

## Repurchase Intention Model Development Mediated by Brand Image: A Study at Fore Coffee in Yogyakarta

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### Abstract

This study aims to develop a repurchase intention model mediated by brand image, using Fore Coffee consumers in Yogyakarta as the research context. The research is motivated by the rapid growth of social media as a digital marketing strategy and the expansion of the F&B industry, with Fore Coffee successfully integrating digital technology to reach a broader market. A quantitative approach with a descriptive research design was applied. A total of 100 respondents were selected using accidental sampling. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (SmartPLS) method. The findings indicate that social media Marketing has a positive and significant effect on repurchase intention and brand image. Furthermore, brand image positively and significantly influences repurchase intention. Notably, brand image mediates the relationship between Social Media Marketing and repurchase intention, implying both direct and indirect effects of digital marketing on consumer behavior. These findings highlight the strategic importance of social media in strengthening brand image to foster customer loyalty. The study also suggests that future research should incorporate additional variables such as customer satisfaction, consumer trust, or product quality to further enhance the predictive model of repurchase intention in the coffee or local beverage industry.

**Keywords** : Brand image, consumer behavior, digital marketing, repurchase intention, social media marketing.

### 1. Introduction

The rapid growth of the food and beverage (F&B) industry in Indonesia has been accompanied by a significant transformation in consumer preferences and purchasing behaviors, largely driven by digitalization. One of the prominent coffee brands contributing to this growth is Fore Coffee, which has expanded its operations to Yogyakarta and emerged as one of the most recognized brands among local consumers. Fore Coffee has successfully introduced innovations in the coffee industry by adopting a modern concept that seamlessly integrates digital technology into its business model. By 2024, the brand had operated more than 217 outlets across 43 major cities in Indonesia and Singapore, including Yogyakarta. Social media has become a pivotal element in its marketing strategy, enhancing both brand awareness and customer loyalty (Arianto & Rani, 2024). According to data reportal (2025), Indonesia hosts approximately 199 million social media users, representing 72.2% of

the total population, underscoring the importance of digital engagement for consumer-oriented businesses.

The influence of digital technology has fundamentally reshaped consumer purchasing behavior, with a notable shift from traditional shopping methods to digital transactions. Modern consumers increasingly rely on online platforms not only to fulfill their needs but also to research products and read reviews before making purchase decisions (Arianto & Rani, 2024; Dwivedi et al., 2021). In this context, the integration of e-commerce and mobile applications has not only expedited transactions but also fostered proactive consumer engagement. Recent studies indicate that digitalization in the F&B sector not only improves transactional efficiency but also builds stronger relational bonds between brands and consumers through personalized digital experiences (Öksüz et al., 2025).

Fore Coffee exemplifies the integration of digital technology into operational and marketing strategies. Its proprietary online ordering application allows customers to select menu items, complete digital payments, and choose either pick-up or delivery options based on personal preferences. This approach aligns with Kotler et al., (2019), who assert that leveraging digital technology in marketing enables direct brand-consumer interactions, thereby enhancing both brand awareness and loyalty. Additionally, Fore Coffee actively uses digital platforms to strengthen its market presence and remain competitive in the dynamic local coffee industry. Nevertheless, despite strong digital engagement, consistent repurchase behavior is not always guaranteed, raising questions about the determinants of sustained consumer loyalty in digitally driven markets.

Empirical findings on the relationship between social media marketing, brand image, and repurchase intention remain inconclusive. For example, Moslehpour et al., (2020) and Tan et al., (2022) found that social media marketing significantly influences purchase intentions with brand image serving as a mediator, while Salhab et al., (2023) reported a direct relationship without mediation. Similarly, Rizky et al., (2023) indicated that although social media marketing has a positive effect on purchase intention, the effect is not statistically significant when examined directly. In contrast, Pandey et al., (2018) and Chen & Yang (2023) found that brand image has a strong and significant positive impact on purchase intention, and social media marketing plays a pivotal role in shaping brand perceptions. These variations suggest that brand image may function as a contingent or partial mediator, warranting further investigation in different market and cultural contexts (Hien et al., 2020; Vrontis et al., 2021).

Accordingly, this study aims to investigate the influence of social media marketing on repurchase intention in the context of Fore Coffee in Yogyakarta, with particular attention to the mediating role of brand image. Specifically, the research seeks to

determine whether social media marketing has a direct effect on consumers' intention to repurchase and to what extent it shapes brand image. Furthermore, the study examines whether a strong and positive brand image can significantly enhance consumers' likelihood of making repeat purchases. By testing the mediating role of brand image, the research seeks to provide a more comprehensive understanding of how digital marketing strategies indirectly influence customer loyalty.

Theoretically, this study contributes to the development of a behavioral model of repurchase intention in the coffee retail sector, offering insights into the interplay between social media marketing, brand image, and consumer loyalty. Practically, the findings are expected to assist Fore Coffee's management in formulating targeted strategies that leverage social media marketing to cultivate a compelling brand image, ultimately fostering sustained repurchase behavior. Given the increasing competition in Indonesia's coffee market, these insights can guide managers in optimizing their digital marketing investments for long-term customer retention.

## 2. Research Method

This study employed a quantitative approach with a descriptive research design to examine the development of a repurchase intention model mediated by brand image among Fore Coffee consumers in Yogyakarta. The research population comprised all Fore Coffee customers in the region; however, the exact population size was unknown. Therefore, the sample was determined using an accidental sampling technique, where respondents were selected based on their availability and willingness to participate. A total of 100 consumers formed the final sample.

Primary data were obtained directly from respondents through structured questionnaires, which were designed to measure variables related to social media marketing, brand image, and repurchase intention. The questionnaire utilized a five-point Likert scale to capture respondents' perceptions and attitudes. Prior to distribution, the instrument was tested for clarity and relevance to ensure it met the intended research objectives.

The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique via SmartPLS software. This method was chosen for its effectiveness in analyzing complex relationships between latent variables in studies with relatively small sample sizes. In line with the recommendations of (Hair et al., 2019), validity and reliability tests were conducted before hypothesis testing to ensure measurement accuracy and internal consistency.

## 3. Results and Discussion

### 3.1 Analysis Descriptive

Table 1. Respondent Profile

Description	Amount	Percentage
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Gender	Man	44	44%
	Woman	56	56%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Age	18-24 year	53	53%
	25-30 year	44	44%
	31-35 year	3	3%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Education	High school or Equal	50	50%
	Strata I (S1)	48	48%
	Strata II (S2)	2	2%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Work	Civil Servant (Employee Country Civil)	26	26%
	Students / Student	33	33%
	Employee	28	28%
	Self-employed	13	13%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Income	< Rp. 500,000	17	17%
	Rp. 500,000 - Rp. 2,000,000	32	32%
	Rp. 2,000,000 - Rp. 5,000,000	33	33%
	> Rp. 5,000,000	18	18%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Processed primary data, 2025

Based on Table 1, the demographic profile of the 100 respondents reveals that the majority were female 56%, while male participants accounted for 44%. In terms of age, most respondents were young adults, with 53% aged between 18 and 24 years, followed by 44% in the 25–30 year range, and only 3% aged between 31 and 35 years. Regarding educational background, 50% of participants had completed high school or an equivalent level, 48% held a bachelor's degree (Strata I), and only 2% had attained a master's degree (Strata II). In relation to occupation, students formed the largest group at 33%, followed by employees at 28%, civil servants at 26%, and entrepreneurs at 13%. This distribution suggests that the sample largely consisted of young, educated individuals who are actively engaged in various professional and academic activities, which is consistent with the demographic characteristics of modern coffee consumers in urban areas.

Income levels further illustrate the respondents' socio-economic positioning, with 33% earning between Rp 2,000,000 and Rp 5,000,000 per month, 32% earning between Rp 500,000 and Rp 2,000,000, 18% earning above Rp 5,000,000, and 17% earning less than Rp 500,000. These findings indicate that a significant proportion of respondents belong to the middle-income segment, which is an important consumer base for premium coffee products such as Fore Coffee. This aligns with previous studies highlighting that middle-income urban consumers often exhibit strong purchasing

power and brand-conscious behavior, making them highly responsive to marketing strategies that enhance brand image and influence repurchase intentions.

### 3.2 Validity and Reliability Testing Results

**Table 2. Outer Loading**

Indicator	Social Media Marketing (X1)	Intention Purchase (Y)	Brand Image (Z)
X1.1.1	0.936		
X1.2.1	0.925		
X1.3.1	0.914		
X1.4.1	0.925		
Y.1.1		0.946	
Y.1.2		0.950	
Y.1.3		0.937	
Z.1.1			0.940
Z.2.1			0.932
Z.3.1			0.938

Source: Processed primary data use SmartPLS, 2025

Based on Table 2, all outer loading values for the indicators of Social Media Marketing (X1), Purchase Intention (Y), and Brand Image (Z) exceed the threshold of 0.90. Specifically, the loading values for Social Media Marketing (X1) range from 0.914 to 0.936, for Purchase Intention (Y) range from 0.937 to 0.950, and for Brand Image (Z) range from 0.932 to 0.940. These results indicate that each indicator has a very strong correlation with its corresponding latent construct, meeting the criteria for convergent validity and demonstrating high measurement reliability. Such high loading values suggest that the items effectively measure the intended constructs without substantial measurement error.

Furthermore, the findings validate that the measurement model used in this study is statistically sound and suitable for further analysis in the structural model stage. High outer loading values not only confirm the adequacy of the indicators but also imply that respondents consistently interpret and respond to the items as intended, thereby strengthening the robustness of the research results. This strong measurement reliability enhances the credibility of subsequent hypothesis testing and ensures that any observed relationships among Social Media Marketing, Brand Image, and Purchase Intention are grounded in valid and reliable constructs.

**Table 3. Average Variance Extracted (AVE), Composite reliability and Cronbach alpha**

Variables	Average Variance Extracted (AVE) <u>&gt;0.5</u>	Composite reliability <u>&gt;0.7</u>	Cronbach Alpha <u>&gt;0.7</u>
Social media marketing	0.856	0.960	0.944
Repurchase intention	0.892	0.961	0.939

Brand image	0.877	0.955	0.930
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Source: Processed primary data use SmartPLS, 2025

Based on Table 3, the Average Variance Extracted (AVE) values are greater than 0.50, indicating that each latent variable is capable of adequately representing the variance of its indicators. Composite reliability serves as a measure of internal consistency among the items within a scale, and the construct reliability criteria are considered satisfied when both the composite reliability and Cronbach's alpha values exceed 0.70. The results show that Cronbach's alpha values for all variables are above 0.70, thereby confirming that each variable demonstrates strong reliability and is appropriate for further use in this study. These findings reinforce the validity and reliability of the measurement model, ensuring that the constructs employed can effectively capture the intended theoretical dimensions. This level of reliability also suggests that the instrument can be confidently applied in similar research contexts or replications.

### 3.3 Path Coefficients Results

**Table 4. Bootstrapping Results Influence Direct**

Path Coefficient	Original sample (o)	T Statistics ( O/STDEV )	P values	Information
Social media marketing -> Repurchase Intention	0.585	8,326	0.000	<i>Accepted</i>
Social media marketing -> brand image	0.949	92,874	0.000	<i>Accepted</i>
Brand Image -> Repurchase Intention	0.399	5,634	0.430	<i>Rejected</i>

Source: Processed primary data use SmartPLS, 2025

Based on Table 4, the results of hypothesis testing are as follows:

The first hypothesis ( $H_1$ ) proposes that Social Media Marketing positively influences Repurchase Intention. The analysis results indicate that the path coefficient (Original Sample, O) is 0.585, demonstrating a positive and significant relationship between Social Media Marketing and Repurchase Intention. The t-statistic value of 8.326 exceeds the critical threshold of 1.96, and the p-value of 0.000 is less than 0.05. Therefore, Hypothesis 1 is supported. This finding aligns with prior studies emphasizing the critical role of social media campaigns in fostering consumer loyalty and repeat purchasing behavior in competitive markets.

The second hypothesis ( $H_2$ ) states that Social Media Marketing has a positive influence on Brand Image. The results reveal a path coefficient of 0.949, indicating a very strong positive effect. The t-statistic value of 92.874 is substantially higher than the 1.96 threshold, and the p-value of 0.000 confirms high statistical significance ( $p < 0.05$ ). Thus, Hypothesis 2 is supported. Such a strong relationship suggests that in the

case of Fore Coffee, consistent, engaging, and visually appealing social media content significantly enhances brand perception, which in turn can strengthen competitive positioning in the coffee shop industry.

The third hypothesis (H<sub>3</sub>) suggests that Brand Image positively influences Repurchase Intention. The results demonstrate a path coefficient of 0.399, signifying a positive association between the two variables. The t-statistic of 5.634 exceeds the critical value of 1.96, and the p-value of 0.000 indicates statistical significance (p < 0.05). Therefore, Hypothesis 3 is supported. This result reinforces the theoretical premise that a favorable brand image fosters trust, emotional attachment, and product preference, which are critical drivers of repeat purchases.

**Table 5. Results of Influence Mediation**

Path	Original sample (o)	Standard deviation (STDEV)	T Statistics ( O/STDEV )	P values	Information
Social media Marketing -> Brand image -> Repurchase Intention	0.379	0.067	5,612	0.000	<i>accepted</i>

Source: Processed primary data use SmartPLS, 2025

Based on Table 5, the fourth hypothesis (H<sub>4</sub>) examines whether Brand Image mediates the relationship between Social Media Marketing and Repurchase Intention. The path coefficient of 0.379 indicates that Social Media Marketing indirectly affects Repurchase Intention through Brand Image. The t-statistic value of 5.612 exceeds the critical threshold of 1.96, and the p-value of 0.000 confirms statistical significance (p < 0.05). Consequently, Hypothesis 4 is accepted, indicating that Brand Image serves as a mediating variable between Social Media Marketing and Repurchase Intention. This suggests that while Social Media Marketing has a strong direct impact on Repurchase Intention, its influence is further amplified when it enhances the customer’s perception of the brand, thereby increasing the likelihood of repeat purchases.

The Q-Square value, which functions as a measure of goodness of fit (GoF), carries a similar interpretation to the coefficient of determination (R-Square) in regression analysis. The calculation is as follows:

$$Q\text{-Square} = 1 - [1 - R^2_1] * [1 - R^2_2] = 1 - (1 - 0.901) * (1 - 0.945) = 0.0054$$

$$Q\text{-Square} = 1 - 0.0054 = 0.9945$$

Thus, the Q-Square value is 99.45%, indicating that Social Media Marketing and Brand Image collectively explain 99.45% of the variance in Repurchase Intention, while the remaining 0.55% is influenced by other factors not included in the PLS

model. Such a high explanatory power suggests that the model is highly robust, although future studies should consider including other potential determinants such as price perception, product quality, and customer experience to capture the residual variance.

### **3.4 Discussion**

#### **3.4.1 The Influence of Social Media Marketing against repurchase intention**

The findings of this study indicate that social media marketing significantly influences repurchase intention for Fore Coffee. This result is consistent with the studies conducted by Moslehpour et al., (2020) and Chatzoglou et al., (2022), which demonstrate that social media activities involving entertaining, interactive, and direct engagement with consumers can stimulate their intention to repurchase. In particular, interactive features such as polls, Q&A sessions, and user-generated content campaigns have been shown to deepen consumer-brand connections, thereby fostering stronger purchase intentions.

#### **3.4.2 Influence Social Media Marketing on brand image**

The findings further reveal that social media marketing has a significant positive effect on brand image. This result is consistent with the study by Oktavia & Mariam (2024), who found that important dimensions of social media marketing, such as compelling content and active engagement with customers, shape a more favorable perception of the brand. Consistent branding through relevant and appealing content fosters stronger relationships with the audience, ultimately enhancing brand image.

Similarly, Huang et al., (2024) found that effective management of social media marketing significantly improves brand image. Social media platforms provide brands with opportunities to directly interact with consumers, enabling them to establish emotional connections with their audience. When consumers feel engaged through active interactions on social media, they are more likely to form a positive perception of the brand. Content that is both engaging and relevant serves as a medium to communicate brand values and identity, which in turn helps build a strong and positive image in the minds of consumers. This implies that social media is not merely a promotional tool, but also a long-term brand-building mechanism that reinforces credibility and emotional resonance.

#### **3.4.3 The influence of brand image on repurchase intention**

The results also confirm that brand image positively influences repurchase intention. This conclusion supports previous research by Liu et al., (2025), which showed that a positive brand image significantly affects purchase intentions. According to their findings, when consumers have a favorable perception of a brand, they are more inclined to choose products from that brand when making purchasing decisions.

This finding aligns with broader marketing literature, which emphasizes that a strong and positive brand image can foster consumer trust and strengthen their relationship with the brand, thereby influencing their purchasing behavior. A favorable brand image creates a sense of security and confidence, making consumers feel more comfortable when making purchases. When a brand is perceived as high-quality, trustworthy, and aligned with consumer needs, it becomes a preferred choice in purchasing decisions. In essence, brand image functions as a psychological anchor that not only enhances customer loyalty but also sustains long-term business performance through repeated purchases.

#### **3.4.4 The Influence of Social Media Marketing on repurchase intention mediated by brand image**

The study's findings further confirm that social media marketing influences repurchase intention for Fore Coffee, with brand image acting as a mediating variable. This conclusion is consistent with the research by Hanaysha (2022) and Moslehpour et al., (2020), which indicate that social media marketing indirectly affects consumers' purchase intentions through the enhancement of brand image. Their research explains that consistent, engaging, and relevant social media activities significantly improve brand image in the eyes of consumers.

Consequently, brand image serves as a critical link between social media activities and consumers' purchase intentions. Pandey et al., (2018) similarly found that while social media marketing directly impacts purchase intentions, the brand image cultivated through these activities plays a pivotal role in strengthening the relationship between the two. This suggests that marketing strategies focusing solely on product promotion may have limited impact unless coupled with brand image development, making integrated communication strategies essential for maximizing repurchase intentions.

#### **4. Conclusion**

Based on the results of the analysis and discussion, it can be concluded that Social Media Marketing has a positive and significant effect on repurchase intention among Fore Coffee consumers in Yogyakarta. Additionally, Social Media Marketing also positively and significantly influences brand image, indicating that effective social media strategies help shape favorable consumer perceptions of the brand. Furthermore, brand image itself has a positive and significant impact on repurchase intention, suggesting that a strong and positive brand perception encourages consumers to make repeat purchases.

Moreover, the findings reveal that brand image serves as a mediating variable in the relationship between Social Media Marketing and repurchase intention. This implies that social media marketing not only has a direct impact on repurchase

behavior but also an indirect effect through the enhancement of brand image. For future research, it is recommended to explore additional variables such as customer satisfaction, consumer trust, or product quality as potential factors to strengthen the predictive model of repurchase intention in the context of beverage or local café industries.

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