding B2.6 "The more transparent the seller is, the lower the risk I perceive."
(C06/F/15-01-2026)

**Long-Term
Consumer
Confidence
(Coding B3)**

Coding B3.1 "Once I trust a seller, I rarely switch to another store." (C01/F/15-01-2026)

Coding B3.2 "Positive experiences make me confident enough to recommend the store to friends." (C02/M/15-01-2026)

Coding B3.3 "Authenticity creates loyalty because I know what to expect." (C03/F/15-01-2026)

Coding B3.4 "I am willing to pay slightly more for sellers whom I trust." (C04/F/15-01-2026)

Coding B3.5 "Trust is the main reason I continue shopping at the same store." (C05/M/15-01-2026)

Coding B3.6 "Authentic experiences make me feel emotionally connected to the brand." (C06/F/15-01-2026)

Source: Results of Data Processing, 2026

The findings indicate that digital authenticity serves as the primary experiential mechanism through which consumers develop trust in social commerce. Participants consistently emphasized that trust was not shaped solely by persuasive marketing or platform reputation but emerged through authentic digital interactions characterized by transparent communication, accurate product representation, credible user-generated content, and consistent seller behavior. Rather than repeating the detailed participant responses presented in Table 3, the findings are synthesized into three central themes: transparency and authentic content, credible user-generated content, and consistent interactions that reduce uncertainty. These experiences reduced perceived uncertainty and enabled consumers to evaluate seller reliability before making purchasing decisions.

Consumers particularly highlighted communication transparency and authentic digital content as the most influential factors in establishing initial trust (Busser & Shulga, 2019; Hochstein et al., 2025; Hollebeek & Macky, 2019; Yang & Battocchio, 2021). Honest explanations regarding product features, pricing, and delivery, together with live-streaming, real customer photographs, and minimally edited visual content, were perceived as stronger indicators of authenticity than highly persuasive promotional messages (Cao & Wang, 2025). These findings support Signaling Theory, demonstrating that transparent communication functions as a credible signal that reduces information asymmetry in digital marketplaces (SPENCE, 1978). Practically, the findings suggest that social commerce sellers should prioritize openness, accurate product information, and

authentic visual content to strengthen consumer confidence rather than relying on exaggerated promotional appeals.

The study further reveals that user-generated content plays a central role in validating authenticity. Participants consistently relied on customer reviews, ratings, and shared purchasing experiences when evaluating sellers, often considering these sources more trustworthy than influencer endorsements or commercial advertising. Interestingly, balanced reviews containing both positive and negative experiences were perceived as more credible than exclusively positive feedback. These findings extend the Stimulus–Organism–Response (SOR) Theory, indicating that authenticity cues function as environmental stimuli that shape consumers' cognitive evaluations before trust-related responses emerge. For practitioners, facilitating genuine customer engagement and preserving authentic consumer feedback are essential strategies for strengthening marketplace credibility.

The findings also demonstrate that consumer trust develops gradually through repeated authentic interactions. Participants associated trust with consistent seller performance, responsiveness, fulfillment of promises, and transparent handling of customer concerns. Consumers further described using reviews, return policies, verified seller badges, and complaint management as mechanisms for reducing uncertainty before completing purchases. This evidence reinforces Trust Theory, suggesting that trust is continuously reconstructed through ongoing interactions rather than established through isolated transactions. Accordingly, businesses should view trust as a long-term relational asset that requires consistency throughout the customer journey.

This study shows that consumer trust in social commerce emerges through an interconnected process beginning with transparent communication, reinforced by authentic digital content and credible user-generated information, and ultimately leading to long-term confidence and loyalty toward sellers. Theoretically, the study integrates Signaling Theory, Stimulus–Organism–Response Theory, and Trust Theory into a comprehensive explanation of how digital authenticity shapes trust formation in social commerce. Practically, the findings provide strategic implications for businesses and platform providers by emphasizing that sustainable consumer trust is built through authenticity, transparency, and meaningful consumer participation rather than persuasive promotional tactics alone.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that digital authenticity is the fundamental experiential mechanism through which consumers develop trust in social commerce. Consumers construct trust not merely through successful transactions but through their interpretations of transparent communication, authentic digital content, credible user-generated information, and consistent seller behavior. These authenticity cues reduce perceived uncertainty, strengthen confidence in online sellers, and foster long-term purchasing relationships. The findings also demonstrate that trust is a dynamic and cumulative process that evolves through repeated authentic interactions rather than persuasive promotional activities

alone. By emphasizing consumers' lived experiences, this study contributes to the literature by integrating Signaling Theory, Stimulus–Organism–Response (SOR) Theory, and Trust Theory to explain how digital authenticity shapes trust formation within contemporary social commerce environments.

Despite these contributions, this study has several limitations. The findings are based on a qualitative phenomenological approach involving a limited number of participants from Makassar City, Indonesia, and therefore provide analytical rather than statistical generalization. In addition, the study focuses solely on consumers' perspectives without incorporating insights from sellers or platform providers. Further studies could employ mixed-method or quantitative approaches with larger and more diverse samples to examine whether the identified authenticity dimensions consistently influence consumer trust across different social commerce platforms and cultural contexts. Future research could also compare consumer, seller, and platform-provider perspectives to develop a more comprehensive understanding of digital authenticity and trust formation. Longitudinal studies may further examine how authenticity perceptions and consumer trust evolve through repeated digital interactions. Future research is encouraged to examine digital authenticity across different cultural contexts, social commerce platforms, and consumer segments, as well as to employ mixed-method or quantitative approaches to validate and extend the conceptual framework proposed in this study. From a practical perspective, businesses should prioritize transparent communication, authentic visual content, and effective management of user-generated content, while platform providers should strengthen seller verification systems, review credibility mechanisms, and consumer protection features to foster a more transparent, trustworthy, and sustainable social commerce ecosystem.

FURTHER STUDY

Future research may examine digital authenticity and consumer trust across different social commerce platforms, product categories, and demographic groups. Further studies could also investigate the role of influencers, user-generated content, online reviews, and artificial intelligence in shaping consumers' perceptions of authenticity and trust. Longitudinal and mixed-method approaches may provide deeper insights into how digital authenticity influences consumer engagement, loyalty, and purchasing decisions over time.

ACKNOWLEDGMENT

The researchers sincerely express their gratitude to all respondents, participants, academic advisors, and other individuals who contributed their time, knowledge, and support to the completion of this study. Their valuable cooperation and encouragement greatly contributed to the successful conduct of the research.

REFERENCES

- Al-Abdallah, G., Barzani, R., Omar Dandis, A., & Eid, M. A. H. (2025). Social media marketing strategy: The impact of firm generated content on customer based brand equity in retail industry. *Journal of Marketing Communications*, 31(8), 1025-1054. <https://doi.org/10.1080/13527266.2023.2300076>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95. <https://doi.org/10.1007/s11747-019-00695-1>
- Attar, R. W., Almusharraf, A., Alfawaz, A., & Hajli, N. (2022). New Trends in E-Commerce Research: Linking Social Commerce and Sharing Commerce: A Systematic Literature Review. *Sustainability*, 14(23), 16024. <https://doi.org/10.3390/su142316024>
- Beverland, M. (2005). Brand management and the challenge of authenticity. *Journal of Product & Brand Management*, 14(7), 460-461. <https://doi.org/10.1108/10610420510633413>
- Beverland, M. B., & Farrelly, F. J. (2010). The Quest for Authenticity in Consumption: Consumers' Purposive Choice of Authentic Cues to Shape Experienced Outcomes. *Journal of Consumer Research*, 36(5), 838-856. <https://doi.org/10.1086/615047>
- Busser, J. A., & Shulga, L. V. (2019). Involvement in consumer-generated advertising. *International Journal of Contemporary Hospitality Management*, 31(4), 1763-1784. <https://doi.org/10.1108/IJCHM-10-2017-0685>
- Cao, Y., & Wang, F. (2025). Generative AI streamers in action: a source credibility perspective. *International Journal of Advertising*, 1-34. <https://doi.org/10.1080/02650487.2025.2598980>
- Cardoso, A., Pereira, M. S., & Faria, S. (2026). Driving Sustainable Consumption in the Digital Age: Perceived Authenticity in Brand Activism, Consumer Trust, and Behavioral Intentions. *Sustainability*, 18(8), 3768. <https://doi.org/10.3390/su18083768>
- Chen, Y., Qin, Z., Yan, Y., & Huang, Y. (2024). The Power of Influencers: How Does Influencer Marketing Shape Consumers' Purchase Intentions? *Sustainability*, 16(13), 5471. <https://doi.org/10.3390/su16135471>
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470. <https://doi.org/10.1016/j.dss.2012.06.008>

- Esmaeili, L., & Hashemi G., S. A. (2019). A systematic review on social commerce. *Journal of Strategic Marketing*, 27(4), 317–355. <https://doi.org/10.1080/0965254X.2017.1408672>
- Gefen, D., Srinivasan Rao, V., & Tractinsky, N. (2003). The conceptualization of trust, risk and their electronic commerce: the need for clarifications. 36th Annual Hawaii International Conference on System Sciences, 2003. Proceedings of The, 10 pp. <https://doi.org/10.1109/HICSS.2003.1174442>
- Gilmore, J. H., & Pine, B. J. (2007). *Authenticity: What consumers really want*. Harvard Business Press.
- Harrison McKnight, D., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web site: a trust building model. *The Journal of Strategic Information Systems*, 11(3–4), 297–323. [https://doi.org/10.1016/S0963-8687\(02\)00020-3](https://doi.org/10.1016/S0963-8687(02)00020-3)
- Hochstein, R. E., Harmeling, C. M., & Perko, T. (2025). Toward a theory of consumer digital trust: Meta-analytic evidence of its role in the effectiveness of user-generated content. *Journal of the Academy of Marketing Science*, 53(4), 1034–1054. <https://doi.org/10.1007/s11747-023-00982-y>
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45(1), 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Hu, L., Filipescu, D. A., & Pergelova, A. (2024). Understanding SMEs' internationalization through digital platforms: the role of knowledge sharing and consumer education. *International Marketing Review*, 41(5), 1044–1073. <https://doi.org/10.1108/IMR-09-2023-0252>
- Ihsaniyati, H., Sarwoprasodjo, S., Muljono, P., & Gandasari, D. (2023). The Use of Social Media for Development Communication and Social Change: A Review. *Sustainability*, 15(3), 2283. <https://doi.org/10.3390/su15032283>
- Jacoby, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*, 12(1), 51–57. https://doi.org/10.1207/S15327663JCP1201_05
- Jung, H. J., Tian, X., & Oh, K. W. (2024). Sustainable threads: analyzing the impact of corporate social performance, CSR message authenticity and information transparency on purchase intentions. *Fashion and Textiles*, 11(1), 12. <https://doi.org/10.1186/s40691-024-00379-7>
- Kapitan, S., van Esch, P., Soma, V., & Kietzmann, J. (2022). Influencer Marketing and Authenticity in Content Creation. *Australasian Marketing Journal*, 30(4), 342–351. <https://doi.org/10.1177/18393349211011171>

- Kim, H. S., Sherman, D. K., & Taylor, S. E. (2008). Culture and social support. *American Psychologist*, 63(6), 518–526. <https://doi.org/10.1037/0003-066X>
- Leong, L.-Y., Hew, T. S., Ooi, K.-B., Hajli, N., & Tan, G. W.-H. (2024). Revisiting the social commerce paradigm: the social commerce (SC) framework and a research agenda. *Internet Research*, 34(4), 1346–1393. <https://doi.org/10.1108/INTR-08-2022-0657>
- Leung, F. F., Gu, F. F., & Palmatier, R. W. (2022). Online influencer marketing. *Journal of the Academy of Marketing Science*, 50(2), 226–251. <https://doi.org/10.1007/s11747-021-00829-4>
- Liang, T.-P., & Turban, E. (2011). Introduction to the Special Issue Social Commerce: A Research Framework for Social Commerce. *International Journal of Electronic Commerce*, 16(2), 5–14. <https://doi.org/10.2753/JEC1086-4415160201>
- Macías Urrego, J. A., García Pineda, V., & Montoya Restrepo, L. A. (2024). The power of social media in the decision-making of current and future professionals: a crucial analysis in the digital era. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2421411>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model Of Organizational Trust. *Academy of Management Review*, 20(3), 709–734. <https://doi.org/10.5465/amr.1995.9508080335>
- Melissa, E., Hamidati, A., Saraswati, M. S., & Flor, A. (2015). The Internet and Indonesian Women Entrepreneurs: Examining the Impact of Social Media on Women Empowerment. In *Impact of Information Society Research in the Global South* (pp. 203–222). Springer Singapore. https://doi.org/10.1007/978-981-287-381-1_11
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis*. sage.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research*, 67(6), 1090–1098. <https://doi.org/10.1016/j.jbusres.2013.06.001>
- Patwa, N., Gupta, M., & Mittal, A. (2025). Modeling the influence of online communities and social commerce. *Global Knowledge, Memory and Communication*, 74(7–8), 2777–2794. <https://doi.org/10.1108/GKMC-01-2023-0014>

- Polkinghorne, D. E. (1989). Phenomenological Research Methods. In *Existential-Phenomenological Perspectives in Psychology* (pp. 41–60). Springer US. https://doi.org/10.1007/978-1-4615-6989-3_3
- Prasetyo, E. H. (2024). Digital platforms' strategies in Indonesia: Navigating between technology and informal economy. *Technology in Society*, 76, 102414. <https://doi.org/10.1016/j.techsoc.2023.102414>
- Rao Hill, S., & Qesja, B. (2023). Social media influencer popularity and authenticity perception in the travel industry. *The Service Industries Journal*, 43(5–6), 289–311. <https://doi.org/10.1080/02642069.2022.2149740>
- SPENCE, M. (1978). JOB MARKET SIGNALING . In *Uncertainty in Economics* (pp. 281–306). Elsevier. <https://doi.org/10.1016/B978-0-12-214850-7.50025-5>
- Wei, L. H., Huat, O. C., & Thurasamy, R. (2023). The impact of social media communication on consumer-based brand equity and purchasing intent in a pandemic. *International Marketing Review*, 40(5), 1213–1244. <https://doi.org/10.1108/IMR-12-2021-0353>
- Yang, J., & Battocchio, A. F. (2021). Effects of transparent brand communication on perceived brand authenticity and consumer responses. *Journal of Product & Brand Management*, 30(8), 1176–1193. <https://doi.org/10.1108/JPBM-03-2020-2803>