Antecedents to Online Purchase Intention: Moderating Role of Persuasion Knowledge

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ARTICLE INFO	ABSTRACT
  Corresponding Author: *Tariq Jalees* **Email:** tariquej2004@yahoo.com	*E-commerce has experienced significant growth over the past few years. Its size in 2023 was approximately $6.54 trillion, which is expected to surpass $12 trillion by 2030. Given its importance, we examined the impact of credibility, parasocial relationships, and self-disclosure on online purchase intention. We also examined the moderating role of persuasion knowledge on the relationship between parasocial relationship and online purchase intention. Using online social media, we collected a sample of 417. The study documents that "credibility, parasocial relationships, and self-disclosure" have a positive effect on online purchase intention. It also found that persuasion knowledge moderates the relationship between parasocial relationship and online purchase intention. Given its importance, we suggest the online vendors must recruit credible online spokespersons who have large followings.*

Introduction

Online purchase intention is a crucial concept in e-commerce (Nguyen et al., 2025). It refers to a consumer's willingness to buy goods and services online, as briefly stated (Ngo et al., 2024). Besides other factors, perceived usefulness, perceived ease of use, trust, risk perception, social influence, and website quality affect online purchase intention (Zhang et al., 2025). Many factors have contributed to the growth of online purchase intention (Ngo et al. 2024). For example, access to the internet and the availability of smartphones and tablets has made it convenient for consumers to access online shopping platforms (Zhu et al., 2023). Moreover, researchers believe

COVID-19 motivated consumers to adopt online shopping behavior. Since consumers in this era have become more comfortable with digital technologies and new shopping habits, they have continued to adopt those (Ngo et al., 2024). Additionally, researchers believe that advancements in technology have improved the online shopping experience, making it more convenient, secure, and enjoyable (Zhu et al., 2023). At the same time, online vendors have recognized the growth potential of online buying. Therefore, they have become more sophisticated, offering competitive prices and flexible payment options (Nguyen et al., 2025). Additionally, the growth of social media platforms has contributed to the increase in online purchase intentions (Srivastava et al., 2023).

There have been numerous studies on online purchase intention, but none of them have used all the variables we have employed. For example, a study in Taiwan developed a theoretical model focusing on risk and opportunity in online purchase intention. The study documented that eWOM mediates the relationship between perceived risk and online purchase intention. It also found that online involvement has a moderated and mediated role in the model proposed by the authors. Thus, the study concluded that online vendors can encourage online consumers by increasing their involvement. The study also documents that perceived risk hurts online purchase intention. However, the study noted that online vendors could reduce the perception of risk by using the power of online involvement and e-WOM. (Liao, 2021).

Similarly, another study in China extended the social learning theory to examine "the relationship between hedonic and utilitarian motivations and online purchase intention (OPI) in the Chinese social commerce environment" Additionally, "the study employed two moderators (eWOM and social values) and one mediator (customer engagement) to examine the relationship between hedonic and utilitarian motivations and OPI". The results indicate that both utilitarian and hedonic motivations have a positive effect on OPI. Additionally, it was found that "eWOM moderates the relationship between hedonic motivation and OPI, while social value moderates the relationship between utilitarian motivation and OPI" (Akra et al., 2021). Given the above discussion, we have formulated the following research objectives;

1. To ascertain the impact of credibility, parasocial relationships, and self-disclosure on online purchase intention
2. To ascertain the moderating role of persuasion knowledge between credibility and online purchase intention

Literature Review

Social Exchange Theory

George Homans introduced the social exchange theory in 1958. The theory posits that social exchange is a process of exchange between two or more parties. All parties form exchange relationships based on subjective cost-benefit analysis and comparative alternatives (Emerson, 1976). Researchers assert that parties engage in economic exchange, taking into account environmental parameters, including market prices. In social exchange, parties exchange elements in a manner distinct from the economic exchange process (Ahmad et al., 2023). Social exchange involves two or more parties, characterized by trust and the absence of legal obligations. Moreover, it is more flexible than economic exchange, as the parties rarely engage in explicit bargaining (Richard & Emerson, 1976).

Furthermore, costs and rewards are the main driving forces in social exchange relationship models. Thus, both parties in the social exchange depend on each other and take responsibility for the costs and rewards that each receives from the other (Zybura et al., 2024). Cost relates to negative elements in relationships, including the time an individual invests in developing and maintaining them (Mishra & Mund, 2024). Costs in social exchange relationships include satisfaction and dependence on the relationships. The theory also argues that individuals compare the costs and benefits of social exchange relationships. The parties will not form the relationship if the cost exceeds the benefits. On the other hand, if benefits exceed costs, the parties will form relationships (Ahmad et al., 2023). Moreover, positive relationships tend to be enduring, while negative relationships are often short-lived. Thus, researchers believe that self-disclosure is important for ongoing relationships (Kang et al., 2024)

Online Purchase Intention

Purchase intention "refers to a consumer's likelihood of purchasing a good or service soon. It is a strong precursor of actual buying behavior" (Zhu et al., 2023). Purchase intention may vary across different product categories, but the association between purchase intention and buying behavior remains consistent regardless of the product category (Nguyen et al., 2025). In the context of advertising, it refers to the type of advertising communication that persuades consumers to purchase products and services immediately (Zhang et al., 2025). Extending this argument, researchers have defined online purchase intention as the motivation of consumers to buy goods and services through social media on online platforms. Like conventional buying behavior, online buying behavior is significantly influenced by online purchase intentions (Srivastava et al., 2023)

Source Credibility

Source credibility refers to the "communicators' positive characteristics," which increase receivers' acceptance of messages (Von Hohenberg et al., 2023). Researchers began to pay attention to this topic when they observed that the US government utilized it to gather public opinion in support of war efforts. Source credibility theory explains how source credibility increases the persuasiveness of the content shared on social media (Wellman, 2024). Researchers believe that all types of communication depend on the receiver's perception of the source's credibility (Serman et al., 2023). Aristotle, who divided persuasion into three categories, coined the idea of credibility, which encompasses the combination of credibility, emotion, and logic. Moreover, sources whose content is unbiased and trustworthy are more credible. Such sources are often experts in their domain (Prike et al., 2024)

Para Social Relationship

Parasocial relationships are side relationships between social media users, often with celebrities. Social media users often form intimate connections and develop relationships with celebrities or media personalities (Sheng et al., 2025). This relationship often exists in the minds of social media users even though celebrities often do not reciprocate (Xu, 2023). Donald Horton and R. Richard Wohl coined the term parasocial relationship in the mid-1950s, noting that TV viewers develop the "illusion of intimacy" with the Characters on TV. Social media relationships are often perceived as imaginary, but social media influencers develop a sense that they are real and reflect this perception (Qi et al., 2025). Moreover, parasocial relationships are often less demanding and more enjoyable than real-life relationships. In such relationships, there are fewer conflicts and demand fewer investments than real relationships. (Lacap et al., 2023) Besides other factors, one reason individuals develop such relationships is that after spending time watching TV and online, they

develop warm and intimate feelings for the celebrities. Moreover, researchers believe that loneliness in individuals helps promote parasocial relationships (Akhtar & Islam, 2025).

Self-Disclosure

Self-disclosure refers to the intentional sharing of personal information with another person. On social media, celebrities share personal information with followers to gain their trust and confidence (Chu et al., 2023). Consequently, this paves the way for sustainable and intimate relationships between them. Researchers believe that self-disclosure has advantages and disadvantages (Lee et al., 2024). One of the biggest advantages of self-disclosure is that when an individual shares their personal information, others tend to reciprocate by sharing their own, thereby promoting sustainable relationships. Moreover, researchers believe that disclosing personal information early may lead to the termination of the relationship (Masur et al., 2023). Furthermore, the cultural differences between social media users and influencers also affect self-disclosure (Kang & Kang, 2024). Thus, we argue that firms must ensure they align with the same culture as social media users when selecting social media influencers (Chu et al., 2023).

Persuasion Knowledge

Marketers employ various explicit and implicit tactics to persuade consumers to purchase their recommended brands during interactions. Understanding these tactics refers to persuasion knowledge (Eisend & Tarrahi,2022). Besides different conceptualizations, most researchers agree that persuasion knowledge refers to "influencers' intentional efforts through communication to influence consumers to change their attitudes and behaviors toward goods and services" (Rahmani, 2023). Moreover, persuasion models postulate that persuasion in marketplaces benefits consumers and marketers. As consumers' persuasion knowledge increases, their understanding of marketers' self-serving motives also increases (Beckert et al., 2021). As a result, they understand what benefits them in terms of goods and services. It also allows consumers to compare their attempts to persuade them with what a product or service offers (Myers et al., 2024)

Hypothesis Development

Source Credibility and Online Purchase Intention

The extant literature documents that credibility and attractiveness enhance the effectiveness of social media influencers (Chu et al., 2023). The TEARS model is used to explain the capabilities of social media influencers (Lee et al., 2024). The core dimensions of the model are truthfulness, expertise, credibility, and attractiveness (Grewar, 2025). Credible content influences consumers' attitudes and behaviors through the process of internalization. It occurs when consumers perceive similarities between themselves and social media influencers on a particular issue (Khan et al., 2023). The two components of credibility are trust and honesty, and both, individually and collectively, enhance the effectiveness of social media influencers (Chu et al., 2023). Lee et al. (2024 assert that social media influencers gain consumers' trust by sharing content that is clear, transparent, and free of signs of manipulation. Moreover, researchers believe that the credibility of social media influencers increases if they are experts in their domains.

Consequently, "consumers' trust in such social media influencers increases profoundly" (Lee et al., 2024). However, if consumers develop a perception that social media influencers promote goods and services for their own self-interest and financial gain, they stop trusting them (Belanche et al., 2021). Similarly, Grewar (2025) argues that trust is a crucial precursor to consumers' purchase intentions. Moreover, others also emphasize that trustworthiness and "expertise influence purchase intention" (Khan et al., 2023). Thus, we argue that "social media influencers focus" on these

factors to enhance their effectiveness (Lee et al., 2024). Researchers believe that the three determinants of attractiveness are physical "attractiveness, social attractiveness, and source attractiveness" (Lee et al., 2024). Given the effectiveness of physical attractiveness on social media, marketers recruit influencers. We argue that brands endorsed by physically attractive celebrities increase consumers' purchase intention (Belanche et al., 2021)

H1: Source credibility enhances online purchase intention,

Parasocial Relationships and Online Purchase Intention

A parasocial relationship exists between an influencer and their audience (Ko, 2024). In social media, it refers "to a perceived relationship between social media influencers and users" (Sheng et al., 2025). Researchers believe that social media fosters these relationships, which often lead to addiction rather than real relationships (Akhtar & Islam, 2025). Extending this argument, we argue that consumers desire to affiliate themselves with the social media influencers they admire (Ko, 2024). As a result, it positively affects consumers' online purchase intention. The existing literature documents that influencers who share interesting and engaging content have a positive impact on consumer buying behavior (Sheng et al., 2025). Parasocial relationships promote a strong bond between social media influencers and users, positively affecting consumer buying behavior, particularly purchase intentions (Masuda et al., 2022). Thus, we argue that the gravity of the relationships between social media influencers is positively associated with online purchase intentions. Many past studies have documented that parasocial relationships are a significant precursor of purchase intentions (Garg & Bakshi, 2024). Given the above discussions, we propose the following:

H2: A parasocial relationship has a positive effect on online purchase intention.

Self-Disclosure and Online Purchase Intention

The existing literature has noted that self-disclosure has a positive effect on online purchase intentions (Koay et al., 2023). When reviewers disclose their personal information, it enhances the perceived credibility of product reviews, which in turn leads to a higher intention to purchase. This is because self-disclosure signals to consumers that the reviewer is willing to be held accountable for their opinions, thereby building trust and credibility (Lu et al., 2023). In an online open market, self-disclosure can mitigate concerns about e-commerce, such as privacy and security concerns. When consumers perceive a reviewer as trustworthy, they are more likely to make a purchase (Zhang, 2025). Overall, self-disclosure can play a crucial role in building trust and credibility in online transactions, ultimately influencing purchase intention (Akhtar & Siddiqi, 2024). By disclosing personal information, reviewers can demonstrate their accountability and integrity, which can lead to increased trust and credibility among consumers (Koay et al., 2023). This, in turn, can lead to higher purchase intentions and a more successful online transaction. (Zhang, 2025)

H3: Self-disclosure has a positive effect on online purchase intentions

Persuasion Knowledge and Online Purchase Intention

Past studies have noted that consumers' persuasion knowledge helps them understand the tactics marketers use to motivate them to buy goods and services. Consequently, they develop the skills to identify which goods and services are more beneficial for them (Wang et al., 2025). As a result, they develop positive or negative attitudes toward goods and services (Liu & Zheng,2024). Thus, we argue that it also positively or negatively affects consumers' online purchase intentions (Eisend

& Tarrahi, 2022). For instance, consumers with high persuasion are more likely to perceive a source as lacking credibility; they are also more likely to recognize the hidden ulterior motives of social media influencers, which can lead to unfavorable attitudes toward the brand (Ahmad & Guzman, 2021). On the other hand, if consumers "find the shared content of social media influencers authentic and transparent," those with high knowledge persuasion will develop favorable attitudes toward the goods and services (Liu & Zheng, 2024). Thus, we also argue that the level of consumer persuasion is associated with attitudes toward goods and services (Khan et al., 2023). Consumers with low persuasion knowledge may make poor judgments about goods and services, resulting in incorrect attitudes and behaviors towards them (Wang et al., 2025)

H4: Persuasion knowledge has a positive effect on online purchase intention.

Moderating Role of Persuasion Knowledge

Marketing researchers have extensively used parasocial knowledge to understand how consumers react to authentic and non-authentic shared content. The existing literature also categorizes persuasion knowledge into two categories (Usman et al., 2024): situational persuasion and dispositional persuasion. In situational persuasion, knowledge consumers make judgments about the shared content based on the situation they are in (Noetzel et al., 2024). In contrast, dispositional persuasional knowledge leads consumers to disregard their situation and make judgments about goods and services based on their personality (Xu & Wegener, 2024). Building on these discussions, we argue that persuasion knowledge has a varying impact on source credibility and online purchase intention (Usman et al., 2024).

*H5: Persuasion knowledge moderates the relationship between credibility and online purchase intentio*n.

Conceptual Framework
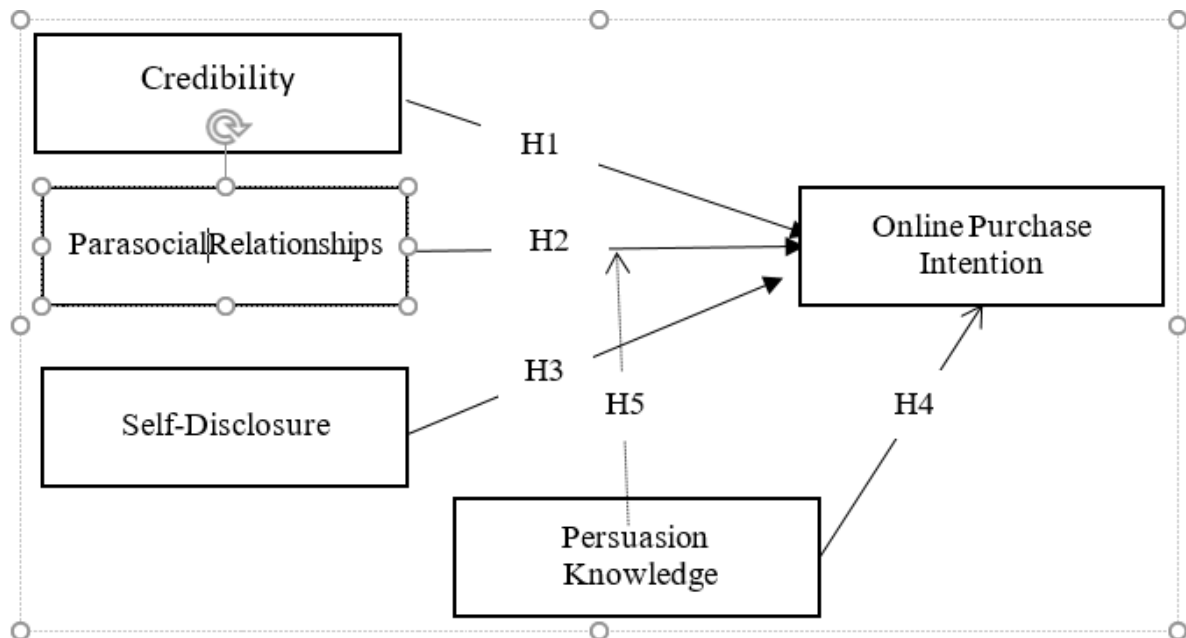
Research Design

A research design is an overall plan and structure of a research study. It outlines how a researcher will collect and analyze data, focusing on answering research questions or testing hypotheses. Cooper and Schindler (2020) assert that a well-designed study ensures its validity, reliability, and generalizability. There are two primary types of research design: quantitative and qualitative. Moreover, there are two broad approaches to research: inductive and deductive. This study is quantitative and deductive.

Population and Sampling

The population consists of an entire group of individuals that a researcher is interested in understanding. This study targets users of social media forums in Karachi. According to an estimate, the total number of social media users in Pakistan as of 2024 was 71.70 million. The share of Karachi social media users in the same year was 29.5%. Using this data and the Rao-Soft calculator, we found that a sample size of 387 would be appropriate for this study. We collected the data by displaying it on various social media platforms. We received 417 valid questionnaires.

Scale and Measures

Table 1 presents the constructs and items adopted from previous studies. All the scales were based "on a five-point Likert Scale, with 1 indicating low agreement and 5 indicating high agreement." The questionnaire is attached as Annexure 1.

Table 1: Scale and Measures

Constructs	Sources	Items	Reliability in Past Studies
Online Purchase Intention	Atif et al(2024)	8	0.708 to 0823
Credibility	Atif et al(2024)	3	0778 to 0.887
Para-Social Relationship	Kaukab et al.(2024)	5	0.801 to 0.889
Self-Disclosure	Kaukab et al.(2024)	8	0778 to 0888
Persuasion Knowledge	Zaman et.al.(2024)	4	0.777 to 0.803

Statistical Analysis

A variety of statistical software options are available. Each has different benefits and limitations. We used Smart PLS as it is user-friendly and capable of analyzing complex relationships. Following the software's protocol, we initially ensured "the reliability and validity of the constructs and then generated a structural model to present the results of the hypotheses."

Results

Respondent Profile

Table 2 depicts the respondents' profile

Table 2: Respondents Profile

Demographic	Demographic Features	Percentage
	18 to 28 years	30
Age	29 to 39 Years	35
	40 to 50 Years	10
	50 Plus Years	5
Gender	Male	67

	Female	33

	Matric	20
	Intermediate	35
Qualification	Bachelor	27
	Masters	16
	PhD	2
	Less than 5 years	38
Job Experience	6-10 years	44
	11 or Above	18

Descriptive Analysis

Descriptive analysis enables researchers to summarize large datasets in a concise form, allowing them to draw meaningful inferences. "Table 3 presents the results."

Table 3: Descriptive Analysis

Constructs	Cronbatch's Alpha	Mean	Std.Dev	Skewness	Kurtosis
Online Purchase Intention	0.835	3.829	2.475	1.267	1.411
Source Credibility	0.843	3.662	1.138	1.862	1.875
Parasocial Relationships	0.822	4.132	2.604	1.153	0.971
Self-Disclosure	0.870	3.418	1.958	1.584	1.035
Persuasion Knowledge	0.887	3.273	1.764	0.995	2.666

The results show that all Cronbach's Alpha values are greater than 0.700, and the Skewness and Kurtosis values range within ±3.5, indicating that the constructs exhibit internal consistency and univariate normality.

Convergent Validity

Convergent validity assesses the extent to which a measure "correlates with other measures that it theoretically should correlate with" In other words, it evaluates whether a scale or instrument measures the same concept as other established measures of that concept. Table 4 depicts the results.

Table 4: Convergent Validity

	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Online Purchase Intention	0.839	0.89	0.669
Parasocial Relationships	0.828	0.918	0.848
Persuasion Knowledge	0.894	0.909	0.556
Self-Disclosure	0.873	0.92	0.794
Source Credibility	0.859	0.894	0.679

The results show "AVE and composite values are atheist 0.564, and 0.700 respectively, confirming the constructs fulfill the requirement of convergent validity"

Discriminant Validity

"Discriminant validity is a type of validity that assesses the extent to which a measure is distinct from other measures that it theoretically should not correlate with." In other words, it assesses whether a scale or instrument measures a unique concept that is distinct from other related yet distinct concepts. This type of validity is crucial in ensuring that a measure accurately measures what it claims to measure rather than something else. Table 5 shows that "the AVE values are greater than the Pearson correlation, confirming that all the constructs are unique and distinct."

Table 5: Discriminant Validity

	OP	PR	PK	SD	SC
Online Purchase Intention	0.818				
Parasocial Relationships	0.445	0.921			
Persuasion Knowledge	0.597	0.654	0.745		
Self-Disclosure	0.501	0.517	0.717	0.891	
Source Credibility	0.357	0.291	0.391	0.359	0.824

Structural Model

The structural model is a theoretical framework that depicts the relationships between the constructs in a study. It is used to test the research hypotheses and examine the relationships between the independent variables, mediating variables, and dependent variables. The structural model consists of latent variables, observed variables, paths, and coefficients. Latent variables are the theoretical constructs being measured, such as online purchase intention, website quality, and trust. Observed variables are the measurable indicators of the latent variables, such as survey questions or ratings.
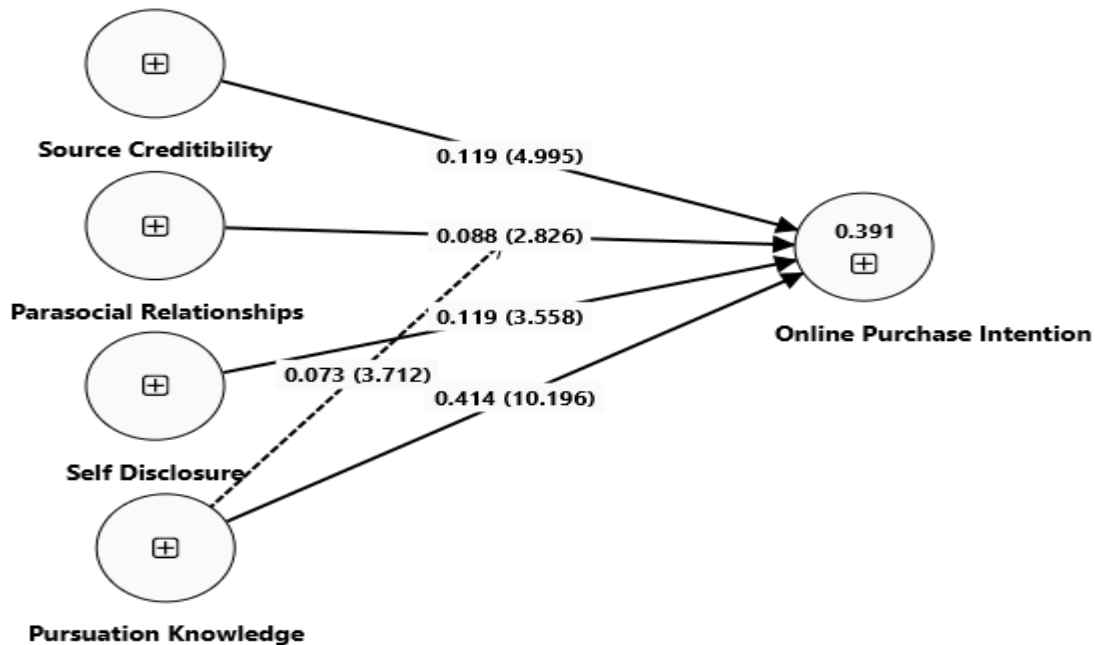

Figure 2: Structural Models

Hypothesis Results

Table 6 presents our results, which support four direct hypotheses and one moderating hypothesis.

Table 6: Hypothesis Results

Hypothesis	B	T stat.	P values	Results
Source Credibility -> Online Purchase Intention (H1)	0.119	4.995	0	Accepted
Parasocial Relationships -> Online Purchase Intention(H2)	0.088	2.826	0.005	Accepted
Self-Disclosure -> Online Purchase Intention (H3)	0.119	3.558	0	Accepted
Persuasion Knowledge -> Online Purchase Intention (H4)	0.414	10.196	0	Accepted
Purs. Know x Parasocial. - -> Online Purchase Int. (H5)	0.073	3.712	0	Accepted

The results show "that the strongest effect was on Hypothesis 4 (β=0.414, t=10.197<00.5), and the weakest effect was on Hypothesis 5 (β=0.414, t=10.197<00.5)."

Discussion and Conclusion

Discussion

By extending the Social Exchange Theory, we empirically tested four direct hypotheses and one moderating hypothesis. Our results support all the hypotheses, and the results align with the past literature and studies:

We accepted Hypothesis 1 (β = 0.119, t = 4.995, t < 0.05), which states that "source credibility positively affects online purchase intention." The core dimensions of the model are truthfulness, expertise, credibility, and attractiveness (Grewar, 2025). Credible content influences consumers' attitudes and behaviors through the process of internalization. It occurs when consumers perceive similarities between themselves and social media influencers on a particular issue (Khan et al., 2023). The two components of credibility are trust and honesty, and both, individually and collectively, enhance the effectiveness of social media influencers (Chu et al., 2023). Lee et al. (2024 assert that social media influencers gain consumers' trust by sharing content that is clear, transparent, and free of signs of manipulation. Moreover, researchers believe that the credibility of social media influencers increases if they are experts in their domains.

Our results supported Hypothesis 2 (β = 0.088, t = 2.826, p < 0.05), "which states that a parasocial relationship has a positive effect on online purchase intention." Researchers believe that social media fosters these relationships, which often lead to addiction rather than real relationships (Akhtar & Islam, 2025). Extending this argument, we argue that consumers desire to affiliate themselves with the social media influencers they admire (Ko, 2024). As a result, it positively affects consumers' online purchase intention. The existing literature documents that influencers who share interesting and engaging content have a positive impact on consumer buying behavior (Sheng et al., 2025). Parasocial relationships promote a strong bond between social media influencers and users, positively affecting consumer buying behavior, particularly purchase intentions (Masuda et al., 2022).

We found support for Hypothesis 3 (β = 0.119, t = 3.558, p < 0.05), "which states that self-disclosure positively affects online buying behavior." In an online open market, self-disclosure can

mitigate concerns about e-commerce, such as privacy and security concerns. When "consumers perceive a reviewer as trustworthy, they are more likely" to make a purchase (Zhang, 2025). Overall, self-disclosure can play a crucial role in building trust and credibility in online transactions, ultimately influencing purchase intention (Akhtar & Siddiqi, 2024). By disclosing personal information, reviewers can demonstrate their accountability and integrity, which can lead to increased trust and credibility among consumers (Koay et al., 2023). This, in turn, can lead to higher purchase intentions and a more successful online transaction. (Zhang, 2025).

We found support for Hypothesis 4 ($\beta = 0.414$, $t = 10.196$, $p < 0.05$), which "states that persuasion knowledge positively affects online buying behavior". Past studies have noted that consumers' persuasion knowledge helps them understand the tactics marketers use to motivate them to buy goods and services. Consequently, they develop the skills to identify which goods and services are more beneficial for them (Wang et al., 2025). "As a result, they develop positive or negative attitudes toward goods and services "(Liu & Zheng,2024). Thus, we argue that it also positively or negatively affects consumers' online purchase intentions (Eisend & Tarrahi, 2022). For instance, consumers with high persuasion are more likely to perceive a source as lacking credibility; they are also more likely to recognize the hidden ulterior motives of social media influencers, which can lead to unfavorable attitudes toward the brand (Ahmad & Guzman, 2021).

We found support for Hypothesis 5 ($\beta = 0.073$, $t = 3.712$, $p < 0.05$), which states that persuasion knowledge moderates the relationship between parasocial interaction and online purchase intention. The existing literature also categorizes persuasion knowledge into two categories (Usman et al., 2024): situational persuasion and dispositional persuasion. In situational persuasion, knowledge consumers make judgments about the shared content based on the situation they are in (Noetzel et al., 2024). In contrast, dispositional persuasion knowledge leads consumers to disregard their situation and make judgments about goods and services based on their personality (Xu & Wegener, 2024). Building on these discussions, we argue that persuasion knowledge has a varying impact on source credibility and online purchase intention (Usman et al., 2024).

Conclusion

Online businesses are thriving, but their growth rate in Pakistan is somewhat slower compared to the country's increasing number of social media users. Given its importance, we examined the impact of credibility, parasocial relationships, and self-disclosure on online purchase intention. We also examined the moderating role of persuasion knowledge on the relationship between parasocial relationship and online purchase intention. Using online social media, we collected a sample of 417. The study documents that "credibility, parasocial relationships, and self-disclosure have a positive effect on online purchase intention." It also found that "persuasion knowledge moderates the relationship between parasocial relationship and online purchase intention."

Implication

The credibility of online vendors plays a critical role in increasing online sales. Therefore, we suggest that online vendors should enhance their credibility by ensuring that their websites, social media, and marketing materials convey a sense of trustworthiness. Online vendors must collaborate with those social media spokespersons that have a large following. Moreover, have built a strong parasocial relationship with their followers. Furthermore, vendors must ensure that online spokespeople are willing to share personal information, as this builds trustworthy relationships.

Limitation and Future Research

This study has utilized only three antecedents: credibility, parasocial relationship, self-disclosure, and persuasion knowledge. Other studies may use more antecedents such as trust, attitude towards the brand, perceived usefulness, and perceived ease of use. Studies suggest that most purchase intention does not translate into actual buying. Thus, we suggest others extend the conceptual framework to actual buying behavior. The "study examined the moderating effect of persuasion knowledge on parasocial relationships and online purchase intention. Future "studies may examine the moderating effect of" persuasion knowledge on (i) credibility and online purchase intention, and (ii) self–disclosure and online purchase intention.

Annexure 1

Construct and Item Used in the Questionnaire

Online Purchase Intention(Atif et al.2024)
PI1. I seriously consider purchasing the product based on the endorsement of opinion leaders.
PI2. I usually take lots of time before buying a visually conspicuous product
PI3. I buy products that social media influencers are promoting.
PI4. The positive recommendation of social media influencers enhances my purchase decision.
PI5. I look for the product promoted by the influencers.
PI6. I feel that the influencers focus on my interests.
PI6. I feel that the influencers focus on my interests.
PI7. Social media influencers affect my purchase decisions more than conventional advertisements.
PI8. I often make purchase decisions based on influencers' positive reviews
Credibility (Atif et al., 2024
CR1. The social media opinion leader is a credible source of information for products.
CR2. The social media opinion leader provides accurate and reliable information.
CR3. I have confidence in the credibility of the social media opinion leader.
Para-Social Relationship (Kaukab et al. 2024)
PSR1. I feel close enough to use my favorite digital celebrity Apps.
PSR2. I feel comfortable with a digital celebrity's message.
PSR3. I can rely on the information I get from my favorite digital celebrity
PSR4. I am fascinated by my favorite digital celebrity Apps
PSR5. In the past, I pitied my favorite digital celebrity when they made a mistake on their Apps
Self-Disclosure (Kaukab et al. 2024)
SD1.The celebrities I follow share information about themselves
SD2. The celebrities I follow share their feelings.
SD3. The celebrities I follow share their emotions.
SD4. The celebrities I follow share their desires.
SD5. The celebrities I follow share their moods.
SD6. The celebrities I follow share their thoughts.
SD6. The celebrities I follow share their thoughts.
SD7. The celebrities I follow share their opinions.
SD8. The celebrities I follow share their belief

Persuasion Knowledge (Zaman et al. 2024)
PK1. The digital celebrity tries to manipulate the audience in ways I do not like
PK2. I was annoyed by the ad that the digital celebrity sent because it seemed to be trying to manage or control the consumer audience inappropriately
PK3. When I read the ad the digital celebrity sent, I thought it was trying to persuade me to buy the products.
PK4. I noticed tricks in this ad that the digital celebrity sent to promote the product.PK5. The ads that the digital celebrity sends are meant to sell the products.

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