A NARRATIVE LITERATURE REVIEW: THE ACCEPTANCE OF TIKTOK AS NEW ADVERTISING ERA IN PERSUASIVE ELEMENT AMONG CONSUMERS IN MALAYSIA

Nurazimah Mohd Asri*
Universiti Teknologi MARA, Malaysia

*Corresponding email: 2022417584@student.uitm.edu.my

Abstract

TikTok has been used to promoting a brand, product, and people nowadays. But some of promoting tools in TikTok are not sustainable and it also can be humiliating for towards brand, product, and people. In TikTok, people tend to purchase items because they like it or some of them feel pity towards the host. The purpose of this study is to see acceptance of TikTok as new advertising tools and to look how the persuasive element works in advertising. This study is based on qualitative data that obtained through narrative reviews based on 10 journal articles in the Google Scholar database. The search from 2019 until 2023 for studies that related with TikTok as new advertising era and persuasive element in social media. Most of the article show that consumers accept the existence of TikTok as new advertising tools nowadays and people tend to be persuaded to buy product on TikTok because consumers think it more convenient and some of items can get more discounts compare to other online shopping. Through this study, the researcher discovers that the persuasive elements of TikTok are effectively used as a new advertising tool and it able to influence consumer behavior. Some of the videos make consumers feel that the product, brand, or people are connected to them.

Keywords: *TikTok, Advertising Era, Persuasive Element, Consumers, Malaysia*

Kajian Naratif: Penerimaan TikTok sebagai Pengiklanan Era Baru dalam Unsur Persuasif di Kalangan Pengguna di Malaysia

Abstrak

TikTok telah digunakan untuk mempromosikan jenama, produk, dan orang pada masa kini. Tetapi beberapa alat promosi di TikTok tidak berkekalan dan boleh merendahkan jenama, produk, dan orang. Di TikTok, orang cenderung membeli barang kerana mereka menyukainya atau sesetengah daripada mereka berasa kasihan terhadap hos. Tujuan kajian ini adalah untuk melihat penerimaan TikTok sebagai alat pengiklanan baru dan untuk melihat bagaimana elemen persuasif berfungsi dalam pengiklanan. Kajian ini berdasarkan data kualitatif yang diperoleh melalui ulasan naratif berdasarkan 10 artikel jurnal dalam pangkalan data Google Scholar. Pencarian dari tahun 2019 hingga 2023 untuk kajian yang berkaitan dengan TikTok sebagai era pengiklanan baru dan elemen persuasif dalam media sosial. Kebanyakan artikel menunjukkan bahawa pengguna menerima keberadaan TikTok sebagai alat pengiklanan baru pada masa ini dan orang cenderung terpengaruh untuk membeli produk di TikTok kerana pengguna menganggap ia lebih mudah dan beberapa item boleh mendapat lebih banyak diskaun berbanding dengan pembelian dalam talian lain. Melalui kajian ini, penyelidik menemui bahawa elemen persuasif TikTok digunakan secara berkesan sebagai alat pengiklanan baru dan ia mampu mempengaruhi tingkah laku pengguna. Beberapa video membuat pengguna merasa bahawa produk, jenama, atau orang yang dipaparkan berkaitan dengan mereka.

Kata Kunci: *TikTok, Era Pengiklanan, Elemen Persuasif, Pengguna, Malaysia*

Introduction

Advertising can be defined as information medium that is created in a way to draw of audience attention, be unique and convincing the audience that willingly persuaded to behave in the way the advertiser desire (Wuisan, & Handra, 2023; Sharma et. al., 2023). It can be categorised as one of communication tools that connect consumers with the product or brand. TikTok as a contemporary digital platform, has revolutionised the advertising landscape by offering a unique and engaging way for advertisers to connect with their audience (Shen,

2023). As a new and powerful advertising platform due to its massive user base, it focuses more to younger demographics, and its algorithm that promotes viral content. This makes it an attractive choice for brands looking to enhance their visibility and engagement in terms of brand takeovers and hashtag challenges. Through TikTok advertising, it will give effects towards consumers behavior in Malaysia. It will increase engagement by encourages high levels of user interaction with the engagement of advertisements (Araujo et. al., 2022). By using ethos, pathos, and logos in TikTok advertisements helps create an emotional connection with the audience (Shen et.al., 2022). Emotional content tends to resonate more deeply, making consumers more likely to remember and act on advertisements.

In an era of dominated by digital media and social networking platforms, TikTok has became one of new advertising era nowadays. TikTok has emerged as a formidable force in the world of short-form video content. With millions of active users worldwide, TikTok has transformed from a simple entertainment app to a one of digital ads tool where most of influencers, brands, product, and businessman able to promote their business. Not only that, with growing of TikTok, other online platforms been effect in terms of consumers using. According to Simon Kemp (2023), TikTok had around 19.30 million users in early 2023 and it been increase day by day. With this number of users, sales have increased by around 50%, according to Bernama (2023).

A persuasive element in marketing can be described as communication strategy that is used to recommend a particular product or brand that will provide advantages or benefits to the user who buys it (Jamie Turner, 2023). Persuading individuals to persuade them to purchase certain product or brands is crucial especially when the product or brand still new in the market (Martínez-López et. al., 2020). The process of convincing can take time and somehow it can make the company spend a lot of money because of the marketing as they want consumers to be able to accept the product itself. Recognizing that consumers may be hesitated to embrace the unfamiliar products or brands, persuasive elements such as ethos, pathos and logos play a big role in persuading consumers to new products or brands (Zhou et. al., 2021; Salih, K. O. D. S. M., 2020).
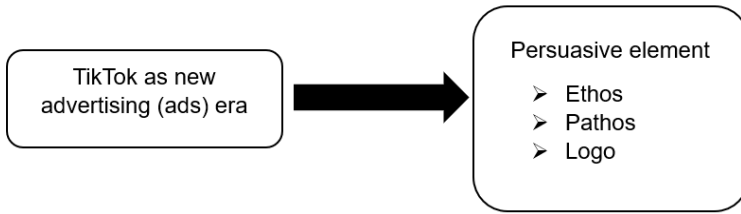
Figure 1: Conceptual Framework adopt by Aristotle's Rhetorical Theory

Literature Review

TikTok as new advertising tools

According to Rohit Shewale (2023), TikTok has over 1.677 billion users globally and in Malaysia, there are around 8.103 million (Shaun, 2023). The numbers will be increased day by day because people tend to use TikTok to shop, promote the product or brand and TikTok can give pleasure to the user. For small business, TikTok able to reach to the audience because there have 1 billion active monthly users in 141 countries and the app help to gain more potential buyers on branded ads (Ghiasi, S.,2023: Skye Schooley, 2023). As new in advertising world, TikTok have been start with entertainment video and slowly introduce to helps small business because the increasing of user day by day. The purpose of an advertising is to present the information about product or brand to the consumer (Ahmed, Othman, & Jaafar, 2023).

Furthermore, the usage of TikTok in advertising have been increased over past two year. According to TikTok for Business website (2023), in Malaysia, sales have been increasing up to 5.2 times compare to 2 years ago. TikTok offers a variety of content that is entertaining, educative, informative, and genuine compared to other social media platforms (Khalid, Adnan, & Mohamed, 2023). With the successful sales, TikTok can be categorised as mix platform content. From entertainment to knowledge, authenticity, and educational platforms (Siwei, Z., 2023). Hence, TikTok algorithms make them different from other social media platforms. The algorithm gives a different experience towards consumers while using TikTok in advertise their product and brand (Ngangom, M., 2020).

In contrast, in advertising, TikTok target too in-depth targeting on consumer that will lead to poor visibility, less interaction, and less spending (KOÇ, B., 2023; Zhang, L., & Erturk, E., 2022). When TikTok focus more on in-depth target for audience, the consumer can be a repetition consumer that purchase the product or brand and it did not growth to get a potential of new consumers especially in Malaysia.

TikTok as persuasive element

In recent years, TikTok has emerged as one of dominant platform for digital communication, that integrating persuasive elements such as ethos, logos, pathos into its content. These elements, founded on Aristotle's rhetorical theory, have significantly influenced towards brands and creators shape narratives, able to changing perceptions about storytelling and consumer engagement (Trybus, 2022). However, even though these elements are foundation in persuasion, they are not without limitations, as it can sometimes oversimplify the complexity of persuasive communication (Fadhli & Rosita, 2023; Mirkhan, 2024). In this context, the exposure of ethos, logos, and pathos are important to look that have been applies on TikTok by using specific examples to demonstrate the role in shaping consumer behavior.

Ethos, or can be reflex as an ethical appeal or brand's credibility and trustworthiness (Hamzah, Johan, & Rahmat, 2019). On TikTok, ethical appeal often manifested through influencers or the experts that able to establish the authority in a particulat field. For example, as nowadays nutritionist may share tips on healthy eating based on their credentials or years of experience in that field. Through the quality of the content, it helps in builds trust with the viewers. Similarly, well-established brands like Nike use endorsements from athletes or celebrities to reflect their ethos, reinforcing their reputation and trustworthy brand. With these endorsements, it will help with high production value, resonate with audiences, making the brand appear both credible and reliable.

Logos can be described as the strategic use of logical and rational appeals that can convey brand message in advertising (Nasaruddin, Aziz, & Yatim, 2023). On TikTok, logos can be seen in videos that provide clear, and data-driven insights. As nowadays, there are influencers or creators do tech revies that explain the specifications and benefits of gadgets such as smartphones or laptops that able to appeal to viewers' rational thinking in highlighting the logical advantages of one product over another. The use of logos able to helps consumers to make informed decisions based on clear and rational information.

Pathos, or emotional appeal, the most visible and powerful persuasive element on TikTok. It able to create a deep connection between the brand and consumers, that can influence their perceptions, attitudes and effect purchasing decisions (Huang et. al., 2022). Through TikTok, the creator able to share a video about their pet such as rescue to recovery. Dove's "Real Beauty" series use pathos to create campaigns which is focuses on body positivity and self-acceptance. By using these methods, it can resonate with personal experiences, brands can influence viewers' attitudes and helps in purchasing decisions.

In contrast, even though ethos, logos and pathos based on Aristotle rhetorical in persuasive, it still has flaws in this theory. According to Fadhli, R., & Rosita, N. (2023), these three elements of appeals are oversimplifying the complexity of persuasion. Stick with certain way of persuasive may not capture the richness of communication in persuasive elements.

Methodology

This review involves studies on the topic that published between 2019 and 2023 on the internet such as Google Scholar searched with the keywords such as "TikTok and advertising and Malaysia", "TikTok and new advertising era and Malaysia", "TikTok and persuasive element and advertising and Malaysia", "Ethos, and pathos and logos and persuasive element and advertising", "Persuasive element and advertising and consumers", "TikTok and ethos and pathos and logos and advertising", "persuasive element and advertising" as well as different key words used to get the articles that are related to the topic. The key words were entered in English and Malay. Only journal contributions were included.

In the first step, the records identified through the database search were selected if the title matched the topic of interest. Second, A subsequent stage involved conducting a search for additional records in the references of the chosen records, meta-analyses, and reviews about the subject matter. The abstracts of the chosen records were evaluated in the third stage and excluded if they failed to fulfil the selection criteria. The final step involved determining the eligibility of the full-text articles (Achmad, Tanumihardja, & Ramadhany, 2020).

Based on the titles and abstracts, a total of 10 papers met the criteria required for the study. The articles were included in the review only if they corresponded to the following selection criteria:

a) The study is related with TikTok as advertising and persuasive elements.
b) All articles are related to the understanding of TikTok as advertising and persuasive elements.
c) The study had research findings.
d) The study was published in peer-reviewed journal.

Table1: Findings of articles

Author	Study	Aim	Research Design	Findings
Rabiatul Adawiyah Ibrahim, Siti Aisyah Mohd Wadzir, Aiman Saufi, & Noor Hanim Rahmat (2019)	"MEKDI" SCARY DELIVERY ADS: THE ANALYSIS OF RHETORICAL ELEMENTS	In realising the persuasive content drawn towards the audience in the advertisement, leading this paper to conclude whether the usage of rhetoric element strategies is overwhelming or not, given the author's specific purpose and specific audience	• Rhetorical analysis • Qualitative research • Purposive Sampling	• The video advertisement uses emotional content to engage with the audience rather than the rational quality of the advertisements where the logic of health and nutrition claims are not salient concerns
Hamimda Agil (2022)	The Impact of social media Advertising Features on The Purchase Intention of The Malay Millennial Consumer.	To understanding of the impact of social media advertising elements on the purchase intention of millennial Malay consumers.	• Focus Group • 36 Informants (Gen Z & Y) • Purposive Sampling	• Informativeness also influences the purchasing intent of Malay millennial consumers. • High interactivity and informativeness in social media ads also improve their effectiveness. • Easy access to information.
Mohd Remle Mohd Johan, Md. Azalanshah Md. Syed & Hamedi Mohd Adnan (2022)	Malaysia Small and Medium-Size Enterprises Physique Brand Identity Persuasiveness in Social Media	Focuses on how Malaysian Small and Mid-Size Enterprises (SMEs), (food truck businesses), could digitally utilize social media as an effective branding tool for	• Qualitative Approach (semi-structured interview)	• Social media is being increasingly used as a platform to conduct marketing and advertising activities as well as to attract customers and motivate them to purchase

	Message Content.	their products and services and create significant customer value to survive in the local competitive market.			• their brands. • Viral marketing has also generated substantial attention in recent years owing to its new concept of utilizing social media to increase product awareness
Muhammad Hafiz Ab Hamid & Wardatul Hayat Adnan (2022)	A Systematic Review on the Understanding of TikTok's User Purchasing Behaviour towards Viral Products among Adolescents in Malaysia.	To have a deeper understanding on TikTok's user purchasing behaviour towards viral products among adolescents in Malaysia.	• Preferred Reporting Items for Systematic Reviews • Meta-Analyses (PRISMA)		• TikTok videos positively influenced by consumer behaviour in terms of buying viral product. • The enthusiastic response and active participation of the audience on TikTok advertising, suggesting that consumer engagement influences their intent to buy the promoted goods in video advertisements. • who participate in social media are more likely to make a purchase. • users' online platform behaviour affects their intent to purchase the offering.
Ahmed Michail Awad Ahmed, Abdul Kadir Bin Othman, & Norlida Jaafar (2023)	The Effect of False Advertising on Consumer Online Purchase Behaviour with the Mediating Effect of e-WOM:	To analyse the factors that influence consumers' online shopping behaviour.	• Questionnaire • 588 respondents		• That advertising motivates a consumer to perform a purchase. • A creative advertisement can alter or create a consumer's perception of a product,

	Consumers' in Malaysia.			• An advertiser will use an advertisement to appeal to the consumer's psychological reasons for making a purchase.
Elvin Sheaka, & Sham Abdulrazak (2023)	The Influence of Social Media Marketing Activities on TikTok in Raising Brand Awareness.	To examine the effect of social media marketing activities on TikTok in raising brand awareness.	• Questionnaire • 220 Respondents • A structured questionnaire based on the social media marketing activities (SMMA) model •	• TikTok have a significant influence on raising brand awareness.
Juliana Kristini Khalid, Wardatul Hayat Adnan, Shazleen Mohamed (2023)	The Use of TikTok social media in Influencing Generation Z Online Purchasing Behaviour in Malaysia.	To investigate the factors that influence Gen Z's purchasing habits.	• Qualitative Sampling • Focus group Discussion. • Semi Structured Interview (5-6 people)	• TikTok has emerged as one of the social and cultural phenomena in Malaysia, particularly among Gen Z. • Gen Z trusts other users consisting of a combination of random users, or friends when deciding to purchase a certain product or service.
Muhammad Zulhilmi Mohd Nasaruddin, Ameiruel Azwan Ab Aziz, & Ariff Imran Anuar Yatim (2023)	NARRATIVE PERSUASION AND CONSUMER ENGAGEMENT BY MALAYSIAN SOCIAL MEDIA INFLUENCERS	To investigate the persuasive techniques used by Malaysian social media influencers to influence their followers' purchasing behaviour and examine how language choice strengthens the	• Qualitative research	• The influencers' most prominent rhetorical appeal is Logos, as it helps express common sense and refers to the clarity of the argument. • Language choice plays a role in persuasion. The

		persuasive techniques used by social media influencers.		most prominent is using declarative sentences when making statements by providing facts or explanations.
Kania Alayda Shafa, & Anas Hidayat (2022)	Social Media Marketing Activities, Brand Awareness, and Brand Image of Commitment on *Somethinc* Product TikTok Account	This study analyses social media marketing activities, brand awareness, and image towards commitment to TikTok products *Somethinc*	• Quantitative research • 305 respondents • Convenience sampling & questionnaire	• That social media marketing activities significantly influence brands. • The high-quality marketing activities carried out by marketers from *Somethinc* will have implications for increasing the value and brand image in the eyes of consumers
Noryusnita Ramli, Zulkifli Abd Latif, Siti Nasarah Ismail, Nur Alyani Mohd Shukri, & Mohd Shazreeq Mohd Alhadi (2023)	The Influence of Celebrity Endorsement Towards Buying Decision Using Online Advertisement	To find out how celebrities are used to market to postgraduate students, how postgraduate students decide what to buy, and how the use of celebrities and buying decisions are linked.	• Quantitative Survey • Non-probability sampling • 170 respondents	• Celebrity endorsement has a favourable and considerable influence on buying decisions online, and that the four factors of attractiveness, trustworthiness, expertise, and congruence play a vital part in the formation of the variables.

Conclusion and Discussion

In the conclusion, the relationship between TikTok and persuasive elements in advertising helps in the way to promoting product, brands, and people has ushered in a new era in Malaysia market nowadays. On this platform, the consumers are able to integrate ethos, pathos, and logos as influential elements to redefined how through products, brands and people have been promoted.

As consumers, while using TikTok to gain an information and entertainment, they are also able to use TikTok as a channel to connect themselves with advertisers to purchase products, brands or services that related with them, making their daily routines easier.

TikTok stands as a powerful platform for advertisers to connect with the audience through advertising platforms in TikTok. Through video advertisement, it can relate with emotional uses by using emotional content rather than logical claims (Ibrahim et. al.,2019). Through TikTok platforms, it also can attract and motivate consumers to purchase the product or brands and viral marketing in TikTok have power to boost product or brand awareness to make consumer recognise the product or brand (Johan, Md. Syed & Adnan, 2022; Elvin Sheaka, & Sham Abdulrazak,2023).

On the other hands, the elements that used in TikTok to advertised when the influencer or ambassador of brands or products used prominent rhetorical appeal which is logos to helps in expressing the product or brands and it can be refer as to clarity of the argument (Mohd Nasaruddin, Ab Aziz, & Anuar Yatim, 2023) and the language choice also play a big role in persuasive in providing facts or explanations through posting or live (Sun, Chen, & Fan, 2021).

In summary, this study contributes to a nuanced understanding of the TikTok advertising and influential elements, including ethos, pathos, and logos. It emphasizes the importance of these elements in persuading consumers to purchase products or brands on TikTok. Given the landscape of advertising on TikTok, the research is able to provides valuable insights for content creators, consumers, and companies.

References

Ab Hamid, M. H., & Adnan, W. H. (2022). A Systematic Review on the Understanding of TikTok's User Purchasing Behaviour towards Viral Products among Adolescents in Malaysia.

Achmad, H., Tanumihardja, M., & Ramadhany, Y. F. (2020). Teledentistry As A Solution In Dentistry During The Covid-19 Pandemic Period: A Systematic Review. International Journal of Pharmaceutical Research (09752366).

Agil, H., Ahmad, A. L., & Azlan, A. A. (2022). The impact of social media advertising features on the purchase intention of the Malay millennial consumer. Search, 14(3), 60-73.

Ahmed, A. M., Othman, A., & Jaafar, N. (2023, September). The Effect of False Advertising on Consumer Online Purchase Behaviour with the Mediating Effect of e-WOM: Consumers' in Malaysia. In Proceedings of the International Conference on Sustainability in Technological, Environmental, Law, Management, Social and Economic Matters, ICOSTELM 2022, 4-5 November 2022, Bandar Lampung, Indonesia.

Araujo, C. J., Perater, K. A., Quicho, A. M., & Etrata, A. (2022). Influence of tiktok video advertisements on generation z's behavior and purchase intention. International Journal of Social and Management Studies, 3(2), 140-152.

Bernama. (2023, June 15). Lebih 80 peratus pengguna tingkat pendapatan di Asia Tenggara - TikTok. Astro Awani. Retrieved December 5, 2023, from https://www.astroawani.com/berita-malaysia/lebih-80-peratus-pengguna-tingkat-pendapatan-di-asia-tenggara-tiktok-424145

Fadhli, R., & Rosita, N. (2023). Linguistic Devices Used to Persuade and Manipulate Audiences of Political Discourse in the 2020 US Presidential Election. English Language and Literature, 12(4), 753-765.

Ghiasi, S. (2023). TikTok as a communication platform for brands.

Hamzah, I. F. A., Johan, N. I. M., & Rahmat, N. H. (2019). Ethos, pathos, logos: The versatility of a hijab video advertisement. European Journal of Literature, Language and Linguistics Studies, 3(3).

Huang, C., Zhuang, S., Li, Z., & Gao, J. (2022). Creating a Sincere Sustainable Brand: The Application of Aristotle's Rhetorical Theory to Green Brand Storytelling. Frontiers in Psychology, 13, 897281.

Ibrahim, R. A., Wadzir, S. A. M., Saufi, A., & Rahmat, N. H. (2019). "MEKDI" SCARY DELIVERY ADS: THE ANALYSIS OF RHETORICAL ELEMENTS. European Journal of Literature, Language and Linguistics Studies, 3(3).

Johan, M. R. M., Syed, M. A. M., & Adnan, H. (2022). Malaysia Small and Medium-Size Enterprises Physique Brand Identity Persuasiveness in Social Media Message Content. Jurnal Pengajian Media Malaysia, 24(1), 17-34.

Kemp, S. (2023, February 13). Digital 2023: Malaysia — DataReportal – Global Digital Insights. DataReportal – Global Digital Insights. https://datareportal.com/reports/digital-2023-malaysia

Khalid, J. K., Adnan, W. H., & Mohamed, S. (2023). The Use of TikTok Social Media in Influencing Generation Z Online Purchasing Behaviour in Malaysia. Management Research Journal, 12(2), 40-52.

KOÇ, B. (2023). THE ROLE OF USER INTERACTIONS IN SOCIAL MEDIA ON RECOMMENDATION ALGORITHMS: EVALUATION OF TIKTOK'S PERSONALIZATION PRACTICES FROM USER'S PERSPECTIVE (Doctoral dissertation, ISTANBUL UNIVERSITY).

Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. Journal of Marketing Management, 36(7-8), 579-607.

Mirkhan, M. (2024). Persuasion in Practice, Between Inclusion and Exclusion: A Rhetorical Examination of Jimmie Åkesson's AI-Enhanced Speech to the Arabic minorities.

Nasaruddin, M. Z. M., Aziz, A. A. A., & Yatim, A. I. A. (2023). Narrative Persuasion and Consumer Engagement by Malaysian Social Media Influencers. European Proceedings of Educational Sciences.

Ngangom, M. (2020). How TikTok has impacted Generation Z's buying behaviour and their relationship with brands? (Doctoral dissertation, Dublin Business School).

Ramli, N., Abd Latif, Z., Ismail, S. N., Mohd Shukri, N. A., & Mohd Alhadi, M. S. (2023). The influence of celebrity endorsement towards buying decision using online advertisement. ESTEEM Journal of Social Sciences and Humanities, 7(2), 12-26.

Salih, K. O. D. S. M. (2020). Covert Persuasion in English Advertisements and Political Speeches.

Schooley, S. (2023, October 20). TikTok for Business: How You Can Use This Social Network. Business News Daily. https://www.businessnewsdaily.com/12020-tiktok-business-features.html

Sharma, A. K., Raparthi, N., Tripathi, V. V. R., Tiwari, S., & Dhote, S. (2023). Leveraging Digital Advertising to Enhance Online Marketing Strategies: A Research Perspective. International Journal, 10(3), 2920-2926.

Sheak, E., & Abdulrazak, S. (2023). The Influence of Social Media Marketing Activities on TikTok in Raising Brand Awareness. Market-Tržište, 35(1), 93-110.

Shen, Z. (2023). Research on the Current Development and Optimization of TikTok's Digital Marketing Strategies. Highlights in Business, Economics and Management, 23, 142-148.

Siwei, Z. (2023). The Promotion Music Education through social media in China: A Case study of TikTok Platform. Journal of Modern Learning Development, 8(2), 397-404.

Sun, H., Chen, J., & Fan, M. (2021). Effect of live chat on traffic-to-sales conversion: Evidence from an online marketplace. Production and Operations Management, 30(5), 1201-1219.

Trybus, J. D. (2022). Leadership Through Storytelling: The Influence of Stories Within Founder-Led Nonprofit Organizations (Doctoral dissertation, Concordia University Chicago).

Wuisan, D. S., & Handra, T. (2023). Maximizing online marketing strategy with digital advertising. Startupreneur Business Digital (SABDA Journal), 2(1), 22-30.

Zhang, L., & Erturk, E. (2022). Potential lessons from Chinese businesses and platforms for online networking and marketing: An exploratory study. Social Sciences & Humanities Open, 6(1), 100274.

Zhou, S., Barnes, L., McCormick, H., & Cano, M. B. (2021). Social media influencers' narrative strategies to create eWOM: A theoretical contribution. International Journal of Information Management, 59, 102293