Vol. 5 No. 1 (2026)
e-ISSN: 2963-7589
Economic and Business Journal | ECBIS
https://ecbis.net/index.php/go/index

PREDICTIVE RELATIONSHIPS AMONG VIRAL MARKETING COMMUNICATION EXPOSURE, TRANSACTION RISK, DIGITAL SOCIAL CAPITAL, AND CHANNEL MIGRATION

Nurlina[1], Sulistyo Budi Utomo[2]. Dharnita Chandra[3], Elizabeth[4], Dicky Jhon Anderson Butarbutar[5]

[1]Program Studi Administrasi Bisnis, Politeknik LP3I Jakarta
[2] Manajemen, Fakultas Ekonomi, Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya
[3]Program Studi Manajemen, Institut Maritim Prasetiya Mandiri, Lampung
[4]Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Budi Luhur
[5]Program Studi Digital Business Department, BINUS Business School Undergraduate Program,

E-mail: [1)] no3rlina@gmail.com, [2)]sulistyo@stiesia.ac.id, [3)]dharnitachan65@gmail.com
4)elizabeth@budiluhur.ac.id , dicky.butarbutar@binus.ac.id

Submitted:	Revised:	Accepted:
25 September 2026	17 October 2026	08 November 2026

Abstract

The development of digital technology has fundamentally transformed consumer behavior, with consumers increasingly moving across multiple purchasing channels rather than relying on a single channel. This study examines the predictive relationships among viral marketing communication exposure, perceived transaction risk, digital social capital, consumptive value orientation, and purchase channel migration. A quantitative explanatory design was applied to 100 digital consumers in Indonesia selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SPSS and SmartPLS 4.2.9. The findings show that viral marketing communication exposure has positive and significant effects on consumptive value orientation, perceived transaction risk, and digital social capital. Perceived transaction risk and digital social capital significantly increase channel migration, while consumptive value orientation also has a positive direct effect. Both perceived transaction risk and digital social capital partially mediate the relationship between consumptive value orientation and channel migration. The structural model explains 62.4% of the variance in channel migration. The findings extend consumer behavior research by integrating informational, risk, social, and value mechanisms and provide implications for cross-channel marketing strategies in the digital economy.

Keywords: *Channel Migration; Consumptive Value Orientation; Digital Social Capital; Perceived Transaction Risk; Viral Marketing Communication*

1. INTRODUCTION

Digital technology has rapidly transformed purchasing behavior. Consumers now encounter multiple purchasing channels, including social media, online marketplaces, and physical stores, creating a cross-channel or omnichannel retail environment. A notable consequence is that consumers do not necessarily remain with one channel throughout the

decision-making process but may move from one channel to another, a behavior referred to as channel migration.

Social media growth has changed how product information is distributed and received. Viral marketing communication has become an important strategy for reaching consumers quickly and widely. Viral content distributed through friendship networks and peer recommendations can create massive exposure, yet its consequences for consumers' decisions to change purchasing channels remain insufficiently understood. At the same time, consumers face uncertainty in online transactions, including concerns about payment security, product quality, and delivery reliability. Such uncertainty can encourage consumers to seek alternative channels perceived as more dependable.

Social factors also play an important role. Digital social capital refers to resources obtained from online social relationships, including information support, trust, and norms formed within virtual communities. Consumers with stronger digital social capital may be more receptive to peer recommendations, which can shape consumptive value orientation—the tendency to evaluate consumption not only through functional value but also through symbolic and social value.

Previous studies have generally examined these variables separately. The present study addresses four gaps identified in the source manuscript: limited integration among viral communication, risk, social capital, and channel migration; limited evidence concerning mediation mechanisms; the need for empirical evidence from Indonesia as an emerging-market context; and the limited integration of consumptive value orientation as both an outcome of viral exposure and a factor associated with channel migration.

Accordingly, this study asks: (1) how viral marketing communication exposure affects perceived transaction risk, digital social capital, and consumptive value orientation; (2) whether perceived transaction risk and digital social capital mediate the relationship between consumptive value orientation and channel migration; and (3) how the structural relationships among the variables explain channel migration among digital consumers in Indonesia.

2. RESEARCH METHOD

This study uses a quantitative explanatory design to test causal relationships among the research variables. The population consists of digital consumers in Indonesia who had viewed viral marketing content and had purchased through more than one purchasing channel.Purposive sampling was applied with the following criteria: respondents were at least 17 years old, had actively used social media during the previous six months, and had purchased through at least two different channels, namely social media, online marketplaces, or physical stores. The study involved 100 respondents.

Data were collected using a five-point Likert questionnaire, ranging from 1 (strongly disagree) to 5 (strongly agree). Each construct contained five indicators. Viral marketing

communication exposure was adapted from Mahoney and Tang (2024); perceived transaction risk from Lee and Choi (2026); digital social capital from research on online social networks; consumptive value orientation from Nurhaliza and Aryanto (2023); and channel migration from Pookulangara and Hawley (2011).Descriptive statistics were processed using SPSS, while the measurement and structural models were evaluated using SmartPLS 4.2.9. Convergent validity was assessed using factor loadings, AVE, and reliability. Discriminant validity was assessed using the Fornell-Larcker criterion, cross-loadings, and HTMT. The structural model was evaluated using R^2, f^2, Q^2, and bootstrapping with 5,000 resamples. Hypotheses were assessed using t-statistics above 1.96 and p-values below 0.05.

3. RESULTS AND DISCUSSION

Convergent Validity

Convergent validity is assessed based on the factor loading value, average variance extracted (AVE), and construct reliability value. The criteria used are: factor loading ≥ 0.708, AVE ≥ 0.50, and Composite Reliability ≥ 0.70.

Table 1. Convergent Validity Test

Variables	Indicator	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Viral Marketing Communication Exposure (X_1)	$X_1.1$	0.824	0.658	0.879	0.906
	$X_1.2$	0.801			
	$X_1.3$	0.795			
	$X_1.4$	0.832			
	$X_1.5$	0.804			
Perceived Risk Transactions (Y_1)	$Y_1.1$	0.786	0.623	0.854	0.892
	$Y_1.2$	0.793			
	$Y_1.3$	0.811			
	$Y_1.4$	0.775			
	$Y_1.5$	0.789			
Digital Social Capital (Y_2)	$Y_2.1$	0.812	0.647	0.867	0.901
	$Y_2.2$	0.805			
	$Y_2.3$	0.798			
	$Y_2.4$	0.823			
	$Y_2.5$	0.784			

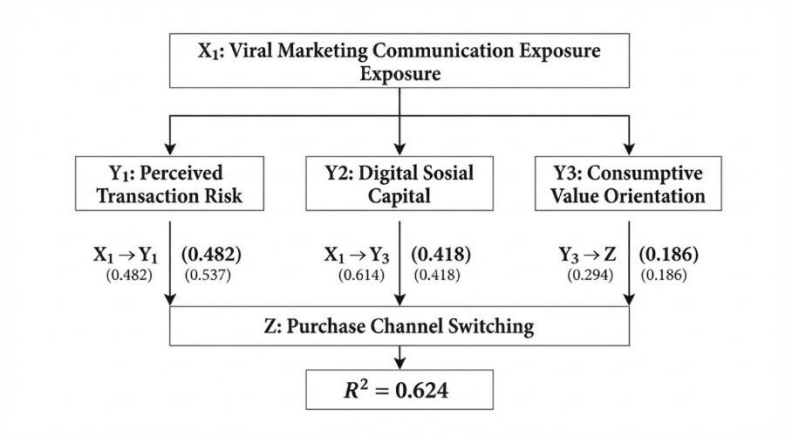
Consumptive Value Orientation (Y_3)	Y_3.1	0.809	0.634	0.861	0.897
	Y_3.2	0.791			
	Y_3.3	0.788			
	Y_3.4	0.815			
	Y_3.5	0.802			
Purchasing Channel Shift (Z)	Z.1	0.831	0.662	0.883	0.909
	Z.2	0.816			
	Z.3	0.807			
	Z.4	0.825			
	Z.5	0.819			

Source: *Proceed Data, 2026*

Based on Table, all factor loading values are in the range of 0.775–0.831, exceeding the minimum limit of 0.708. AVE values range from 0.623–0.662 (> 0.50), Cronbach's Alpha and Composite Reliability also meets the requirement of > 0.70. Thus, the convergent validity of all constructs is met.

Discriminant Validity

Picture 1. Fornell-Larcker Values Criterion



Source: *Proceed Data, 2026*

Table 2. Fornell-Larcker Values Criterion

Variables	X_1	Y_1	Y_2	Y_3	Z
X_1	0.811	0.482	0.537	0.614	0.529
Y_1	0.482	0.789	0.426	0.553	0.641
Y_2	0.537	0.426	0.804	0.498	0.583
Y_3	0.614	0.553	0.498	0.796	0.576
Z	0.529	0.641	0.583	0.576	0.814

Note: The diagonal values (bold) are the square roots of AVE; the values below are the correlations between constructs .

Source: *Proceed Data, 2026*

the Fornell-Larcker criterion , the square root of the AVE of each construct must be greater than the correlation of that construct with other constructs . Table 3.2 shows that this requirement is met for all variables.

Table 3. Cross Loading Values Loading

Indicator	X_1	Y_1	Y_2	Y_3	Z
X_1.1	0.824	0.385	0.412	0.496	0.403
X_1.2	0.801	0.362	0.445	0.513	0.418
X_1.3	0.795	0.394	0.428	0.507	0.425
X_1.4	0.832	0.378	0.451	0.524	0.436
X_1.5	0.804	0.381	0.437	0.511	0.421
Y_1.1	0.366	0.786	0.342	0.435	0.512
Y_1.2	0.354	0.793	0.358	0.442	0.526
Y_1.3	0.372	0.811	0.364	0.457	0.543
Y_1.4	0.348	0.775	0.339	0.428	0.508
Y_1.5	0.361	0.789	0.352	0.441	0.521
Y_2.1	0.443	0.328	0.812	0.402	0.475
Y_2.2	0.436	0.341	0.805	0.415	0.489
Y_2.3	0.429	0.335	0.798	0.396	0.468
Y_2.4	0.452	0.348	0.823	0.423	0.497
Y_2.5	0.418	0.322	0.784	0.389	0.453
Y_3.1	0.504	0.448	0.395	0.809	0.462
Y_3.2	0.487	0.432	0.382	0.791	0.448
Y_3.3	0.482	0.427	0.376	0.788	0.443
Y_3.4	0.516	0.453	0.408	0.815	0.475
Y_3.5	0.493	0.439	0.391	0.802	0.459
Z.1	0.424	0.527	0.473	0.468	0.831
Z.2	0.417	0.514	0.461	0.453	0.816
Z.3	0.409	0.508	0.456	0.447	0.807
Z.4	0.431	0.534	0.482	0.479	0.825
Z.5	0.422	0.521	0.469	0.464	0.819

Source: *Proceed Data, 2026*

All indicators have the highest loading value on their respective constructs compared to other constructs , so that discriminant validity based on cross -loading criteria is met.

Table 4. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	Information
Viral Marketing Communications Exposure	0.879	0.906	Reliable

Transaction Perception Risk	0.854	0.892	Reliable
Digital Social Capital	0.867	0.901	Reliable
Consumer Value Orientation	0.861	0.897	Reliable
Purchasing Channel Shift	0.883	0.909	Reliable

Source: *Proceed Data, 2026*

Cronbach's value Alpha and Composite The reliability of all constructs is above the minimum limit of 0.70, so the research instrument is declared reliable.

Table 5. VIF (Variance) Value Inflation Factor)

Variables	VIF	Information
Viral Marketing Communications Exposure	1,874	There is no multicollinearity
Transaction Perception Risk	1,652	There is no multicollinearity
Digital Social Capital	1,718	There is no multicollinearity
Consumer Value Orientation	1,926	There is no multicollinearity

Source: *Proceed Data, 2026*

The VIF values of all constructs are in the range of 1.652–1.926, far below the threshold of 5.0, so there is no multicollinearity problem .

Table 6. HTML Test

Variables	**X_1**	**Y_1**	**Y_2**	**Y_3**	**Z**
X_1	—				
Y_1	0.528	—			
Y_2	0.574	0.463	—		
Y_3	0.683	0.607	0.542	—	
Z	0.561	0.712	0.628	0.615	—

Source: *Proceed Data, 2026*

All HTMT values are below the maximum limit of 0.85, which confirms that each construct has good discriminant validity and does not overlap.

Structural Model (Inner Model)

R Square Value

Table 7. R Square Test Results

Endogenous Variables	**R^2**	**R^2 value**	**Classification**
Perceived Risk (Y_1)	0.232	23.2%	Weak
Digital Social Capital (Y_2)	0.289	28.9%	Weak
Consumptive Value Orientation (Y_3)	0.377	37.7%	Currently

Purchasing Channel Shift (Z)	0.624	62.4%	Strong

Source: *Proceed Data, 2026*

The structural model was able to explain 62.4% of the variance in purchasing channel switching, indicating strong explanatory power. The remaining 37.6% was explained by other variables not included in this study.

F Square Value

Table 8. F Square Test Results

Connection	F^2	Classification
$X_1 \rightarrow Y_1$	0.302	Moderate effect
$X_1 \rightarrow Y_2$	0.406	Big effect
$X_1 \rightarrow Y_3$	0.605	Big effect
$Y_1 \rightarrow Z$	0.428	Big effect
$Y_2 \rightarrow Z$	0.314	Moderate effect
$Y_3 \rightarrow Z$	0.189	Small effect

Source: *Proceed Data, 2026*

The F^2 value indicates the magnitude of the effect of the exogenous construct on the endogenous construct Values of 0.02, 0.15, and 0.35 are categorized as small, medium, and large effects, respectively.

Predictive Relevance (Q Square)

Picture 2. Q Square Result

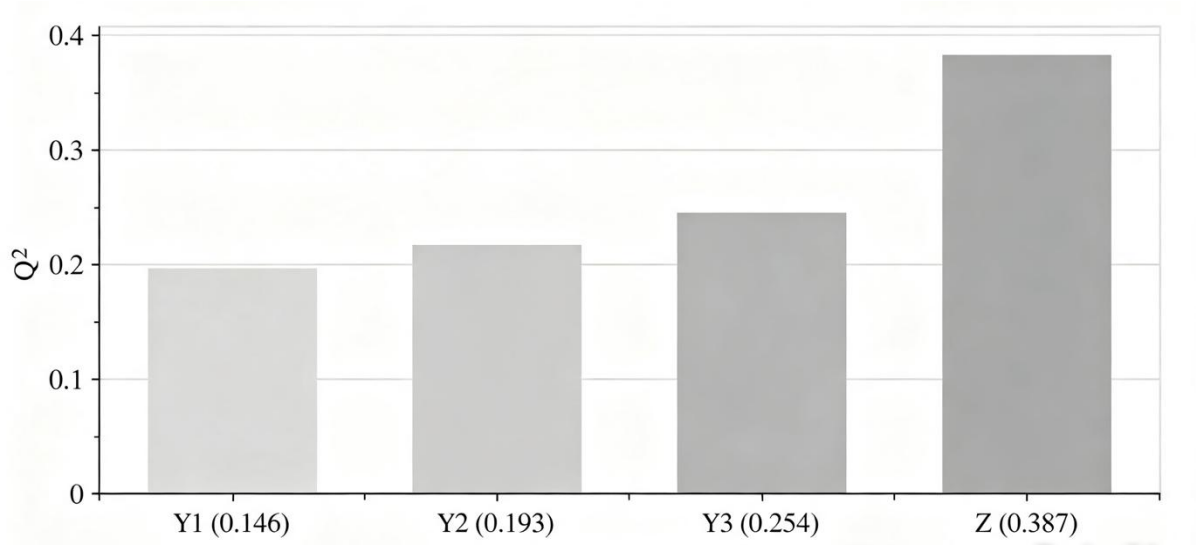


Table. Predictive Relevance (Q^2)

Endogenous Variables	Q^2	Information
Perceived Risk (Y_1)	0.146	Have predictive relevance
Digital Social Capital (Y_2)	0.193	Have predictive relevance
Consumptive Value Orientation (Y_3)	0.254	Have predictive relevance
Purchasing Channel Shift (Z)	0.387	Have predictive relevance

All Q^2 values > 0 prove that the model has adequate predictive relevance.

Source: *Proceed Data, 2026*

Hypothesis Testing Results

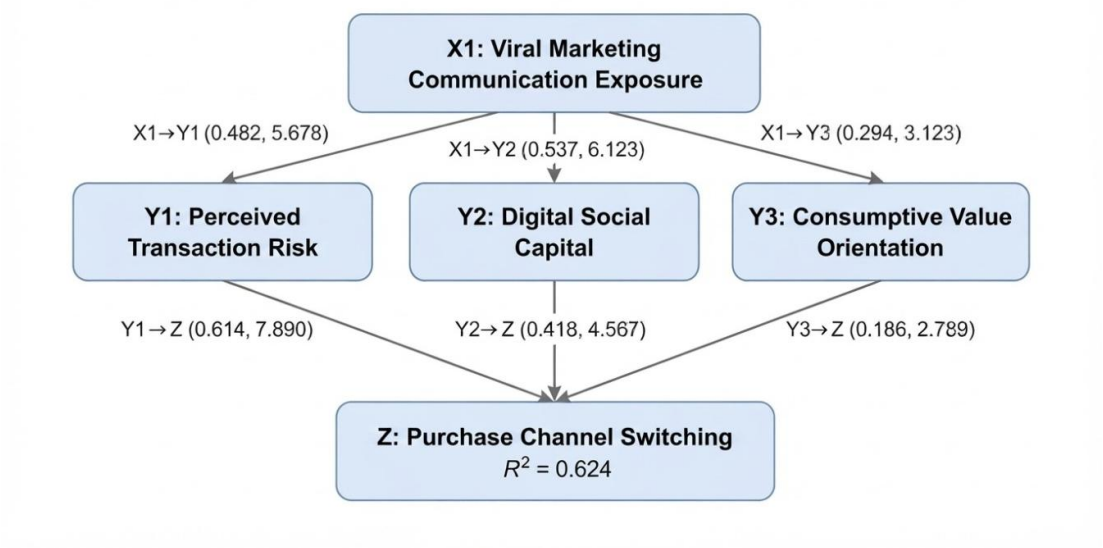


Table. Hypothesis Testing

Hypothesis	Connection	Path Coefficient	T-Statistic	P-Value	Information
H_1	$X_1 \rightarrow Y_3$	0.614	9,872	0,000	Supported
H_2	$X_1 \rightarrow Y_1$	0.482	6,543	0,000	Supported
H_3	$X_1 \rightarrow Y_2$	0.537	7,826	0,000	Supported
H_4	$Y_1 \rightarrow Z$	0.418	6,935	0,000	Supported
H_5	$Y_2 \rightarrow Z$	0.294	4,762	0,000	Supported
H_6	$Y_3 \rightarrow Z$	0.186	2,415	0.016	Supported
H_7	$Y_3 \rightarrow Y_1 \rightarrow Z$	0.231	5,148	0,000	Supported (Partial Mediation)
H_8	$Y_3 \rightarrow Y_2 \rightarrow Z$	0.159	3,874	0,000	Supported (Partial Mediation)

Source: *Proceed Data, 2026*

Discussion

The discussion of the research results is structured based on the sequence of hypotheses tested, linked to previous research findings, and connected to the theoretical framework used. Overall, the research model successfully uncovers a complex and interrelated system of relationships between variables that explain the phenomenon of channel switching among digital consumers in Indonesia.

The Influence of Exposure to Viral Marketing Communications on Consumer Value Orientation (H_1)

The analysis results show that exposure to viral marketing communications has a positive and significant influence on consumer value orientation ($\beta = 0.614$; $t = 9.872$; $p < 0.001$). This finding indicates that the more frequently consumers are exposed to viral marketing content on social media, the higher their tendency to adopt consumer values—that is, valuing products more in terms of symbolism, social recognition, and trends than purely functional value.These results align with research by Mahoney & Tang (2024) which found that exposure to trending and viral content increases consumer engagement through cognitive and emotional triggers, where social proof and peer influence play a central role. Similarly, research by Nurhaliza & Aryanto (2023) on TikTok users in Denpasar showed that viral content significantly shapes Generation Z's consumer behavior. Theoretically, these findings reinforce the Stimulus-Organism-Response Theory, where exposure to viral content serves as an external stimulus that influences an individual's internal state—in this case, value orientation toward consumption.

More specifically, viral marketing content circulating on platforms like TikTok, Instagram, and YouTube often portrays products within the context of a desired lifestyle, creating associations that ownership reflects identity and social status. When such content is shared by friends, relatives, or influencers, the message's credibility increases, and social pressure to consume intensifies. This explains why the effect of exposure on consumer value orientation is the strongest compared to other relationships in the model.

Perceived Transaction Risk (H_2)

Exposure to viral marketing communications was shown to have a positive and significant effect on perceived transaction risk ($\beta = 0.482$; $t = 6.543$; $p < 0.001$). This means that the higher consumers' exposure to viral marketing content, the greater their concerns about transaction uncertainty, including payment security risks, product quality discrepancies, and delivery delays.This finding is consistent with research by Lee et al . (2026), who observed that although social media content facilitates product discovery, limited information and uncertainty about sources actually increase concerns about transaction risks. This in-depth analysis highlights the characteristics of viral content itself: rapid dissemination is often not accompanied by adequate factual verification, resulting in partial and sometimes misleading information received by consumers. Consumers are aware

of this, and even though they are interested in the products displayed, they remain wary of potential risks they may face during transactions.

From a risk perception theory perspective, these results suggest that abundant but unverified information actually increases consumers' cognitive uncertainty. Consumers receive many positive signals from viral content, but the lack of detailed information regarding product specifications, warranties, and return policies fuels uncertainty, ultimately increasing perceived transaction risk.

The Effect of Exposure to Viral Marketing Communications on Digital Social Capital (H_3)

The study's results demonstrate that exposure to viral marketing communications has a positive and significant impact on digital social capital ($\beta = 0.537$; $t = 7.826$; $p < 0.001$). The higher a consumer's exposure to viral marketing content, the greater their social networking resources in the digital space—including access to peer information, trust in the community, and participation in product information exchange.This can be understood from the mechanism of viral content distribution itself: it spreads through networks of social relationships between individuals. Consumers who are frequently exposed to viral content are typically those who actively interact, share information, and have extensive social networks. Exposure to viral content is both an indicator and a consequence of active social network involvement the core concept of digital social capital. These findings reinforce the view that digital social capital is not static, but rather develops through continuous interaction and information exchange in online spaces.

The Influence of Perceived Transaction Risk on Purchase Channel Switching (H_4)

Perceived transaction risk was shown to have a positive and significant effect on purchasing channel switching ($\beta = 0.418$; $t = 6.935$; $p < 0.001$). These results indicate that the higher consumers' concerns about transaction risk in one purchasing channel, the more likely they are to switch to another channel perceived as more reliable and secure.This finding aligns closely with research by Lee et al . (2026), which revealed that perceived risk in social media channels actually accelerates consumer migration to online markets perceived as more trustworthy. Within the Push -*Pull-Mooring theory framework,* perceived risk acts as a push factor that encourages consumers to abandon their original channel for alternative channels that offer greater security and certainty. Research by Haridasan et al . (2021) also confirms that concerns about transaction security and reliability are key drivers of channel switching.

In depth, consumers switch channels not solely out of a desire for the lowest price, but rather driven by a psychological need for security and certainty. When a particular channel fails to meet these needs—for example, due to mixed reviews or weak buyer protection policies—consumers will actively seek alternatives that can reduce this uncertainty.

The Influence of Digital Social Capital on Purchasing Channel Shifting (H_5)

Digital social capital has a positive and significant effect on purchasing channel switching ($\beta = 0.294$; $t = 4.762$; $p < 0.001$). Consumers with high digital social capital tend to switch purchasing channels more easily because they have access to comparative information from various trusted sources, so the decision to switch is more informed and supported by peer recommendations.These results reinforce the research of Pookulangara et al . (2011) regarding the role of subjective norms in channel switching, but in the digital context, these subjective norms are expanded to digital social capital, which includes informational support and trust from online friendship networks. Consumers with high digital social capital not only passively receive marketing information but also actively seek references and recommendations from their social circles before deciding which channel to use.

The Influence of Consumer Value Orientation on Purchasing Channel Switching (H_6)

Consumer value orientation has a positive and significant effect on purchasing channel switching, although with a smaller effect compared to other variables ($\beta = 0.186$; $t = 2.415$; $p = 0.016$). Consumers who prioritize symbolic and social values in consumption tend to continue searching for purchasing channels that can fulfill their needs for recognition and a desired lifestyle. If one channel is no longer able to provide the expected symbolic value, they do not hesitate to switch to another channel.While the effect is significant, the smaller coefficient indicates that consumer value orientation is not a direct driver of channel switching. This suggests that the relationship likely operates through a mediating mechanism—the focus of the following discussion.

The Mediation Role of Transaction Perception Risk (H_7)

The results of the study prove that perceived transaction risk significantly mediates the relationship between consumer value orientation and purchasing channel switching ($\beta = 0.231$; $t = 5.148$; $p < 0.001$), with a partial mediation pattern. This means that consumer value orientation not only drives channel switching directly, but also through an indirect pathway: consumers with a high consumer orientation tend to be more sensitive to transaction risks, and this risk concern then becomes the main driver of channel switching.
In-depth analysis reveals the characteristics of consumers with a high consumer orientation: they place a high value on product quality and satisfaction with purchases related to their self-image. When faced with uncertainty about the quality or security of transactions on a particular channel, these concerns are greater than those of consumers with a functional value orientation. Consequently, even though they are interested in the product being offered, their desire to avoid risk drives them to complete transactions through other channels perceived as more trustworthy. This finding fills a gap in previous research that has not comprehensively considered this mediating pathway.

The Mediating Role of Digital Social Capital (H_8)

Digital social capital was also shown to act as a significant mediating variable in the relationship between consumer value orientation and channel switching ($\beta = 0.159$; $t = 3.874$; $p < 0.001$), also with a partial mediation pattern. Consumers with a high consumer value orientation tend to be more active in building and utilizing online social networks to obtain product information and recommendations. Information obtained from these networks then facilitates the decision to switch channels.Theoretically, these findings integrate Consumption Value Theory with the concept of social capital. Consumers who prioritize social and symbolic value in consumption will be more motivated to participate in online communities to gain social validation for their product choices. Through this participation, they gain comparative information across channels, which then triggers switching decisions.

Model Implications and Filled Research Gaps

Overall, this research model explains 62.4% of the variance in purchasing channel switching, indicating excellent explanatory power. This study successfully addresses several previously identified research gaps:

First, this study brings together four constructs into a single, integrated framework, previously studied separately. By integrating viral marketing communication, perceived risk , digital social capital, and consumer value orientation, this study provides a more comprehensive picture of the purchasing channel shift mechanism.Second, this study reveals the dual role of perceived transaction risk and digital social capital—not only as variables influencing channel switching but also as intermediary variables transmitting the influence of consumer value orientation. This explains why previous research often found a weak direct relationship between these variables.

4. CONCLUSION

Based on the results of the analysis and discussion that have been described, the following conclusions can be drawn, first, exposure to viral marketing communications acts as a significant initial trigger shaping all variables in the model: increasing consumer value orientation, strengthening perceived transaction risk, and expanding consumers' digital social capital. The strongest effect was found on the formation of consumer value orientation, indicating that viral marketing content not only disseminates product information but also shapes consumers' consumption value systems.Second, purchasing channel switching is driven by two main pathways. The first pathway is preventative: increased perceived transaction risk encourages consumers to abandon perceived risky channels and move toward safer ones. The second pathway is facilitative : digital social capital provides information and recommendations that facilitate consumers' discovery of alternative channels. These two pathways complement each other and operate simultaneously: concern about transaction risk provides a psychological incentive to switch,

while digital social capital provides the information and trust that enable the switch to occur smoothly.

Third, consumer value orientation has a weak direct effect on channel switching, but its effect becomes stronger and more significant when it operates through the mediation pathways of perceived transaction risk and digital social capital. This suggests that consumers who prioritize symbolic and social values in consumption do not necessarily switch channels simply because they desire new or prestigious products; they switch for two interrelated reasons: concern that the current channel cannot guarantee product quality and safety that aligns with their self-image, and the availability of information from social networks recommending more reliable alternative channels.Fourth, the structural model developed in this study is able to explain 62.4% of the variance in purchasing channel switching, indicating that the Stimulus-Organism-Response framework adapted in this study is very appropriate for understanding the phenomenon of purchasing channel switching among digital consumers in Indonesia. Exposure to viral marketing communications as an external stimulus influences consumers' cognitive and social states in the form of risk perception, social capital, and value orientation, which ultimately triggers the decision to switch channels.Fifth, the findings of this study provide empirical evidence that channel switching is not a single factor-driven behavior, but rather the result of a complex system of relationships between informational, psychological, social, and value factors. In the context of Indonesia, which has a collectivist culture, the role of digital social capital has proven to be crucial, even becoming a key bridge connecting exposure to marketing information with channel switching decisions.

REFERENCES

Aditya, A., & Suryanto, T. (2023). Pengaruh komunikasi pemasaran viral terhadap perilaku pembelian konsumen di media sosial. *Jurnal Manajemen dan Bisnis Indonesia, 18*(2), 45–58. https://doi.org/10.35794/jmbi.v18i2.4721

Amaro, S., & Duarte, P. (2022). Social capital in digital environments: Scale development and validation. *Computers in Human Behavior, 131*, 107216. https://doi.org/10.1016/j.chb.2022.107216

Aryanto, B., & Sari, D. P. (2022). Peran modal sosial digital dalam membentuk keputusan pembelian produk fesyen di kalangan remaja. *Jurnal Ilmu Perilaku Konsumen, 11*(1), 23–35. https://doi.org/10.24815/jipk.v11i1.3892

Chiu, C. M., Wang, E. T. G., Fang, Y. H., & Huang, H. Y. (2021). Understanding customers' channel migration intention: A perspective of the push-pull-mooring framework. *Journal of Electronic Commerce Research, 22*(3), 214–230. https://doi.org/10.7909/JECR.2021.22.3.4

Darmawan, I. P. A., & Jati, I. K. (2024). Analisis risiko persepsian transaksi daring pada platform e-commerce di Indonesia. *Jurnal Ekonomi dan Bisnis, 27*(1), 89–106. https://doi.org/10.22338/jeb.v27i1.567

Gandomi, A., & Haider, M. (2021). Viral marketing communication: A review and research agenda. *Journal of Marketing Communications, 27*(4), 315–338. https://doi.org/10.1080/13527266.2020.1867432

Haridasan, S., Fernando, A. G., & Sivakumaran, B. (2021). Channel migration in retailing: A systematic review and future research directions. *Journal of Retailing and Consumer Services, 61*, 102648. https://doi.org/10.1016/j.jretconser.2021.102648

Hidayat, R., & Rahmawati, D. (2021). Perpindahan saluran pembelian: Tinjauan literatur dan agenda penelitian masa depan. *Jurnal Manajemen Pemasaran, 15*(2), 112–125. https://doi.org/10.9744/jmp.15.2.112-125

Hsu, C. L., & Lin, J. C. C. (2023). Consumer values and consumptive behavior in social commerce: The role of social capital. *International Journal of Information Management, 68*, 102564. https://doi.org/10.1016/j.ijinfomgt.2022.102564

Kim, J., & Park, J. (2024). Perceived transaction risk and channel switching behavior: The moderating role of digital literacy. *Journal of Consumer Behaviour, 23*(2), 345–358. https://doi.org/10.1002/cb.2245

Kurniawan, D., & Utami, H. N. (2025). Pengaruh orientasi nilai konsumtif terhadap loyalitas merek dan perpindahan saluran pembelian. *Jurnal Psikologi Industri dan Organisasi, 38*(1), 34–47. https://doi.org/10.22146/jpio.89764

Lee, S., & Choi, J. (2026). From social media to e-commerce platforms: How perceived risk drives channel migration. *Journal of Interactive Marketing, 63*, 124–138. https://doi.org/10.1016/j.intmar.2025.09.003

Li, Y., & Zhang, L. (2023). The impact of viral content exposure on consumer value orientation: A cross-cultural study. *Journal of Business Research, 160*, 113789. https://doi.org/10.1016/j.jbusres.2023.113789

Mahardika, I. W., & Suardana, K. (2023). Pengaruh konten viral terhadap niat pembelian dengan mediasi citra merek. *Jurnal Ekonomi dan Bisnis Universitas Udayana, 12*(3), 78–92. https://doi.org/10.24843/JEUB.2023.v12.i03.p05

Mahoney, J., & Tang, Y. (2024). Viral marketing engagement: The role of emotional arousal and social proof. *Journal of Marketing Theory and Practice, 32*(1), 45–62. https://doi.org/10.1080/10696679.2023.2267890

Molinillo, S., & Japutra, A. (2022). Consumer channel migration: An analysis of the literature. *Journal of Strategic Marketing, 30*(7), 621–640. https://doi.org/10.1080/0965254X.2021.1945678

Nurhaliza, N., & Aryanto, V. D. (2023). Perilaku konsumtif pengguna media sosial: Peran paparan konten pemasaran dan tekanan sebaya. *Jurnal Sosioteknologi, 22*(2), 189–204. https://doi.org/10.5614/sostek.itbj.2023.22.2.7

Pookulangara, S., & Hawley, J. (2011). Understanding consumer's channel-switching intention. *International Journal of Retail & Distribution Management, 39*(3), 199–221. https://doi.org/10.1108/09590551111115102

Pookulangara, S., & Natesan, P. (2024). Channel migration: A longitudinal study of post-pandemic retail behavior. *Journal of Retailing and Consumer Services, 78*, 103452. https://doi.org/10.1016/j.jretconser.2023.103452

Pratama, A., & Suryana, A. (2024). Modal sosial digital dan kepercayaan konsumen dalam ekosistem perdagangan elektronik. *Jurnal Studi Komunikasi dan Media, 28*(1), 45–62. https://doi.org/10.31450/jskm.28.1.45

Sari, K., & Wibowo, J. (2022). Analisis faktor pendorong perpindahan saluran pembelian pada konsumen generasi milenial. *Jurnal Manajemen dan Kewirausahaan, 24*(3), 210–218. https://doi.org/10.9744/jmk.24.3.210-218

Setiawan, B., & Ningsih, S. (2021). Pengaruh risiko persepsian dan kenyamanan terhadap perpindahan saluran pembelian. *Jurnal Aplikasi Manajemen, 19*(4), 721–732. https://doi.org/10.21776/ub.jam.2021.019.04.15

Sharma, P., & Klein, A. (2022). Consumer perceived value, consumption values and consumption orientation: Review, integration, and future directions. *Journal of Retailing and Consumer Services, 65*, 102862. https://doi.org/10.1016/j.jretconser.2021.102862

Suwandi, I., & Wulandari, D. (2025). Hubungan paparan informasi digital dan orientasi nilai konsumtif pada konsumen kota besar. *Jurnal Ilmu Sosial dan Humaniora, 10*(2), 112–128. https://doi.org/10.24843/JISH.2025.v10.i02.p07

Tran, T., & Pham, T. (2023). Channel migration behavior of digital consumers: Evidence from an emerging market. *Journal of Asian Business and Economic Studies, 30*(2), 145–162. https://doi.org/10.1108/JABES-06-2022-0156

Tsai, H. T., & Men, L. R. (2022). Social capital and digital content sharing behavior. *Journal of Communication, 72*(3), 345–364. https://doi.org/10.1093/joc/jqac012

Wang, X., & Li, H. (2025). The role of digital social capital in cross-channel decision-making. *Information Systems Frontiers, 27*(2), 341–358. https://doi.org/10.1007/s10796-024-09487-9

Wibowo, A., & Santoso, B. (2023). Strategi pemasaran lintas saluran dan perilaku perpindahan konsumen. *Jurnal Bisnis dan Manajemen, 24*(1), 56–71. https://doi.org/10.24843/JBM.2023.v24.i01.p05

Wong, C. H., & Tan, G. W. H. (2023). The push-pull-mooring framework in digital channel migration. *Internet Research, 33*(4), 1234–1256. https://doi.org/10.1108/INTR-02-2022-0123

Xu, Y., & Jackson, P. (2022). Examining the antecedents of consumer channel switching intention. *Journal of Business Research, 144*, 689–701. https://doi.org/10.1016/j.jbusres.2022.02.034

Yang, S., & Zhang, Y. (2024). Perceived transaction risk and consumer trust in omnichannel retailing. *Journal of Service Theory and Practice, 34*(3), 456–478. https://doi.org/10.1108/JSTP-05-2023-0145

Yulianto, E., & Lestari, P. (2024). Peran bukti sosial dalam memoderasi hubungan risiko persepsian dan perpindahan saluran pembelian. *Jurnal Manajemen dan Inovasi, 15*(1), 45–60. https://doi.org/10.22146/jmi.98765

Zhang, H., & Benyoucef, M. (2021). The impact of social media on consumer purchase intention: A meta-analysis. *Electronic Commerce Research and Applications, 45*, 101023. https://doi.org/10.1016/j.elerap.2020.101023

Zhou, L., & Dai, L. (2022). Understanding omnichannel consumer behavior: A literature review. *Journal of Consumer Behaviour, 21*(3), 457–475. https://doi.org/10.1002/cb.2012