

How PESO Digital Media Drives Consumer Switching Behaviour in Social Commerce: Evidence from Jakarta and Kuala Lumpur

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Abstract

This study investigates the influence of the PESO digital marketing strategy on switching consumer behaviour through the Hourglass Funnel within the social commerce fashion market. The research applies a mixed-method explanatory sequential design that integrates quantitative and qualitative approaches to ensure analytical depth. The quantitative phase employs Partial Least Squares Structural Equation Modelling based on survey data collected from 800 social commerce consumers in Jakarta and Kuala Lumpur. The qualitative phase uses Focus Group Discussions to enrich behavioural interpretation and to substantiate the structural relationships identified in the quantitative model. The findings demonstrate that PESO digital marketing exerts a strong and statistically significant influence on all behavioural stages of the Hourglass Funnel in both markets. The results indicate that interest and trial stages act as the primary drivers of switching behaviour among consumers in Jakarta, whereas awareness, trust, repeat, and referral stages play a more prominent role in Kuala Lumpur. The mediation analysis confirms that the Hourglass Funnel fully mediates the relationship between PESO and switching behaviour in Indonesia, while mediation in Malaysia appears partial and remains concentrated within the early stages of the consumer journey. The analysis reveals that switching behaviour develops as an accumulation of cognitive evaluation, experiential engagement, and social reinforcement rather than as a single transactional outcome. The findings show that earned and shared media are particularly effective in fostering trust and accelerating brand reconsideration within social commerce platforms. The results also identify post-purchase communication as a decisive factor in sustaining engagement and shaping long-term switching outcomes. This study contributes to digital marketing and consumer behaviour literature by integrating the PESO framework and the Hourglass Funnel into a unified explanatory model of switching behaviour. The findings provide practical insights for brands seeking to design culturally responsive and journey-oriented digital marketing strategies within emerging Southeast Asian markets.

Keywords: PESO digital marketing; switching consumer behaviour; Hourglass Funnel; social commerce; fashion industry; Southeast Asia; mixed-methods research

INTRODUCTION

The growth of the digital economy in Indonesia and Malaysia presents significant potential for expanding social commerce activities (APJII, 2024; DOSM, 2024). This development is reflected in the substantial number of internet users and the widespread adoption of smartphones in both countries, which serve as a fundamental driver of online shopping behavior (We Are Social, 2024). The contribution of e-commerce to Malaysia's GDP, which reached 9.4% in 2022, along with the continued expansion of Indonesia's e-commerce sector through 2023, illustrates the ongoing momentum of digital economic transformation (DOSM, 2023; BPS, 2023). These dynamics create strategic opportunities for businesses to

leverage a digital environment that is increasingly integrated into consumers' everyday lives. The phenomenon of social commerce evolves through active user engagement on social media platforms that facilitate both interaction and transactional functions (Huwaida et al., 2024; Hajli, 2015). Social media such as Facebook, Instagram, and TikTok act as communication spaces connecting consumers and brands, while shaping trust in social recommendations as a key determinant of purchase decisions (We Are Social, 2024). Trust in peer influence and influencer endorsement further accelerates the adoption of community-driven digital shopping behavior among consumers (Hajli, 2015; Huwaida et al., 2024).

Consumers' shift from conventional e-commerce toward social commerce occurs through the dynamics of consumer switching behaviour influenced by a combination of push, pull, and mooring factors, as outlined in the Push–Pull–Mooring Theory (Bansal et al., 2005). Platform trust has been identified as the dominant factor shaping switching decisions among Malaysian consumers (Jamaludin, 2025). The role of social commerce in reshaping consumer behaviour in Indonesia has been recognized through the influence of social media marketing strategies that mediate brand switching tendencies (Rachmad, 2022). These behavioural changes indicate that consumers are not merely migrating across platforms but adopting new paradigms in evaluating brand value.

Integrated digital marketing strategies through the PESO model contribute significantly to establishing sustained brand–consumer relationships within a two-way communication ecosystem (Dietrich, 2014). The alignment of Paid, Earned, Shared, and Owned media enhances brand credibility and develops stronger relational bonds with consumers. Personalization has become increasingly relevant, as tailored marketing communication improves perceived message relevance, consumer trust, and repeat purchase intentions in Indonesia (Widyatmoko, 2025). These practices demonstrate that marketing effectiveness in the digital era relies heavily on a brand's ability to create interactions that reflect individual consumer needs and preferences. The digital consumer journey can be mapped more realistically through the Hourglass Funnel, which incorporates post-purchase stages such as repeat and refer to reflect ongoing brand–consumer engagement beyond transactions (Baer, 2013). Consumers act as active co-creators by shaping brand reputation through their content and interactions across digital platforms (Macnamara et al., 2016). The extended engagement process highlights that modern marketing does not conclude at the point of purchase but continues toward sustained value co-creation.

Previous studies on social commerce in Indonesia and Malaysia have tended to examine switching behaviour and digital media strategies in isolation, resulting in fragmented insights (Huwaida et al., 2024; Jamaludin, 2025). A bibliometric analysis by Herzallah et al. (2025) identified a lack of research integrating strategic digital communication frameworks such as PESO with consumer journey approaches like the Hourglass Funnel. This research gap indicates the need for deeper investigation into how digital media strategies interact with consumer switching behaviour and journey dynamics within the context of social commerce in major Southeast Asian economic hubs such as Jakarta and Kuala Lumpur.

CONCEPTUAL FRAMEWORK

The Impact of PESO Digital Marketing on Consumer Behavior in Social Commerce
 PESO (Paid, Earned, Shared, and Owned) marketing directly shapes consumer behavior in the social commerce environment because each media element provides a stimulus that motivates consumers to move from awareness to advocacy (Andriawan et al., 2025; Chen et al., 2020; Kharisma et al., 2024). The customer journey becomes more efficient once marketing messages deliver relevant information, credible sources, and interactive experiences that support decision-making (Hariguna & Ruangkanjanases, 2024). Paid media increases awareness and

interest through targeted online advertising directed at specific audiences. Digital promotional activities capture consumer attention and generate initial brand interest. Personalized messages drive purchasing tendencies because ads encourage behavioral intention and lead to higher transaction conversion. Earned media strengthens consumer trust through word-of-mouth, customer reviews, and the influence of credible digital influencers (Kanimozhi et al., 2024; Wang & Huang, 2023). Trust emerges when consumers perceive opinions from other users to be more objective than direct brand messaging. Positive experiences create opportunities for consumers to recommend products to others as a form of advocacy. Shared media enhances interest and trust through interactive and enjoyable social engagement (Arya et al., 2025). Emotional connections built through content sharing activities encourage consumers to try promoted products. High engagement levels increase the likelihood of purchase because consumers feel more confident about a product's value. Owned media maintains long-term relationships through official brand platforms such as websites and social media accounts. Consistent and informative content keeps the brand salient in consumers' minds, preserving their interest. Ongoing relationships foster repeat purchasing behavior because consumers perceive the brand as reliable and trustworthy. All components of PESO complement one another in shaping consumer decision-making across every stage of the purchasing process. Balanced digital communication strategies minimize information barriers, reinforce confidence, and strengthen consumer involvement, enabling a smoother transition from awareness to purchase and advocacy.

H1: PESO digital marketing influences consumer behavior in the Know (awareness) stage.

H2: PESO digital marketing influences consumer behavior in the Like (interest) stage.

H3: PESO digital marketing influences consumer behavior in the Trust stage.

H4: PESO digital marketing influences consumer behavior in the Try stage.

H5: PESO digital marketing influences consumer behavior in the Buy stage.

H6: PESO digital marketing influences consumer behavior in the Repeat stage.

H7: PESO digital marketing influences consumer behavior in the Refer stage.

Consumer Behavior Stages and Their Influence on Switching Behavior in Social Commerce

Awareness of social commerce platforms often initiates consumer switching because greater visibility and the wide reach of digital channels introduce consumers to alternative ways of shopping (Çeliker et al., 2024; Bryant & Basu, 2023). Exposure to platform features and shopping opportunities expands consumer consideration sets and encourages them to explore new platforms that may provide better value. Interest emerges through interactive content and social engagement embedded in social commerce environments (Bryant & Basu, 2023). User participation through likes, comments, and follows strengthens emotional involvement. Heightened interest creates the motivation to shift platforms because consumers pursue more engaging and enjoyable online shopping experiences. Trust becomes a decisive factor in facilitating switching intentions. Social presence, supportive interactions, and shared benefits enhance confidence in digital transactions and reduce perceived risks (Li & Ku, 2018). Interpersonal trust plays a stronger role than institutional trust in shaping behavior on social commerce platforms, which increases consumers' willingness to switch from conventional e-commerce channels (Mou & Benyoucef, 2021). The try stage contributes to switching behavior once consumers recognize that social commerce platforms offer intuitive usability and sociability (Huang & Benyoucef, 2017). Accessible features lower experimentation barriers and allow consumers to evaluate platform value firsthand. Positive trial experiences strengthen platform migration tendencies (Li & Ku, 2018). Purchase behavior reflects switching decisions influenced by social influence and value perceptions in social commerce settings (Cheng & Chen, 2014). Platform efficiency, social validation, and functional benefits reinforce

consumers' confidence in making purchases, encouraging transitions away from traditional e-commerce platforms toward more dynamic alternatives (Kong et al., 2016). Repeat purchase serves as an indicator of post-adoption satisfaction and reinforces switching continuity. Supportive social communities and consistent platform benefits help consumers cultivate loyalty, which reduces the possibility of returning to previous platforms (Li & Ku, 2018). Sustained repeat purchases demonstrate stable behavioral change aligned with the new platform choice (Zhao & Li, 2020). Referral behavior contributes significantly to switching due to the influence of peer communication. Recommendations and shared experiences transmitted through social networks enhance platform attractiveness and create persuasive signals for others to switch (Li & Ku, 2018). The rapid circulation of information within social groups accelerates behavioral shifts and expands the adoption of social commerce platforms (Zhao & Li, 2020).

H8: Consumer behavior in the Awareness stage influences switching consumer behavior.

H9: Consumer behavior in the Interest stage influences switching consumer behavior.

H10: Consumer behavior in the Trust stage influences switching consumer behavior.

H11: Consumer behavior in the Try stage influences switching consumer behavior.

H12: Consumer behavior in the Buy stage influences switching consumer behavior.

H13: Consumer behavior in the Repeat stage influences switching consumer behavior.

H14: Consumer behavior in the Refer stage influences switching consumer behavior.

Influence of PESO Digital Marketing on Switching Consumer Behaviour

PESO digital marketing has a direct role in driving switching consumer behaviour because exposure to paid, earned, shared, and owned media motivates consumers to re-evaluate the platforms or brands they currently use. Information received through digital channels shapes brand perceptions and influences consumers to consider alternatives that offer better value and relevance to their needs (O'Neil & Eisenmann, 2017; Srinivasan et al., 2016; Chowdhury et al., 2026). The switching process becomes more rapid when persuasive communication delivers credible information and enhances the overall consumer experience during the exploration stage (Xie & Lee, 2015). Paid media influences switching behaviour through targeted advertisements that introduce new options and stimulate interest in alternative platforms or brands. Effectiveness depends on the level of credibility perceived by consumers, which determines whether advertising exposure is seen as useful or intrusive (O'Neil & Eisenmann, 2017; Srinivasan et al., 2016; Chowdhury et al., 2026). Negative perceptions of excessive advertising may increase dissatisfaction and accelerate the switching decision (Chowdhury et al., 2026). Earned media produces a stronger persuasive impact because user reviews and third-party endorsements carry high credibility in the eyes of consumers. Positive experiences from others create confidence to abandon previously chosen brands and shift toward options that demonstrate higher satisfaction outcomes (O'Neil & Eisenmann, 2017; Srinivasan et al., 2016; Xie & Lee, 2015; Xie & Lee, 2014). The authenticity of user-generated information becomes a decisive factor during brand evaluation. Shared media encourages switching behaviour through social interaction and electronic word-of-mouth (eWOM) that reflects social influence in the decision-making process. Social engagement generates psychological pressure to adopt platforms that are preferred or widely used by peers or online communities (O'Neil & Eisenmann, 2017; Le Bon et al., 2023; Balakrishnan et al., 2025). Recommendations from influential and credible individuals in digital networks become triggers for switching actions (Cheung et al., 2012). Owned media supports switching decisions by offering complete product information and brand value propositions that consumers use for comparison. Clear communication about functionality, benefits, and differentiation reduces hesitation and strengthens confidence to transition when consumers perceive higher value from the new option (O'Neil & Eisenmann, 2017; Srinivasan et al., 2016; Xie & Lee, 2015; Xie &

Lee, 2014). Brand-owned digital content assists consumers in validating their decision before switching. All PESO media elements complement each other by influencing different stages of the decision-making process that leads to switching consumer behaviour. Trust, message relevance, and social engagement shape a more compelling motivation for consumers to abandon the previous brand and adopt an alternative that better fulfills their expectations (O'Neil & Eisenmann, 2017; Srinivasan et al., 2016; Chowdhury et al., 2026; Xie & Lee, 2015; Cheung et al., 2012).

H15: PESO digital marketing influences switching consumer behaviour.

Mediation Effect of Consumer Behaviour in Social Commerce

The mediating role of awareness demonstrates how consumer exposure to PESO digital marketing encourages consideration of alternative platforms. Marketing communications distributed through paid, earned, shared, and owned media improve recognition of new choices available in social commerce, which stimulates the possibility of switching from previously preferred platforms (Lăzăroiu et al., 2020; Gvili & Levy, 2023; Dabbous et al., 2020; Hussain & Huang, 2023a). Increased familiarity with brand offerings also enables consumers to evaluate value propositions more clearly before deciding to move toward another platform (Wang et al., 2023). The mediating role of interest reflects how persuasive and interactive content transforms attention into exploratory behaviour. Consumers develop a stronger desire to engage with new platforms when they receive credible recommendations and timely interactions through PESO media (Gvili & Levy, 2023; Dabbous et al., 2020; Hussain & Huang, 2023a). Motivation to continue searching for information gradually directs consumers toward switching actions once interest grows deeper (Liu et al., 2024). The mediating role of trust emphasises that credibility and reduced uncertainty drive consumer transition behaviour. The availability of testimonies, interactive communication, and transparent information increases confidence in social commerce platforms (Gvili & Levy, 2023; Dabbous et al., 2020; Lin et al., 2017; Ahmad et al., 2025; Hajli, 2020). Greater trust leads to stronger intentions to adopt new platforms because consumers feel reassured in their decisions to leave previous alternatives (Lăzăroiu et al., 2020; Dabbous et al., 2020; Liu et al., 2024; Lin et al., 2017; Ahmad et al., 2025; Hajli, 2020). The mediating role of try shows that direct experience becomes a crucial step that enables behavioural transition. Consumers are more willing to test new features or products when information provided by PESO media appears reliable and relevant (Hussain & Huang, 2023a; Hussain & Huang, 2023b). Positive trial experiences also strengthen their ability to make switching decisions with clearer expectations of platform benefits (Hussain & Huang, 2023a; Wang et al., 2023; Lin et al., 2017). The mediating role of buy demonstrates that strengthened confidence and perceived value contribute to actual switching behaviour. Purchase decisions represent a consumer's initial commitment to the newly selected platform, influenced by trust and the belief that economic benefits are attainable (Lăzăroiu et al., 2020; Gvili & Levy, 2023; Dabbous et al., 2020; Lin et al., 2017; Hajli, 2020). Decisions to buy signal that consumers begin to detach from the previous platform and shift their consumption to a new location (Dabbous et al., 2020; Lin et al., 2017; Hajli, 2020). The mediating role of repeat confirms that continued satisfaction reinforces loyalty toward the new platform. Consistently positive experiences, along with sustained engagement and trust, reduce the possibility of returning to previous platforms (Hussain & Huang, 2023a; Lin et al., 2017). Behaviour that involves repeated transactions also represents the completion of the switching process in a long-term perspective (Lăzăroiu et al., 2020; Lin et al., 2017). The mediating role of refer highlights the importance of consumer advocacy in accelerating switching behaviour among wider networks. Satisfied users tend to share positive experiences, which encourages others to consider transitioning to the same platform (Gvili & Levy, 2023; Dabbous et al., 2020; Hussain & Huang, 2023a). Recommendations supported by social relationships enhance the

platform's attractiveness and expand the scale of switching outcomes (Gvili & Levy, 2023; Dabbous et al., 2020; Hussain & Huang, 2023a).

H16: Awareness mediates the relationship between PESO digital marketing and switching consumer behaviour.

H17: Interest mediates the relationship between PESO digital marketing and switching consumer behaviour.

H18: Trust mediates the relationship between PESO digital marketing and switching consumer behaviour.

H19: Try mediates the relationship between PESO digital marketing and switching consumer behaviour.

H20: Buy decisions mediate the relationship between PESO digital marketing and switching consumer behaviour.

H21: Repeat mediates the relationship between PESO digital marketing and switching consumer behaviour.

H22: Refer mediates the relationship between PESO digital marketing and switching consumer behaviour.

This study explicitly examines the collective influence of PESO digital marketing and the integrated stages of the Hourglass Funnel model to capture the cumulative nature of consumer behavioural dynamics underlying switching consumer behaviour in the social commerce context.

H23: PESO digital marketing has a collective influence on consumer behaviour across all stages of the Hourglass Funnel model.

H24: The stages of the Hourglass Funnel model collectively influence switching consumer behaviour.

H25: The stages of the Hourglass Funnel model collectively influence switching consumer behaviour under the presence of PESO digital marketing.

Qualitative phase formulates exploratory hypotheses to examine collective perceptions and contextual interpretations of PESO digital marketing across consumer journey stages in Jakarta and Kuala Lumpur.

H26: Consumers in Jakarta and Kuala Lumpur demonstrate differences in how they perceive and experience each stage of the Hourglass Funnel (Know, Like, Trust, Try, Buy, Repeat, Refer) when exposed to PESO digital marketing stimuli.

H27: Contextual factors, including cultural values, regulatory environments, and platform ecosystem structures, differentiate consumer switching behaviour between Jakarta and Kuala Lumpur.

METHODOLOGY

Research Design

A mixed-method approach with an Explanatory Sequential design is applied in this research, where the quantitative phase is conducted first to examine the influence of the PESO strategy on switching behaviour within the Hourglass Funnel framework among social commerce consumers in Jakarta and Kuala Lumpur. The analysis employs PLS-SEM using SmartPLS to assess direct and indirect relationships across behavioural stages, while SPSS is utilised specifically to test the collective effects among constructs and to support aggregated relationship assessment, alongside ensuring measurement reliability and structural model validity. The qualitative phase follows through Focus Group Discussions supported by thematic coding to provide deeper interpretation of the statistical findings, particularly in areas

where behavioural dynamics differ between markets. The integration of both methods enables a comprehensive understanding of how PESO shapes consumer decision-making across digital brand transition journeys and aligns with methodological guidance proposed by Hair et al. (2023) and Henseler et al. (2016).

Population and Sample

The research population consists of consumers aged 18–45 years who actively engage in social commerce within the urban areas of Jakarta and Kuala Lumpur. This population represents digitally literate users who rely on social media exposure when making purchasing decisions, as suggested by Collis and Hussey (2014). DataReportal reports that this age group accounts for approximately 4.55 million individuals in Jakarta and around 889 thousand individuals in Kuala Lumpur, indicating a large and dynamic digital market that is highly relevant for evaluating the effectiveness of the PESO strategy and switching consumer behaviour.

A non-probability purposive sampling technique using a judgmental approach is applied to ensure that only respondents with actual experience in social commerce are included. The minimum required sample size is calculated using Cochran's Formula, resulting in 384 respondents. The target number is increased to 400 respondents per country to strengthen the comparability and statistical validity of the research findings (Macnamara et al., 2016; Saunders et al., 2019). The inclusion criteria specify that respondents must fall within the 18–45 year age range, have purchased fashion products through platforms such as TikTok Shop, Shopee, Tokopedia, or Lazada, and have been exposed to at least two types of media within the PESO framework. These requirements ensure that every participant contributes relevant insights for analysing switching consumer behaviour in the context of social commerce.

Operationalization of Variables

The study identifies PESO digital marketing as the independent variable, while switching consumer behavior serves as the dependent variable, reflecting consumers' tendencies to change brands within social commerce environments. The intervening variables consist of the seven stages of the Hourglass Funnel—Awareness, Interest, Trust, Try, Buy, Repeat, and Refer—because each stage represents a psychological process that consumers experience before making a switching decision. The measurement of all variables is conducted using fifty-seven indicators based on a five-point Likert scale, enabling structured assessment of consumer perceptions and experiences. The indicator development aligns with established concepts of consumer behavior in digital marketing to ensure that the relationships among variables can be examined comprehensively through a structural analytical approach. This operationalization provides a rigorous foundation for understanding the extent to which the PESO strategy shapes the consumer journey and contributes to brand switching within the context of social commerce.

Table 1. Operational Variables, Dimensions, and Indicators

Variable	Dimensions	Indicators
PESO (X)	Paid Media	Ad visibility, Conversion rate
	Earned Media	Online reviews, Word-of-mouth recommendations
	Shared Media	Social media engagement, Content virality
	Owned Media	Website traffic, Content engagement
Awareness (Z1)	Brand Exposure	Social commerce presence, Paid ads visibility, Influencer collaborations
	Recall & Recognition	Brand recall, Visual identity recognition, Social proof

Interest (Z2)	Information Seeking	Consumer research habits, Search behavior
	Content Engagement	Social media interactions, Time spent, Engagement intensity
	Emotional Connection	Brand authenticity, Ethical value alignment, Community involvement
	Social Influence	Peer recommendations, Online community engagement, Influencer persuasion
Trust (Z3)	Perceived Credibility	Transparency, Authenticity
	Social Proof	Testimonials, Verified reviews, UGC
	Consistency	Product reliability, Message consistency, Service reliability
Try (Z4)	Trial Engagement	Free trial availability, Virtual try-on tools
Buy (Z5)	Purchase Intent	Checkout convenience, Payment preference, Urgency
Repeat (Z6)	Brand Loyalty	Repurchase habit, Subscription adoption, Exclusive benefits
Refer (Z7)	Word-of-Mouth	Recommendation likelihood, Social sharing, UGC creation
Switching Behavior (Y)	Service Quality	Responsiveness, Reliability, Product quality
	Customer Satisfaction	Perceived value, After-sales service, Emotional attachment
	Price Sensitivity	Discounts, Price comparison, Competitive pricing
	Customer Experience	Delivery speed, Return policy, Support services

Research Instrument

The research instrument was designed to capture the influence of PESO digital marketing strategies on consumer behaviour in social commerce using a combination of quantitative and qualitative tools. A structured questionnaire served as the primary instrument, collecting numerical data on consumer perceptions in Jakarta and Kuala Lumpur through a five-point Likert scale aligned with the analytical requirements of PLS-SEM. Instrument validity and reliability were confirmed through Confirmatory Factor Analysis, including assessments of factor loadings, Average Variance Extracted, Fornell–Larcker criteria, HTMT ratios, and internal consistency reliability. The Focus Group Discussion functioned as a qualitative instrument to uncover psychological meaning, media experience, and switching triggers through guided discussion analysed using thematic coding based on both deductive and inductive approaches. This complementary use of instruments provided a balanced perspective between quantitative patterns and qualitative context, producing a deeper understanding of consumer behaviour.

Data Collection Procedure

The data collection procedure utilised both primary and secondary sources to ensure comprehensive information aligned with the research objectives. The primary data consisted of structured surveys and Focus Group Discussions involving active social commerce users, with survey distribution carried out through digital channels. The secondary data were derived from scholarly literature, industry reports, and official publications describing the development of digital marketing and consumer behaviour in Southeast Asia. The integration of these data

sources provided a strong empirical foundation for analysing consumer journey dynamics within the social commerce ecosystem.

Research Location and Timeline

The selection of Jakarta and Kuala Lumpur as the research locations represented consumer behaviour within two rapidly growing digital hubs in Southeast Asia, offering a relevant context for examining social commerce dynamics from 2023 to 2025. Both cities demonstrated high levels of digital engagement supported by the expansion of MSMEs, increasing internet penetration, and the rise of online transactions in the fashion sector, as noted by Chaffey (2019), Hutter et al. (2021), and Dihni (2021). Their economic and cultural similarities enabled a comparative analysis of how consumers progress through the stages of the Hourglass Funnel and how they respond to PESO strategies. The research activities were conducted over a twelve-month period, encompassing problem formulation, field observation, data collection and analysis for both quantitative and qualitative phases, interpretation of findings, and preparation of the final report to ensure a systematic and accountable analytical process.

RESULTS AND DISCUSSION

Respondent Profile

The profile of respondents in Jakarta represents urban consumers who actively engage in social commerce, dominated by young female shoppers with middle-income characteristics. Consumer behaviour reflects strong involvement with fashion products and digital services because the age group of 26–29 years exhibits the highest purchasing intensity, followed by early-career consumers who already adopt decision-making based on digital media exposure. The occupational structure shows a high representation of private-sector and government employees, resulting in purchasing decisions influenced by stable income and regular contact with technology in the workplace. The geographic distribution concentrated within Greater Jakarta illustrates a relatively homogeneous pattern of digital behaviour across Jakarta, Tangerang, Bogor, Bekasi, and BSD, consistent with the urban integration pattern noted by Hudalah, Woltjer, and Firman (2016). Income and spending patterns indicate that most respondents fall within the middle-class segment, meaning that fashion-related purchases in social commerce are shaped by practical preferences, ease of access, and responsiveness to PESO strategies implemented by brands.

The profile of respondents in Kuala Lumpur reflects digitally mature consumers, with a dominant proportion of female and young adult users who are familiar with social commerce and highly responsive to digital marketing stimuli. The concentration of respondents aged 22–33 years demonstrates a tech-literate generation that actively engages with PESO-based content, while the job composition dominated by private-sector employees indicates income stability that supports frequent digital transactions. Income and expenditure patterns reveal that many respondents belong to the upper-middle economic tier, meaning that fashion consumption behaviour is driven by strong financial capacity and continuous exposure to online products. This condition highlights that Kuala Lumpur consumers form purchasing habits influenced by economic security and embedded digital lifestyles, creating behavioural tendencies aligned with modern urban characteristics described by Lim et al. (2023) and the Malaysia Economic Report 2023.

Measurement Model Evaluation

Convergent Validity

The measurement model evaluation for respondents in Jakarta demonstrates that all indicators satisfy the recommended standards of convergent validity and measurement consistency. The outer loading values exceed 0.70, which indicates that each item successfully represents its associated construct, as illustrated in Figure 1 PLS Model to See Path Coefficient. The Average Variance Extracted (AVE) values for all constructs also surpass the acceptable threshold of 0.50, confirming that each latent variable captures a sufficient proportion of variance from its indicators. This result confirms that the instrument used for data collection in Jakarta possesses strong convergent validity and supports its suitability for further structural analyses, consistent with the criteria established by Fornell and Larcker (1981) and Hair et al. (2019).

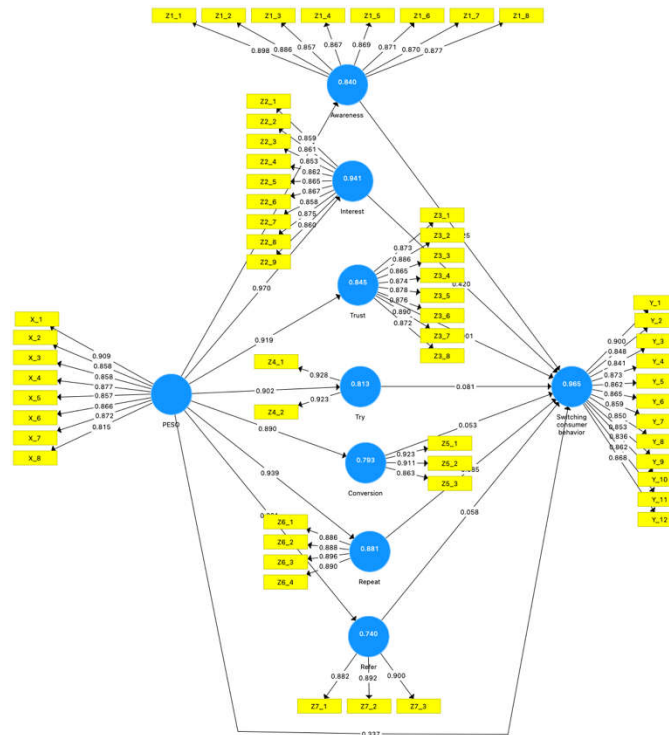


Figure 1. Structural Measurement Model (Outer Model) – Jakarta, Indonesia

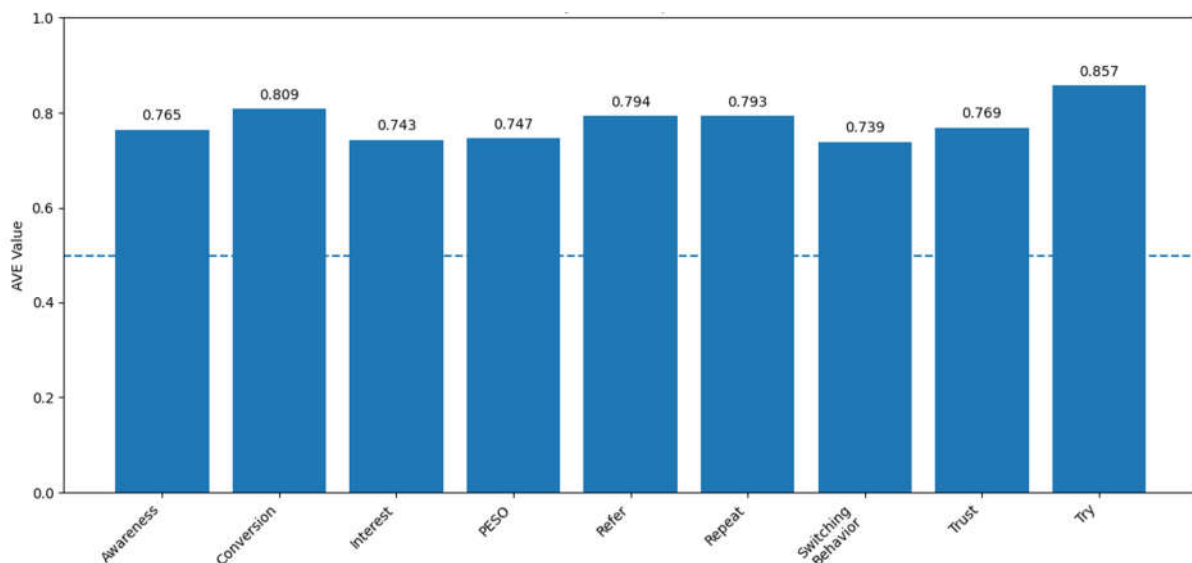


Figure 2. AVE Values of Constructs (Jakarta Respondents)

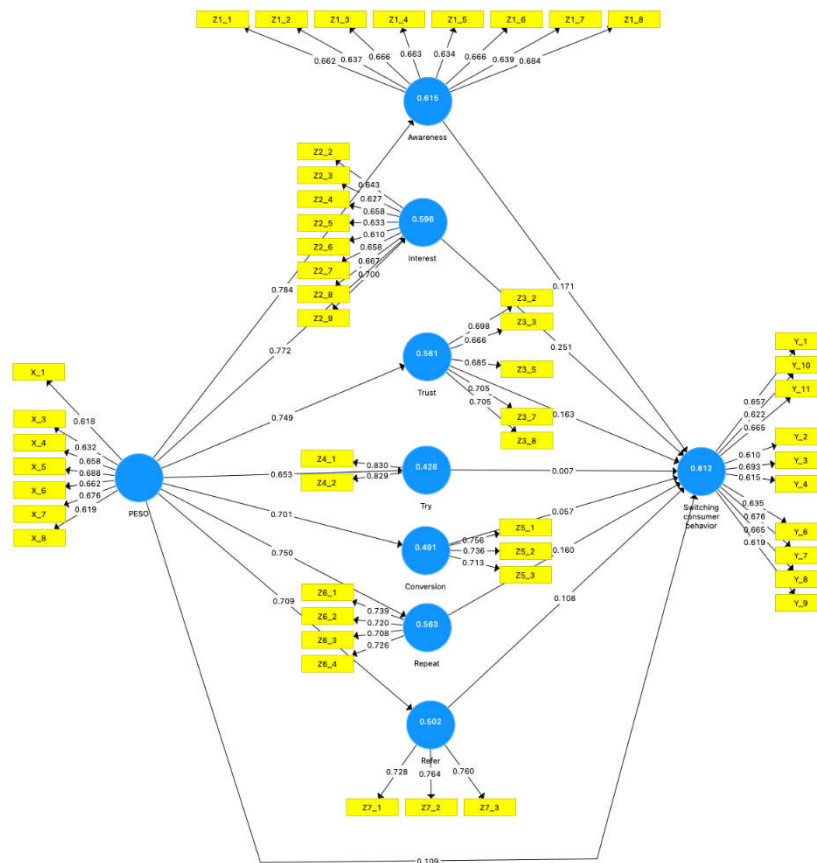


Figure 3. Structural Measurement Model (Outer Model) – Kuala Lumpur, Malaysia

The measurement model evaluation for respondents in Kuala Lumpur indicates that the indicators remain capable of reliably representing their constructs, even though several items fall slightly below the recommended outer loading threshold. The structural display in Figure 3 PLS Model to See Path Coefficient – KL Market shows that most indicators still contribute substantially to their respective constructs. The AVE assessment reveals some variation among variables, with a few values marginally below the 0.50 benchmark. This variation reflects differences in how respondents interpret digital marketing stimuli and behavioural processes within the Hourglass Funnel, suggesting that indicator variance does not necessarily represent instrument weakness. Recent methodological literature acknowledges the acceptability of AVE values that fall slightly below the threshold if outer loadings and composite reliability remain strong. These findings provide adequate justification for retaining the full model and proceeding to structural model evaluation.

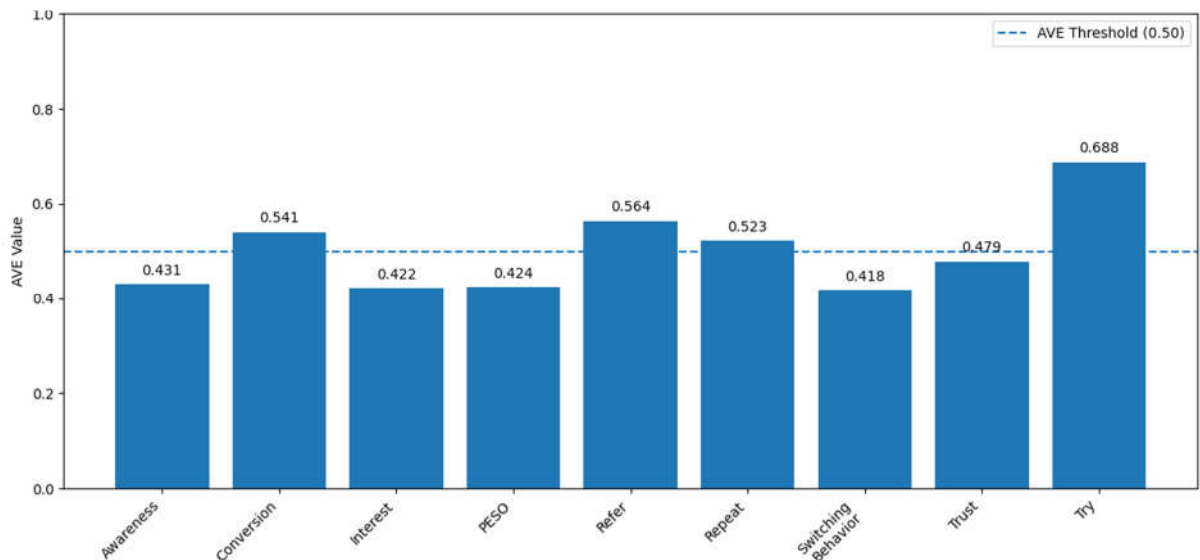


Figure 4. AVE Values of Constructs (Kuala Lumpur Respondents)

Discriminant Validity

The discriminant validity evaluation of the Jakarta dataset indicates that each construct demonstrates an adequate level of distinction and is therefore appropriate for use in structural model assessment. The \sqrt{AVE} values in the Fornell–Larcker Criterion exceed the correlations among constructs, confirming that each variable represents a unique conceptual domain, as presented in Table 2 Discriminant Validity Test Results – Jakarta Respondents. The supplementary evaluation using the Heterotrait–Monotrait Ratio (HTMT) shows values that exceed the 0.90 threshold. This condition remains methodologically acceptable because the constructs are conceptually related within the Hourglass Funnel framework, as shown in Table 3 HTMT Ratio – Jakarta Respondents. Strong theoretical justification, consistent indicator loadings, and the absence of collinearity issues support the conclusion that all constructs remain valid and suitable for further structural analysis without modification.

Table 2. Discriminant Validity Test Results (Fornell–Larcker Criterion) – Jakarta Market

Variables	Awareness	Conversion	Interest	PESO	Refer	Repeat	Switching Consumer Behaviour	Trust	Try
Awareness	0.874								
Conversion	0.942	0.899							
Interest	0.909	0.877	0.862						
PESO	0.917	0.890	0.970	0.864					
Refer	0.895	0.855	0.879	0.861	0.891				
Repeat	0.900	0.867	0.935	0.939	0.861	0.890			
Switching Consumer Behaviour	0.914	0.887	0.974	0.973	0.877	0.938	0.860		
Trust	0.974	0.946	0.898	0.919	0.881	0.887	0.909	0.877	
Try	0.846	0.800	0.888	0.902	0.770	0.856	0.897	0.845	0.926

Table 3. Heterotrait–Monotrait Ratio (HTMT) for Jakarta Market

Variables	Awareness	Conversion	Interest	PESO	Refer	Repeat	Switching Consumer Behaviour	Trust	Try
Awareness									
Conversion	1.013								
Interest	0.960	1.058							

PESO	0.989	1.048	0.975						
Refer	1.033	1.111	0.982	1.030					
Repeat	0.982	1.035	0.956	1.020	1.009				
Switching Consumer Behaviour	0.982	1.024	0.998	0.990	1.025	1.007			
Trust	0.973	0.972	0.976	0.997	1.000	0.975	1.000		
Try	0.953	1.006	1.012	1.004	1.032	0.926	0.946	0.966	

The discriminant validity evaluation of the Kuala Lumpur dataset shows that the square root of AVE for all constructs remains higher than the inter-construct correlations. Each variable therefore retains sufficient conceptual clarity within the measurement model. The HTMT results illustrate relatively high correlations among several construct pairs, particularly for the adjacent stages of the consumer decision-making process. This pattern remains acceptable because psychological and behavioural proximity naturally exists across these stages in digital purchasing dynamics. Indicator consistency and theoretically grounded relationships reinforce the decision to retain all constructs without modification. The measurement structure is considered appropriate for continued testing at the structural model stage.

Table 4. Discriminant Validity Test Results (Fornell–Larcker Criterion) – Kuala Lumpur Market

Variables	Awareness	Conversion	Interest	PES O	Refer	Repe at	Switching Consumer Behaviour	Trust	Try
Awareness	0.657								
Conversion	0.695	0.735							
Interest	0.778	0.718	0.650						
PESO	0.784	0.701	0.772	0.651					
Refer	0.729	0.660	0.690	0.709	0.751				
Repeat	0.741	0.658	0.718	0.750	0.659	0.723			
Switching Consumer Behaviour	0.816	0.717	0.826	0.800	0.739	0.775	0.646		
Trust	0.751	0.633	0.749	0.749	0.668	0.695	0.785	0.692	
Try	0.637	0.563	0.672	0.653	0.596	0.572	0.644	0.611	0.830

Table 5. HTMT for Kuala Lumpur Market

Variables	Awareness	Conversion	Interest	PESO	Refer	Repeat	Switching Consumer Behaviour	Trust	Try
Awareness									
Conversion	1.013								
Interest	0.960	1.058							
PESO	0.989	1.048	0.975						
Refer	1.033	1.111	0.982	1.030					
Repeat	0.982	1.035	0.956	1.020	1.009				
Switching Consumer Behaviour	0.982	1.024	0.998	0.990	1.025	1.007			
Trust	0.973	0.972	0.976	0.997	1.000	0.975	1.000		
Try	0.953	1.006	1.012	1.004	1.032	0.926	0.946	0.966	

Composite Reliability and Cronbach’s Alpha

The reliability evaluation for Jakarta and Kuala Lumpur provides clear evidence of internal measurement consistency, with each market exhibiting distinct yet acceptable

reliability characteristics. The Jakarta results confirm that all constructs satisfy the thresholds for Composite Reliability and Cronbach’s Alpha, indicating that the instrument demonstrates stable performance across all indicators. The Kuala Lumpur results show some variation in Cronbach’s Alpha values, although most constructs still exceed the minimum acceptable level of Composite Reliability. This variation arises because several constructs include fewer indicators and present multidimensional characteristics, leading to more conservative Alpha estimates. The decision to retain all constructs remains justified because the outer loading performance, theoretical grounding, and conceptual relevance are consistently strong. The overall assessment demonstrates that both markets possess reliable measurement models that are appropriate for subsequent structural model testing.

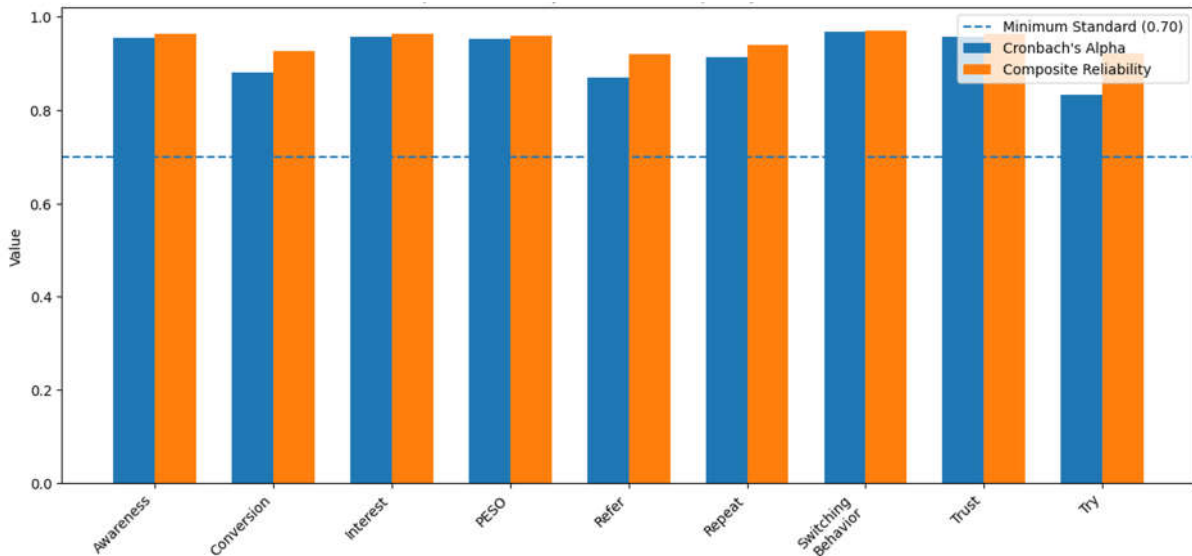


Figure 5. Composite Reliability & Cronbach’s Alpha – Jakarta Market

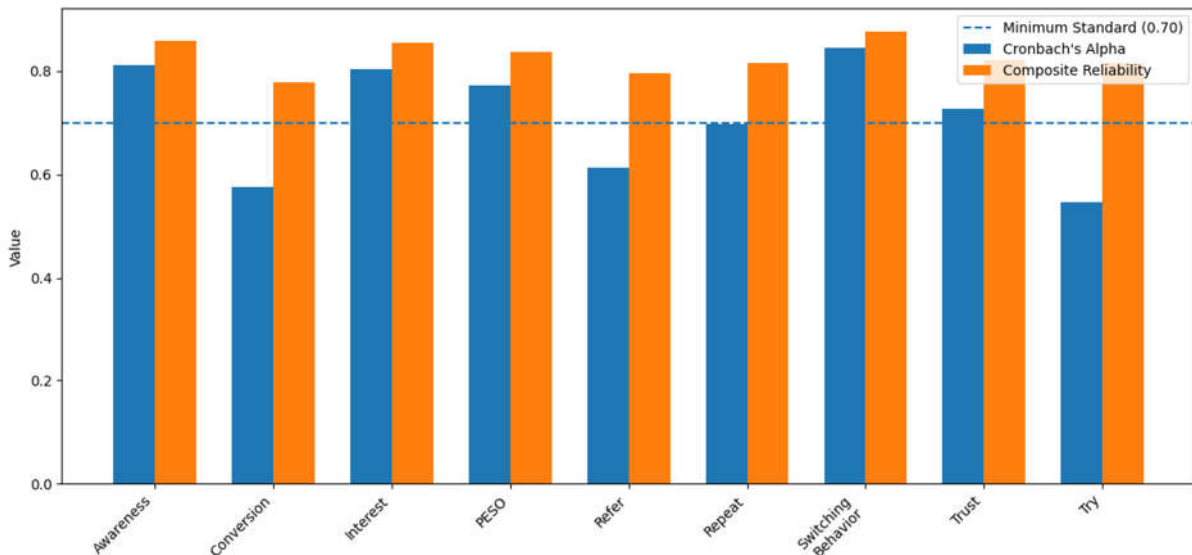


Figure 6. Composite Reliability & Cronbach’s Alpha – Kuala Lumpur Market

Structural Model Testing (Inner Model)

Model Fit (Goodness of Fit)

The model fit evaluation ensures that the structural model demonstrates an adequate level of correspondence with the empirical data. The SRMR value is considered acceptable

when it falls below 0.08, while the NFI value is deemed satisfactory when approaching 1. The Jakarta results indicate that both indicators meet the recommended standards, which confirms that the model is representative and appropriate for further structural analysis. The Kuala Lumpur results confirm that the SRMR value meets the required threshold, whereas the NFI value falls within a moderate category. This outcome indicates that the structural model remains sufficiently representative for examining the relationships among variables within the Malaysian market context.

Table 6. Model Fit – Jakarta

Fit Summary	Saturated Model	Estimated Model
SRMR	0.031	0.044
d_ ULS	1.576	3.221
d_ G	2.531	3.176
Chi-Square	5522.537	6260.143
NFI	0.835	0.813

Table 7. Model Fit – Kuala Lumpur Market

Fit Summary	Saturated Model	Estimated Model
SRMR	0.049	0.069
NFI	0.738	0.707

R-Square (R²)

The R-square evaluation assesses the predictive capability of endogenous constructs, with the general standards in PLS-SEM classifying values of ≥ 0.75 as substantial, 0.50–0.74 as moderate, and 0.25–0.49 as weak. The findings show that all constructs in the Jakarta model fall within the substantial category, which indicates that the model explains consumer behaviour comprehensively across each stage of the hourglass funnel. The findings also show that most constructs in the Kuala Lumpur model fall within the moderate category, while Switching Consumer Behaviour reaches the substantial level. This pattern demonstrates that the model retains solid predictive power within the Malaysian market, although it is not as strong as in Jakarta.

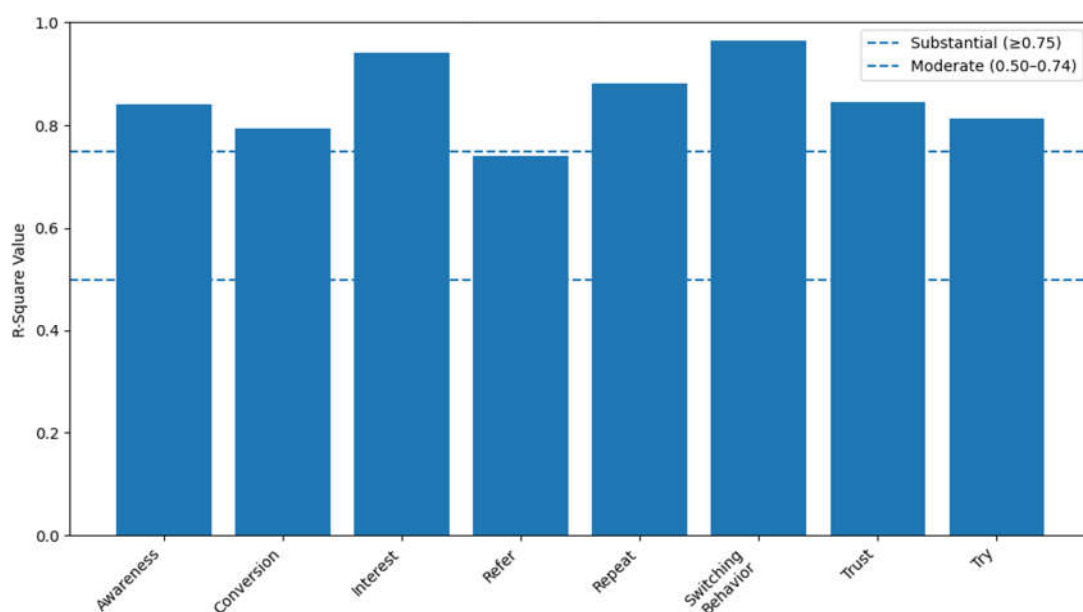


Figure 7. R-Square Values – Jakarta Market

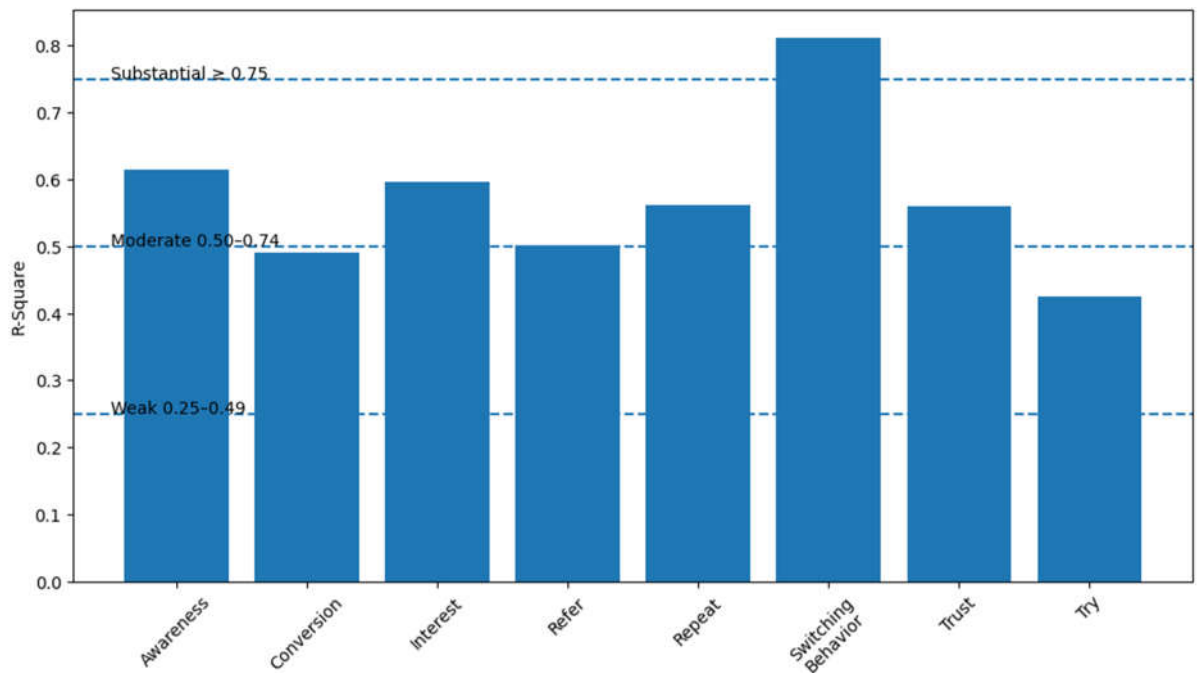


Figure 8. R-Square Values – Kuala Lumpur Market

Effect Size (f^2)

Effect size analysis was conducted to determine the unique contribution of each construct to the increase in the R² value, with standards classified as strong (≥ 0.35), moderate (0.15–0.34), and weak (0.02–0.14). The research findings indicate that PESO media exerts a very strong influence on almost all stages of consumer behavior, while several other constructs exert a small or near-zero influence. This pattern demonstrates the dominant nature of media as the main trigger of consumer travel in Jakarta. The research results also show the rapid dominance of the PESO construct, which exerts a very large influence on most stages of Kuala Lumpur consumer behavior. These findings indicate that digital media through the PESO framework is the main driver of consumer movement in Kuala Lumpur, while several other constructs only provide small, complementary contributions.

Table 8. Effect Size Jakarta

Predictor → Outcome	Awareness	Conversion	Interest	PESO	Refer	Repeat	Switching Consumer Behavior	Trust	Try
Awareness	–	–	–	–	–	–	0.001	–	–
Conversion	–	–	–	–	–	–	0.007	–	–
Interest	–	–	–	–	–	–	0.233	–	–
PESO	5.251	3.827	16.093	–	2.853	7.406	0.125	5.456	4.340
Refer	–	–	–	–	–	–	0.016	–	–
Repeat	–	–	–	–	–	–	0.021	–	–
Switching Consumer Behavior	–	–	–	–	–	–	–	–	–
Trust	–	–	–	–	–	–	0.000	–	–
Try	–	–	–	–	–	–	0.033	–	–

Table 9. Effect Size Kuala Lumpur

Predictor → Outcome	Awareness	Conversion	Interest	PESO	Refer	Repeat	Switching Consumer Behaviour	Trust	Try
Awareness	–	–	–	–	–	–	0.040	–	–
Conversion	–	–	–	–	–	–	0.007	–	–
Interest	–	–	–	–	–	–	0.087	–	–
PESO	1.600	0.964	1.472	–	1.008	1.288	0.016	1.279	0.743
Refer	–	–	–	–	–	–	0.023	–	–
Repeat	–	–	–	–	–	–	0.047	–	–
Switching Consumer Behaviour	–	–	–	–	–	–	–	–	–
Trust	–	–	–	–	–	–	0.047	–	–
Try	–	–	–	–	–	–	0.000	–	–

Q-Square (Predictive Relevance)

The Q-square evaluation assesses the predictive capability of the model toward observed data, with thresholds classified as strong (>0.35), moderate (0.15–0.35), and weak (0.02–0.15). The results show that all constructs in the Jakarta sample exceed the threshold of 0.35, which indicates strong predictive relevance and confirms that the model accurately reflects consumer behavioural tendencies within the context of PESO-based digital marketing. The results also show that all constructs in the Kuala Lumpur sample fall within the moderate category, demonstrating that the model still possesses adequate predictive power and remains capable of capturing consumer behavioural dynamics in Malaysia’s digital fashion environment.

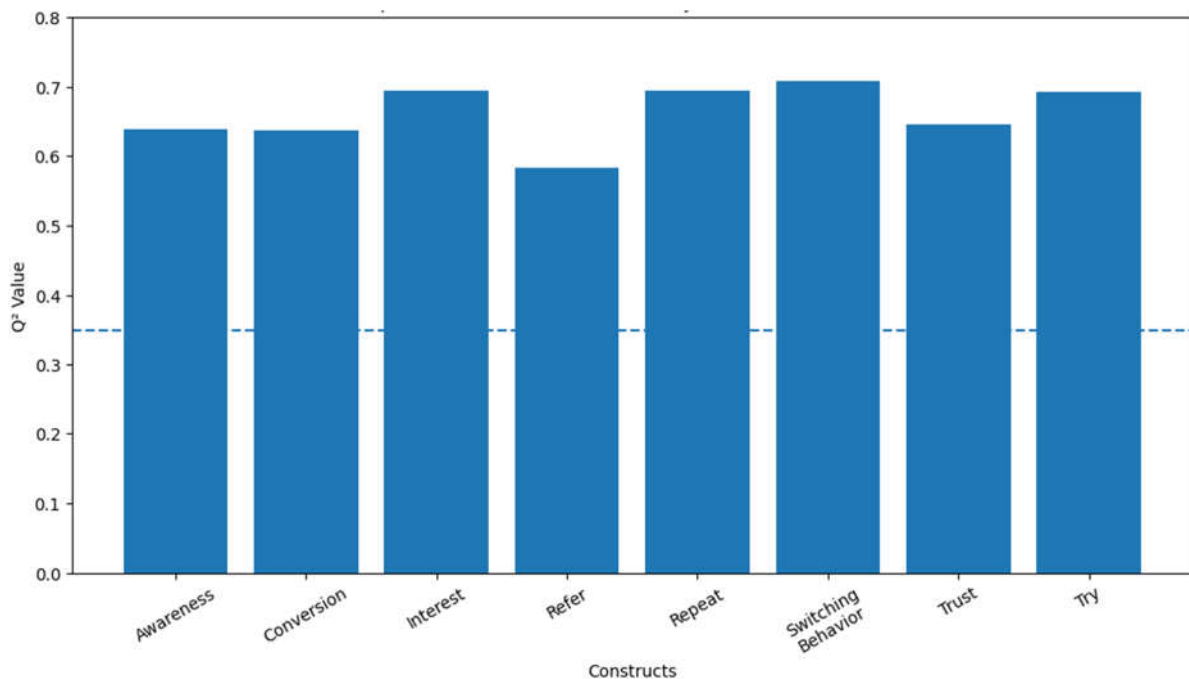


Figure 9. Q-Square Predictive Relevance – Jakarta Market

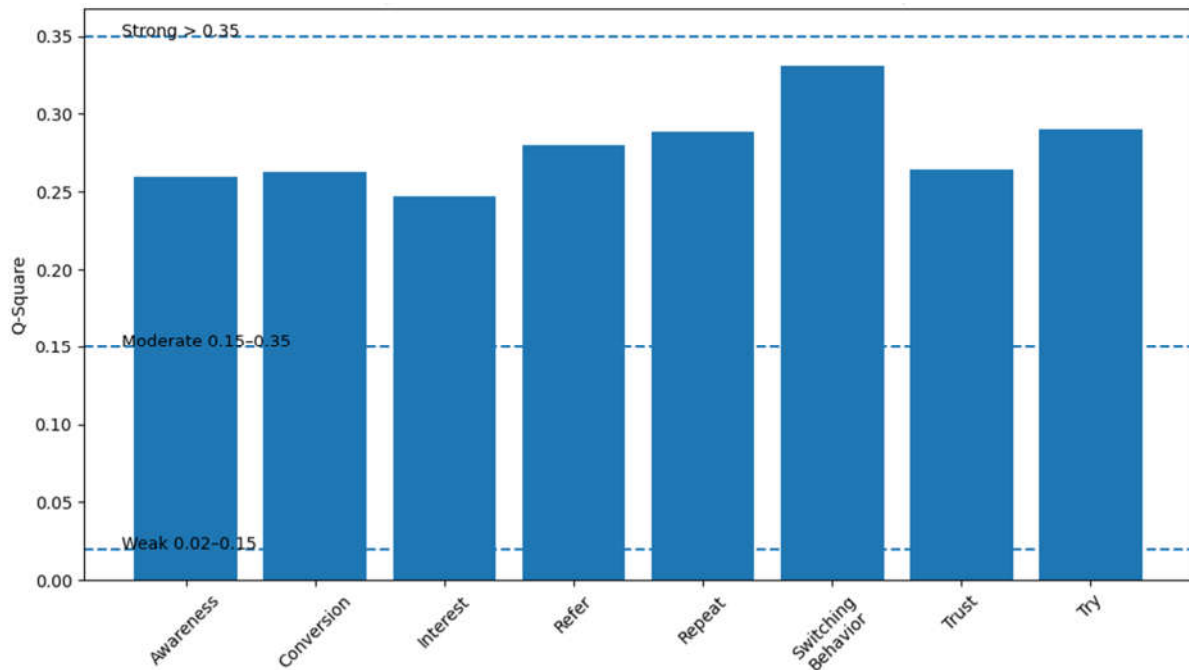


Figure 10. Q-Square Predictive Relevance – Kuala Lumpur Market

Hypothesis Testing

PESO digital marketing demonstrated a strong and significant positive influence on all behavioural stages, and the results confirmed the acceptance of hypotheses H1 to H7. The statistical outcomes showed positive and highly significant path coefficients for awareness (O = 0.917; t = 37.104; p = 0.000), interest (O = 0.970; t = 185.544; p = 0.000), trust (O = 0.919; t = 36.738; p = 0.000), try (O = 0.902; t = 75.541; p = 0.000), buy represented through conversion (O = 0.890; t = 36.212; p = 0.000), repeat (O = 0.939; t = 73.299; p = 0.000), and refer (O = 0.861; t = 35.476; p = 0.000). These results confirmed PESO as the main driving force of the consumer journey within the digital marketing landscape in Indonesia.

Table 10. Hypothesis Testing Results – Jakarta Market

Hubungan	Original Sample (O)	Sample Mean (M)	STDE V	T-Statistic	P-Value
Awareness → Switching	-0.025	-0.007	0.087	0.285	0.776
Conversion (Buy) → Switching	0.053	0.046	0.051	1.033	0.302
Interest → Switching	0.420	0.417	0.066	6.325	0.000
PESO → Awareness	0.917	0.917	0.025	37.104	0.000
PESO → Conversion	0.890	0.890	0.025	36.212	0.000
PESO → Interest	0.970	0.970	0.005	185.544	0.000
PESO → Refer	0.861	0.860	0.024	35.476	0.000
PESO → Repeat	0.939	0.939	0.013	73.299	0.000
PESO → Switching	0.337	0.329	0.085	3.940	0.000
PESO → Trust	0.919	0.919	0.025	36.738	0.000
PESO → Try	0.902	0.901	0.012	75.541	0.000
Refer → Switching	0.058	0.056	0.034	1.698	0.090
Repeat → Switching	0.085	0.094	0.052	1.630	0.103
Trust → Switching	0.001	0.003	0.077	0.019	0.985
Try → Switching	0.081	0.072	0.036	2.217	0.027

Consumer behavioural stages demonstrated mixed influences on switching behaviour, resulting in a combination of accepted and rejected hypotheses for H8 to H14. Interest showed a significant positive effect on switching ($O = 0.420$; $t = 6.325$; $p = 0.000$), supporting H9. Try also had a significant impact ($O = 0.081$; $t = 2.217$; $p = 0.027$), supporting H11. Awareness ($t = 0.285$; $p = 0.776$), buy/conversion ($t = 1.033$; $p = 0.302$), repeat ($t = 1.630$; $p = 0.103$), refer ($t = 1.698$; $p = 0.090$), and trust ($t = 0.019$; $p = 0.985$) did not show significance, which led to the rejection of H8, H10, H12, H13, and H14. These findings showed that switching behaviour was influenced predominantly by interest and trial, rather than initial exposure or post-purchase behaviour. The direct effect of PESO digital marketing on switching behaviour was positive and significant, thus confirming H15 ($O = 0.337$; $t = 3.940$; $p = 0.000$). This outcome indicated that PESO does not only strengthen transitions throughout the funnel but also directly increases the likelihood of brand switching due to frequent exposure to alternative options and persuasive promotional stimuli.

Table 11. Indirect Effects (Mediation) – Jakarta Market

Mediasi	Original Sample (O)	Sample Mean (M)	STDE V	T-Statistic	P-Value
PESO → Awareness → Switching	-0.023	-0.006	0.080	0.285	0.775
PESO → Conversion → Switching	0.047	0.041	0.045	1.036	0.300
PESO → Interest → Switching	0.408	0.404	0.064	6.347	0.000
PESO → Refer → Switching	0.050	0.048	0.030	1.684	0.092
PESO → Repeat → Switching	0.080	0.088	0.050	1.615	0.106
PESO → Trust → Switching	0.001	0.003	0.071	0.019	0.985
PESO → Try → Switching	0.073	0.065	0.032	2.237	0.025

Awareness did not mediate the relationship between PESO and switching behaviour ($O = -0.023$; $t = 0.285$; $p = 0.775$), and H16 was rejected. Interest demonstrated a strong mediation effect ($O = 0.408$; $t = 6.347$; $p = 0.000$), confirming H17. Trust displayed no mediation role ($O = 0.001$; $t = 0.019$; $p = 0.985$), rejecting H18. Try served as a significant mediator ($O = 0.073$; $t = 2.237$; $p = 0.025$), supporting H19. Conversion did not show a significant effect ($O = 0.047$; $t = 1.036$; $p = 0.300$), rejecting H20. Repeat did not yield a significant effect ($O = 0.080$; $t = 1.615$; $p = 0.106$), and H21 was rejected. Refer did not play a significant mediation role ($O = 0.050$; $t = 1.684$; $p = 0.092$), rejecting H22. These findings showed that switching behaviour in Jakarta was primarily triggered during consumer cognitive evaluation and trial experience.

Table 12. Hypothesis Testing Results in Kuala Lumpur Market

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Awareness → Switching Consumer Behaviour	0.171	0.174	0.047	3.671	0.000
Conversion → Switching Consumer Behaviour	0.057	0.058	0.036	1.599	0.110

Interest → Switching Consumer Behaviour	0.251	0.252	0.045	5.587	0.000
PESO → Awareness	0.784	0.785	0.022	35.089	0.000
PESO → Conversion	0.701	0.700	0.031	22.724	0.000
PESO → Interest	0.772	0.772	0.023	33.312	0.000
PESO → Refer	0.709	0.708	0.027	25.948	0.000
PESO → Repeat	0.750	0.750	0.025	29.762	0.000
PESO → Switching Consumer Behaviour	0.109	0.107	0.043	2.547	0.011
PESO → Trust	0.749	0.749	0.025	29.554	0.000
PESO → Try	0.653	0.652	0.034	19.328	0.000
Refer → Switching Consumer Behaviour	0.108	0.107	0.044	2.440	0.015
Repeat → Switching Consumer Behaviour	0.160	0.159	0.040	3.998	0.000
Trust → Switching Consumer Behaviour	0.163	0.163	0.040	4.066	0.000
Try → Switching Consumer Behaviour	0.007	0.007	0.037	0.186	0.853
PESO → Switching Consumer Behaviour	0.691	0.693	0.037	18.572	0.000

PESO digital marketing showed a strong and significant positive influence on all behavioural funnel stages for the Kuala Lumpur market, thereby supporting hypotheses H1 to H7. The strength of the relationships was evident in the significant path coefficients for awareness ($O = 0.784$; $t = 35.089$; $p = 0.000$), interest ($O = 0.772$; $t = 33.312$; $p = 0.000$), trust ($O = 0.749$; $t = 29.554$; $p = 0.000$), try ($O = 0.653$; $t = 19.328$; $p = 0.000$), buy represented through conversion ($O = 0.701$; $t = 22.724$; $p = 0.000$), repeat ($O = 0.750$; $t = 29.762$; $p = 0.000$), and refer ($O = 0.709$; $t = 25.948$; $p = 0.000$). These results identified PESO as the primary driver of consumer engagement, from pre-purchase to post-purchase phases.

Behavioural funnel stages showed diverse effects on switching behaviour. Awareness significantly influenced switching behaviour ($O = 0.171$; $t = 3.671$; $p = 0.000$), supporting H8. Interest displayed a significant effect ($O = 0.251$; $t = 5.587$; $p = 0.000$), supporting H9. Trust also showed a significant effect ($O = 0.163$; $t = 4.066$; $p = 0.000$), supporting H10. Try was not significant ($O = 0.007$; $t = 0.186$; $p = 0.853$), rejecting H11. Buy/conversion did not show significance ($O = 0.057$; $t = 1.599$; $p = 0.110$), rejecting H12. Repeat had a significant relationship ($O = 0.160$; $t = 3.998$; $p = 0.000$), supporting H13. Refer demonstrated a significant effect ($O = 0.108$; $t = 2.440$; $p = 0.015$), supporting H14. These results showed that switching behaviour in Kuala Lumpur was more strongly driven by deeper interaction and reinforcement stages of the consumer experience. The direct effect of PESO on switching behaviour was significant and positive, confirming H15 ($O = 0.691$; $t = 18.572$; $p = 0.000$). This result demonstrated that increased PESO exposure encourages consumers to identify appealing alternatives and shift their brand preference.

Table 13. Indirect Effects (Mediation) - Kuala Lumpur Market

Mediation Path	Original Sample (O)	Sample Mean (M)	STDE V	T Statistics	P Values
PESO → Awareness → Switching	0.135	0.136	0.037	3.649	0.000
PESO → Conversion → Switching	0.040	0.041	0.025	1.604	0.109

PESO → Interest → Switching	0.194	0.195	0.035	5.483	0.000
PESO → Refer → Switching	0.076	0.076	0.032	2.398	0.017
PESO → Repeat → Switching	0.120	0.119	0.031	3.925	0.000
PESO → Trust → Switching	0.122	0.122	0.030	4.052	0.000
PESO → Try → Switching	0.004	0.004	0.024	0.186	0.853

The mediation analysis showed selective influence among funnel stages. Awareness had a significant mediating effect ($O = 0.135$; $t = 3.649$; $p = 0.000$), supporting H16. Interest also had a strong and significant mediating effect ($O = 0.194$; $t = 5.483$; $p = 0.000$), supporting H17. Trust produced a significant mediation effect ($O = 0.122$; $t = 4.052$; $p = 0.000$), supporting H18. Try did not demonstrate significance ($O = 0.004$; $t = 0.186$; $p = 0.853$), rejecting H19. Conversion was not significant ($O = 0.040$; $t = 1.604$; $p = 0.109$), rejecting H20. Repeat acted as a significant mediator ($O = 0.120$; $t = 3.925$; $p = 0.000$), supporting H21. Refer also showed significant mediation ($O = 0.076$; $t = 2.398$; $p = 0.017$), supporting H22. These findings demonstrated that consumer psychological and social reinforcement mechanisms contribute to switching behaviour within the digital fashion market in Kuala Lumpur.

Focus Group Discussion

The objective of this section is to deepen the understanding of the psychological and behavioural mechanisms explaining how PESO digital media shape consumer decision-making. The discussion focuses on identifying structural differences between Jakarta and Kuala Lumpur respondents based on the SmartPLS analysis results. The Focus Group Discussion (FGD) method was applied to triangulate the quantitative findings and uncover contextual factors that were not fully captured through statistical analysis. The discussion approach refers to the Hourglass Funnel Model, which emphasises repeat purchasing and advocacy behaviour (Baer, 2013), and incorporates the PESO Framework as the foundation for integrated digital media strategies (Macnamara et al., 2016). The FGD involved five fashion consumers in each country, selected based on criteria including age between 20 and 35 years, active online fashion purchasing, exposure to at least two PESO media types, and experience in switching brands within the past six months. The sampling criteria ensured that every participant represented relevant behavioural patterns for assessing switching consumer behaviour. The thematic analysis of the discussion generated insights on how PESO digital marketing shapes consumer decisions throughout the hourglass funnel stages and revealed the primary triggers that lead to brand switching within the social commerce environment.

Thematic Coding of FGD

Table 14 presents eight key themes emerging from the thematic analysis, including sub-code descriptions, respondent involvement, and alignment with the tested research hypotheses.

Table 14. Thematic Coding based on FGD Results

Theme Category	Sub-Code Description	Respondents	Linked Hypotheses
1. Conversion Influence	PESO exposure encourages first-time purchase or product trial	ID1, ID2, ID3, MY3, MY5	H4, H5, H20

	Urgency tactics such as flash sales and live shopping	ID5, MY5, MY1	H5, H11
	Trust in influencers supports purchase decisions	ID3, ID4, MY3	H3, H4, H18, H19
	Clear PESO information supports try decisions	ID4, ID2, MY4	H4, H19
2. Emotional Engagement	Consumers perceive themselves as part of a brand community	ID3, ID5	H6, H7, H23
	Content aesthetics generate emotional closeness	ID1, ID4, MY2	H2, H9
	Advertising fatigue leads to content rejection	MY1, MY2, MY4	H15
3. General Media Influence	Cross-platform exposure strengthens message reinforcement	ID2, ID3, ID5, MY2, MY3	H23, H24, H25
	Trust is influenced by the visibility of advertisements and reviews	ID2, MY3, MY5	H3, H10, H18
	PESO saturation reduces message effectiveness	MY1, MY4, MY5	H1, H15
4. PESO Media Role	Earned and shared media are perceived as the most credible	ID3, ID5, MY1, MY3, MY5	H3, H4, H10, H13
	Paid media is perceived as unconvincing	MY1, MY4, MY2	H1, H2
	Owned media strengthens brand loyalty and consistency	ID2, ID4	H5, H6, H23
5. Post-Purchase Behaviour	Limited post-purchase interaction triggers consumer disengagement	MY1, MY2, MY4	H23, H24
	Post-purchase marketing messages stimulate repeat or refer behaviour	ID2, ID5	H6, H7, H21, H22
	Lack of brand attention increases switching potential	MY1, MY2, MY3	H24
6. Switching Triggers	Comparative content encourages brand switching	ID4, ID5, MY3, MY5	H8, H9, H10, H14
	Misalignment between brand values and consumer identity	ID3, ID4, MY3	H14
	More compelling competitor brand storytelling triggers switching	ID4, ID2, MY3	H8, H10
7. Trial & First Use	Content-based trial formats reduce perceived purchase risk	ID2, ID3, MY1, MY3	H4, H19
	Interest in localised content encourages trial	MY3, MY4	H3, H4
	Content authenticity influences first-time purchase decisions	ID1, ID3, MY5	H4, H18
8. Trust & Credibility	Inconsistent influencer endorsements weaken trust	MY4, MY2	H3
	User-generated reviews enhance confidence	ID3, ID5, MY1	H3, H18

Cultural congruence strengthens trust	ID4, MY3	H3
Brand transparency enhances credibility	ID3, MY4, MY5	H3, H18

ID = Indonesia Respondents | MY = Malaysia Respondents

FGD Support by Hypothesis

The analysis of the FGD findings based on the hypotheses aims to examine the extent to which PESO digital marketing shapes consumer behaviour at each stage of the hourglass funnel. The alignment between participant statements and the hypothesised relationships strengthens the understanding of the behavioural differences observed between consumers in the Indonesian and Kuala Lumpur markets.

Table 15. Summary of FGD Hypothesis Support

Hypothesis	Statement	Indonesia FGD Support	Kuala Lumpur FGD Support
H1	PESO → Awareness	Strong: Awareness is formed through Instagram ads, TikTok, and shared content	Moderate: Advertisements are often ignored, while awareness emerges mainly through reposts or peers
H2	PESO → Interest	Strong: Interest emerges due to visual appeal and UGC	Moderate: Interest appears only when content delivers practical value and consistency
H3	PESO → Trust	Strong: Content authenticity and brand interaction reinforce trust	Weaker: Trust requires repeated exposure and strong local context
H4	PESO → Try	Very strong: Trial occurs after trust is established through UGC and influencers	Conditional: Trial occurs only when content is relevant and supported by peers
H5	PESO → Buy	Strong: Purchase follows the availability of comprehensive PESO-based information	Limited: Purchase is driven by urgency with minimal emotional engagement
H6	PESO → Repeat	Strong: Repurchase is encouraged by post-purchase follow-up content	Weak: Limited follow-up constrains repeat purchasing
H7	PESO → Refer	Evident: Consumers actively share through tagging and resharing	Weak: Recommendations occur privately and are rarely shared publicly
H8	Awareness → Switching	Strong: Exposure to new brands stimulates switching behaviour	Moderate: Switching occurs due to perceived misalignment with brand values
H9	Interest → Switching	Strong: Attraction to alternative brands	Moderate: Visual comparison triggers brand reconsideration

		increases switching behaviour	
H10	Trust → Switching	Strong: Higher trust in alternative brands motivates switching	Present: Switching occurs when trust in the existing brand declines
H11–H14	Try–Refer influence switching	Fully supported: All stages contribute to switching behaviour	Partial: The journey stops at Try/Buy without loyalty formation
H15	PESO overload → Confusion/switch	Present: Excessive content redirects attention to alternative brands	Clear: Saturation and distrust encourage switching behaviour
H16–H22	Funnel mediation	Supported: Consumers move sequentially through Trust → Try → Buy → Repeat → Refer → Switch	Weak: Mediation is interrupted by weak post-purchase stages
H23	PESO → Full funnel behaviour	Strong: PESO activates the entire consumer journey	Moderate: Consumers discontinue the journey at the initial purchase stage
H24	Funnel → Switching	Valid: Switching follows the funnel progression	Present but partial: The process does not consistently pass through all stages
H25	PESO Funnel → Switching	Strong: PESO integration creates sustained brand switching	Present: Earned and shared media exert stronger influence than other media types

The overall analysis of the FGD reveals clear differences in how consumers in Indonesia and Kuala Lumpur respond to PESO digital marketing in driving switching consumer behaviour. Indonesian consumers demonstrate strong support for most hypotheses, particularly from awareness to referral. Indonesian users respond positively to storytelling, content authenticity, and continued engagement after the purchase. This behavioural pattern reflects a more complete digital journey across the hourglass funnel, where switching decisions are influenced by a sustained consumer experience. Consumers in Kuala Lumpur show more moderate support in the early funnel stages, especially in forming interest and encouraging trials. Purchasing often marks the end of the journey because brand communication after the transaction remains limited. This situation weakens the influence of repeat and referral behaviour, which results in lower long-term loyalty. Differences between both markets relate to content saturation in Kuala Lumpur and a more selective trust response toward paid media. Indonesian consumers place stronger value on continuity and participatory forms of communication through shared and earned media. These qualitative findings reinforce the quantitative results, demonstrating that interest and trial stages possess stronger predictive power in influencing switching consumer behaviour among Indonesian consumers compared with those in Kuala Lumpur.

Integration of PLS-SEM Results and Qualitative Findings

The research findings indicate that the Awareness and Interest stages function as initial consumer activation mechanisms within the social commerce ecosystem shaped by the PESO

strategy. The exceptionally high R^2 value for the Interest construct in Indonesia indicates that paid, shared, and earned media simultaneously stimulate consumer curiosity in a rapid and intensive manner. This pattern aligns with the consumer attention economy concept proposed by Davenport and Beck (2001) and is reinforced by recent evidence from Li et al. (2023), which demonstrates that short-form visual content and influencer-generated content intensify cognitive engagement during the early stages of decision-making. The selective response of Kuala Lumpur consumers to paid messaging reflects advertising avoidance behaviour, as described by Cho and Cheon (2004), where social proximity becomes the primary trigger for interest formation.

The Trust and Try stages represent confidence-building processes prior to purchase decisions that reveal clear cross-market differences. The high R^2 value for Trust in Indonesia reflects the critical role of authenticity, message consistency, and transparent interaction in strengthening brand confidence. This outcome supports trust transfer theory developed by Stewart (2003), which explains how credibility associated with digital information sources extends to the represented brand. The requirement among Kuala Lumpur consumers for stronger evidence of product quality before trial engagement reflects risk reduction mechanisms originally conceptualised by Bauer (1960) and extended by Liu et al. (2022), which emphasise the importance of real user experiences in mitigating uncertainty within highly promotional digital environments.

The Buy, Repeat, and Refer stages function as indicators of relationship continuity and depth of post-purchase engagement. Strong behavioural consistency among Indonesian consumers in repeat purchasing and referral activities highlights the importance of post-purchase emotional reinforcement delivered through follow-up content and loyalty incentives. This pattern aligns with relationship marketing theory proposed by Morgan and Hunt (1994) and with the findings of Lemon and Verhoef (2016), which position post-purchase experience as a core determinant of long-term loyalty. The tendency for Kuala Lumpur consumers to terminate their journey after the first purchase reflects weak deployment of post-transaction owned media, a condition that Verhoef et al. (2021) associate with disrupted customer experience continuity and constrained advocacy formation.

Brand switching behaviour emerges as an accumulation of cognitive, emotional, and social experiences shaped by sustained PESO exposure. Narratives from Indonesian consumers describing brand switching triggered by exposure to alternatives through earned and shared media reinforce Keaveney's (1995) switching behaviour model, which identifies alternative attractiveness and interaction quality as primary drivers of switching decisions. The exploratory nature of switching behaviour in Kuala Lumpur without the establishment of new brand loyalty reflects variety-seeking behaviour as conceptualised by McAlister and Pessemier (1982), a tendency that becomes increasingly salient in social commerce environments characterised by content saturation.

The mediating role of the hourglass funnel highlights the importance of integrated consumer journeys in linking PESO strategies to switching behaviour. The sequential progression from Trust to Refer observed in Indonesia supports the perspective of Court et al. (2009), which conceptualises consumer decision-making as a structured yet dynamic process. The partial mediation observed in Kuala Lumpur, which remains confined to early funnel stages, reflects a failure to sustain relational continuity, a risk identified by Homburg et al. (2020) in discussions of experience fragmentation within digital strategies. This pattern confirms that content consistency and post-purchase communication represent essential prerequisites for stable and long-term brand switching outcomes.

Table 16. Summary of Triangulated Findings

Construct	Quantitative Results (Indonesia)	Qualitative Support	Quantitative Results (Kuala Lumpur)	Qualitative Support
Awareness–Interest	Very strong	Consistent across all PESO media	Moderate	Limited to shared and earned media
Trust–Try	Strong	Authenticity and credibility	Weak–Moderate	Requires localised validation
Buy–Repeat–Refer	Strong	Post-purchase relationship continuity	Weak	Relationship ends after purchase
Switching Behaviour	Strong	Clear switching narratives	Moderate	Switching without loyalty formation
Mediation H16–H22	Fully supported	Funnel operates comprehensively	Partially supported	Stagnates at the try/buy stage
H23–H25	Fully supported	Integrated consumer experience	Mixed	Risk of content saturation
Collective PESO Effects				

The integrated interpretation of the PESO framework and the hourglass funnel reinforces the significance of digital marketing strategies within the Southeast Asian fashion market. Differences in the strength of PESO effects across behavioural stages reveal that digital habits and content understanding play crucial roles in successful brand shifting. Earned and shared media serve as the primary foundations in shaping consumer trust and advocacy. The approach aligns with the evolution of consumers from passive information recipients into active contributors who influence and co-construct brand reputation through digital interactions.

Strategic Management Implications

This study develops managerial strategic recommendations based on the integration of quantitative and qualitative findings that are systematically analysed through a structured strategic management process. The input stage is conducted through the construction of the External Factor Evaluation (EFE) Matrix and the Internal Factor Evaluation (IFE) Matrix to identify external environmental conditions and internal capabilities that shape consumer behaviour dynamics. The matching stage is subsequently implemented using the SWOT–TOWS Matrix and the Internal–External (IE) Matrix to formulate strategic alternatives aligned with the strategic position derived from the empirical findings. The decision stage is completed through the Quantitative Strategic Planning Matrix (QSPM) to determine the most relevant and actionable strategic priorities based on empirically weighted quantitative results and in-depth qualitative insights. The triangulated findings reveal distinct differences in consumer journey dynamics between Jakarta and Kuala Lumpur, which require differentiated strategic formulations in accordance with the performance of the PESO model across funnel stages.

The primary strategic direction focuses on optimising the PESO funnel to reduce brand switching behaviour and to strengthen consumer retention in the Kuala Lumpur market. The analysis identifies structural weaknesses in the Trust, Try, Buy, and Refer stages, despite favourable external conditions driven by SME digitalisation and high mobile device adoption. Strategic priorities include the implementation of behavioural-based CRM segmentation to

enhance content relevance, the integration of real-time live chat services to support trial and purchase decisions, the activation of local micro-scale Key Opinion Leaders (KOLs) to rebuild influencer trust, and the restructuring of referral and loyalty programmes to stimulate post-purchase advocacy. This strategic direction aligns with Keaveney's (1995) switching behaviour model, which highlights trust deficits, low perceived value, and alternative attractiveness as primary drivers of consumer switching, and is further reinforced by Moran et al. (2023) and Zulkifli et al. (2025), who emphasise personalisation, platform security, product authenticity, and communication clarity as critical foundations for long-term retention.

The secondary strategic direction emphasises PESO-based market expansion and product innovation in Jakarta, where strong internal capabilities and consistent funnel performance are evident. Empirical results demonstrate a significant Awareness–Interest–Trust–Repeat pathway, supported by superior performance in Net Promoter Score (NPS), User-Generated Content (UGC) responsiveness, and PESO engagement levels. Strategic recommendations include the development of capsule collections and ethical product lines to maximise repeat purchase and referral potential, the strengthening of PESO integration across emerging platforms to sustain interest and advocacy, and the refinement of post-purchase touchpoints through iterative testing and UGC-based feedback mechanisms. This approach is consistent with the Hold and Maintain strategy within Cell V of the Internal–External (IE) Matrix, which prioritises the exploitation of internal strengths through targeted innovation without pursuing market diversification.

The synthesis of these recommendations supports a dual strategic approach that aligns with empirically identified consumer behaviour patterns. Strategic consolidation in Kuala Lumpur aims to reduce switching rates and improve PESO conversion efficiency across all funnel stages, while strategic expansion in Jakarta seeks to preserve market leadership through innovation and enhanced consumer engagement. This configuration ensures the sustainability of competitive performance within Southeast Asian digital fashion markets through decision-making grounded in robust quantitative evidence and qualitative depth.

Conclusion

This study concludes that the PESO digital marketing strategy functions as a central mechanism in shaping consumer journeys and brand switching behaviour within social commerce environments. The integrated findings derived from PLS-SEM analysis and Focus Group Discussions demonstrate that paid, earned, shared, and owned media operate in a synergistic manner to activate all stages of the Hourglass Funnel. PESO exposure not only increases consumer awareness and interest but also structures psychological evaluation processes that encourage openness toward alternative brand choices. These findings confirm that brand switching represents the outcome of cumulative digital experiences rather than a single transactional decision.

Distinct behavioural pathways between Jakarta and Kuala Lumpur indicate that switching mechanisms are not universal across markets. Consumers in Indonesia exhibit a more continuous and immersive journey, with the interest and try stages emerging as the primary triggers of switching behaviour. Empirical evidence and qualitative narratives reveal that active exploration, visual engagement, and experiential interaction play dominant roles in motivating brand switching. This pattern reflects a consumer orientation that responds strongly to dynamic content and emerging opportunities prior to the formation of long-term loyalty. Consumer behaviour in Kuala Lumpur reflects a more selective and fragmented engagement pattern across the funnel stages. The results indicate that awareness, trust, repeat, and referral stages exert stronger influence on switching behaviour than trial-based mechanisms. Qualitative insights illustrate that Malaysian consumers evaluate digital content more critically and rely heavily on social validation and source credibility. The consumer journey frequently concludes

at the initial purchase stage due to limited post-purchase communication, which constrains the development of sustained brand relationships.

The mediating role of the Hourglass Funnel clarifies how PESO strategies translate media exposure into switching behaviour. The findings demonstrate that full mediation occurs in the Indonesian context through a sequential progression from trust to referral, indicating that switching is embedded within a comprehensive consumer experience. Partial mediation in Kuala Lumpur reflects structural disruptions after the purchase stage that prevent the funnel from operating in its entirety. This comparison confirms that the effectiveness of PESO-driven switching depends not only on message exposure but also on the continuity of brand–consumer interaction.

The primary contribution of this study lies in advancing the integration of the PESO digital marketing framework and the Hourglass Funnel as a unified approach to understanding switching behaviour in social commerce. The findings extend digital marketing theory by demonstrating that switching behaviour is shaped by cumulative cognitive, emotional, and social experiences rather than isolated persuasion attempts. Practical implications emphasise the strategic importance of earned and shared media in building trust and advocacy, alongside the critical role of post-purchase engagement in sustaining brand relevance. The study highlights the necessity for culturally sensitive and journey-oriented PESO strategies to effectively manage brand switching dynamics within Southeast Asian digital markets.

Conflict of Interest

The authors have no competing interests to declare that are relevant to the content of this article.

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