

**SOCIAL MEDIA MARKETING AND THE BEHAVIOR OF YOUNG
GENERATIONS:
A COMPARATIVE ANALYSIS OF INDONESIA AND UZBEKISTAN**

¹Mukhammadjonov Khumoyun Rustambek òg'li

²Arciana Damayanti

³Javliyev Nuriddin Bektemir o'g'li

¹Tashkent State University of Economics, Uzbekistan

²Faculty of economics and business education,

Universitas Pendidikan Indonesia, Bandung, Indonesia

¹humoyunshoxm@gmail.com

²arciana@upi.edu

³<mailto:n.javliyev@tsue.uz>

ABSTRACT

Purpose. This article examines how social media platform marketing influences the behavior of young generations in Indonesia and Uzbekistan. It explores how digital marketing on platforms such as Instagram, TikTok, YouTube, and Telegram shapes youth consumption patterns, brand engagement, social identity, and purchase decisions — two emerging-market contexts with different cultural, economic, and digital development trajectories.

Design/Methodology/Approach. The article adopts a comparative, literature-based structure that integrates concepts from digital marketing, youth consumer behavior, media studies, and social psychology. The discussion links platform use, influencer marketing, peer effects, trust, and digital engagement to behavioral outcomes among young users in both countries.

Findings. Three main patterns emerge. First, influencer credibility, social proof, and repeated platform exposure shape youth behavior in both countries. Second, Indonesian youth — with 139 million social media users — navigate a dense, highly commercialized ecosystem, while Uzbekistani youth (8.70 million social media users, 83.3% internet penetration) are more strongly shaped by trust, community-based communication, and emerging digital consumption norms. Third, social media marketing affects not only purchase intent but also self-presentation, peer conformity, and lifestyle aspiration.

Practical Implications. Firms targeting young consumers in Indonesia and Uzbekistan should tailor social media strategies to local digital culture rather than applying a one-size-fits-all approach. Marketers need to prioritize authenticity, creator relevance, and platform-specific

communication styles. Educators and policymakers should invest in digital literacy and advertising awareness programs for young users.

Originality/Value. This article offers a comparative perspective on how social media marketing affects young generations in two under-researched emerging markets. It connects platform-based marketing with broader behavioral and cultural dynamics, showing that social media's reach extends well beyond product promotion into everyday identity formation and decision-making.

Keywords. social media marketing; young generations; consumer behavior; Indonesia; Uzbekistan; influencer marketing; digital engagement; purchase intention

1. Introduction

Social media has quietly but fundamentally changed how young people relate to brands, products, and each other. For most teenagers and young adults today, platforms like Instagram, TikTok, and YouTube are not just places to catch up with friends — they are where trends are born, identities are performed, and purchasing decisions take shape. This is no longer just a Western phenomenon. From Jakarta to Tashkent, young people are scrolling, liking, sharing, and buying in ways that would have been unimaginable a decade ago.

What makes this shift particularly significant for researchers and practitioners is how marketing has adapted to it. Brands no longer simply push ads into people's feeds. Instead, they embed their messages inside content young people actively seek out — travel vlogs, comedy skits, beauty tutorials, gaming streams. Marketing has become part of the social fabric, and that makes it far more effective and, at the same time, far less visible as marketing.

This article focuses on two countries where this dynamic is playing out in distinct but equally fascinating ways: Indonesia and Uzbekistan. According to [DataReportal \(2024\)](#), Indonesia had 185.3 million internet users and 139 million social media users at the start of 2024, placing it among the most active social media markets in Southeast Asia. Influencer culture is thriving, TikTok Shop has merged entertainment with e-commerce, and digital advertising spending reached US\$3.06 billion in 2024 — up 10.1% from the previous year (Meltwater/We Are Social, 2024). Uzbekistan, on the other hand, is a rapidly growing digital market in Central Asia: [DataReportal \(2024\)](#) recorded 29.52 million internet users and 8.70 million social media users, with internet penetration at 83.3% of the population. Telegram is the dominant messaging platform — used by over 70% of the population — while Instagram and TikTok are rapidly gaining ground (U.S. International Trade Administration, 2025).

The comparison is worthwhile precisely because these two countries are not identical. In Indonesia, youth marketing often thrives on virality, visual storytelling, and a mature commercial

creator network. In Uzbekistan, social media marketing needs to work within trust-based community structures before it can drive purchase action. Yet in both contexts, young people are the primary audience — and understanding how they respond to digital marketing matters both for businesses trying to reach them and for educators and policymakers trying to equip them with critical media skills.

Research Questions

(1) (1) How does social media marketing influence the behavior of young generations in Indonesia and Uzbekistan?

(2) (2) What similarities and differences characterize the influence of platform marketing in the two countries?

(3) (3) What managerial, educational, and policy implications emerge from this comparison?

This article makes three contributions. First, it offers a comparative examination of youth-targeted social media marketing across two emerging markets that are rarely studied together. Second, it links platform-level marketing mechanisms to broader patterns of consumer behavior — purchase intention, peer influence, and self-presentation. Third, it provides a conceptual framework for understanding how digital affordances and local context jointly determine the effectiveness of social media marketing.

2. Literature Review

2.1 Social Media Marketing and Youth Consumer Behavior

Social media marketing refers to promotional activities carried out through social networking platforms that allow real-time interaction, content sharing, and audience targeting ([Kaplan & Haenlein, 2010](#)). Unlike traditional advertising, these messages do not arrive as interruptions — they circulate inside social environments where users are already engaged and expressive.

For young people under 30, this environment is especially resonant. Platforms like Instagram and TikTok function simultaneously as entertainment spaces and social stages, which means branded content can blend almost seamlessly into what users already consume ([Mangold & Faulds, 2009](#)). A short video about a new skincare product can feel less like an advertisement and more like a friend's honest recommendation — particularly when it comes from a creator the viewer has chosen to follow.

The consequences for consumer behavior are significant. Social media marketing has been shown to affect product awareness, brand attitude, emotional attachment, purchase intention, and post-purchase sharing. More broadly, because young people use platforms as arenas for identity expression and social belonging, the products they encounter in those spaces carry symbolic weight beyond their material value.

2.2 Young Generations in Indonesia and Uzbekistan

Indonesia has one of the largest youth populations in Southeast Asia, and its social media landscape reflects this. At the start of 2024, [DataReportal \(2024\)](#) reported that 139 million social media users were active in the country, representing nearly half (49.9%) of the total population. TikTok's ad reach in Indonesia has surpassed 165 million users aged 18 and above — making it the world's largest TikTok audience — while influencer ad spending grew 18.8% in 2024, reaching US\$190 million (We Are Social/Meltwater, 2024).

Uzbekistan's digital landscape is growing rapidly but with a different character. [DataReportal \(2024\)](#) noted 29.52 million internet users (83.3% penetration) and 8.70 million social media users. Instagram leads platform reach (11.7 million users in 2025), followed by TikTok (2.57 million users aged 18+) and Facebook (2.3 million users). Notably, 60% of Uzbekistan's population is under the age of 30, creating a large and growing audience for digital marketing (U.S. International Trade Administration, 2025).

Despite these structural differences, young users in both countries share one important characteristic: they are the primary targets of digital marketing, and they are active, connected, and sensitive to social influence. How that influence operates, however, depends heavily on the social norms, purchasing power, and digital habits of each context.

2.3 Influencer Marketing, Trust, and Social Proof

Among the most visible mechanisms of social media marketing is the use of influencers — individuals who have built audiences based on their perceived authenticity, expertise, or relatability ([De Veirman, Cauberghe, & Hudders, 2017](#)). Young audiences often find creator recommendations more relatable than polished corporate advertisements, precisely because influencers appear more like real people than brands do.

In Indonesia, influencer culture is highly developed. Young consumers encounter macro-influencers, brand ambassadors, and micro-creators daily, particularly on TikTok and Instagram ([Djafarova & Rushworth, 2017](#)). In Uzbekistan, the influencer economy is growing but places greater weight on cultural closeness, linguistic familiarity, and perceived sincerity — partly because Telegram channels and community groups remain central to how information and recommendations circulate (U.S. International Trade Administration, 2025).

Social proof compounds these dynamics. When products or brands accumulate visible markers of popularity — likes, shares, comments, trending hashtags — those signals communicate social acceptability ([Lou & Yuan, 2019](#)). Young people, who are often navigating questions of identity and belonging, tend to read visible popularity as an indicator of desirability or safety. Platform

design choices — what gets amplified, what trends — thus become part of the persuasion architecture.

2.4 Platform Culture, Personalization, and Digital Consumption

Beyond individual creators or campaigns, the platforms themselves shape how young people encounter marketing. Recommendation algorithms determine what content appears in feeds, what goes viral, and which products enter a user's daily scroll without active searching ([boyd & Ellison, 2007](#)). Over time, personalized feeds can make advertising feel precise — even organic — which may enhance both engagement and purchase intent.

In Indonesia, this effect is amplified by the scale of the creator economy and the speed at which trends circulate. Young users encounter beauty, fashion, food, and technology content that weaves promotional messages into entertainment so seamlessly that the boundary between organic recommendation and paid promotion becomes difficult to identify. The integration of commerce directly into platforms — through TikTok Shop and Shopee Live, for example — further shortens the path from desire to transaction.

In Uzbekistan, digital consumption patterns are also shifting toward platform-centered behavior, though the pace of marketing commercialization may reflect different social and economic conditions. Trust and community familiarity remain important gatekeepers. Telegram, in particular, functions not just as a messaging app but as a primary channel for news, commerce, and brand communication — meaning marketing messages that arrive through trusted Telegram channels carry more weight than equivalent content on less-familiar platforms.

2.5 Theoretical Framework

This article draws on four complementary theoretical perspectives to explain how social media marketing shapes youth behavior.

Social learning theory (Bandura, 1986) explains why young people imitate behaviors they observe in influencers and peers — particularly when those behaviors are associated with status, attractiveness, or social reward. Branded consumption, when modeled by admired figures, becomes something worth replicating.

The **theory of planned behavior** ([Ajzen, 1991](#)) helps explain how social media marketing shapes attitudes, perceived social norms, and behavioral intention simultaneously. When a product looks appealing, when peers seem to approve of it, and when purchasing appears easy or accessible, young users become more likely to act.

Social comparison theory ([Festinger, 1954](#)) illuminates why branded lifestyles become benchmarks of aspiration. When young people observe peers or creators living aspirational lives

— with particular products, aesthetics, or experiences — those observations reshape their own consumption desires.

Finally, the **uses and gratifications framework** ([Valkenburg & Peter, 2011](#)) explains why social media is such fertile ground for marketing: young users come to these platforms seeking entertainment, social connection, identity expression, and trend awareness. Marketing messages that align with those motivations are far more likely to be welcomed than resisted.

Together, these frameworks support the article's central argument: social media marketing shapes youth behavior not merely by informing young people about products, but by embedding those products inside the social interactions, identity performances, and peer dynamics that define digital life.

3. Research Methodology

3.1 Research Design

This article adopts a comparative, literature-based design. Rather than collecting primary data, it draws on existing theoretical and contextual knowledge to interpret how social media marketing operates — and produces different effects — among young people in Indonesia and Uzbekistan. The analysis is theoretically guided and comparative in structure, which allows it to move beyond general claims and examine how the same global platforms can generate distinct behavioral patterns across different social environments.

This approach is appropriate for a topic that sits at the intersection of marketing, youth behavior, digital culture, and national context. A conceptual and comparative analysis can surface patterns that empirical studies within a single country might miss, while laying the groundwork for future field-based research.

3.2 Scope of Analysis

The article focuses on young people — broadly, those aged 15 to 30 — as the primary audience for platform-based social media marketing. The analysis is organized around three main areas: (1) the mechanisms through which social media marketing operates, (2) the behavioral responses it tends to produce among young users, and (3) the contextual factors that shape how those mechanisms play out differently in Indonesia versus Uzbekistan.

Sources consulted include peer-reviewed journal articles on influencer marketing, social media engagement, online consumer behavior, and youth identity formation, as well as digital adoption reports from DataReportal, We Are Social/Meltwater, and the U.S. International Trade Administration.

3.3 Comparative Logic

Indonesia and Uzbekistan were selected because both are populous Asian nations with rapidly rising digital engagement, yet they differ considerably in the scale, maturity, and commercial density of their social media ecosystems. Indonesia represents a context of broad platform penetration, a robust creator economy, and trend-driven social commerce. Uzbekistan represents a context of rapid digital growth within a different structural environment — one where trust-based community dynamics continue to shape how marketing messages are received.

This contrast is analytically productive because it allows the article to explore whether the same global platforms generate the same behavioral effects when the surrounding social and economic conditions differ — and to understand what accounts for any differences that emerge.

3.4 Analytical Approach

The analysis proceeds in four steps. First, it maps key patterns in the social media marketing and youth behavior literature. Second, it interprets those patterns using the theoretical frameworks outlined above. Third, it compares how those mechanisms appear to operate in Indonesia and Uzbekistan, drawing on contextual and statistical data about each country's digital landscape. Fourth, it extends those insights into practical implications for marketers, educators, and policymakers.

Table 1. Summary of Analytical Framework

Research Question	Data Source	Analytical Method	Expected Output
How does social media marketing affect youth behavior?	Literature on social media and consumer behavior	Conceptual synthesis	Core influence mechanisms
How do Indonesia and Uzbekistan differ in digital marketing context?	Comparative contextual interpretation	Thematic comparison	Country-specific patterns
What behaviors are most affected?	Youth studies and digital marketing literature	Behavioral analysis	Purchase, identity, and

			engagement outcomes
What are the practical implications?	Marketing and policy-oriented scholarship	Applied discussion	Strategic and educational recommendations

3.5 Ethical Note and Methodological Limitations

This article involves no human subjects — it is based entirely on secondary conceptual and statistical analysis. Several limitations are worth acknowledging. First, the analysis is interpretive rather than statistical, and causality cannot be inferred from it. Second, youth behavior varies substantially within each country — by region, gender, income, education, and language — and the discussion should not be read as characterizing all young Indonesians or Uzbekistanis uniformly. Third, platform dynamics evolve rapidly, and the patterns described here may shift as digital cultures and marketing strategies continue to develop.

4. Results and Discussion

4.1 Comparative Overview of Social Media Marketing Influence

The literature points to three broad pathways through which social media marketing shapes the behavior of young people in both Indonesia and Uzbekistan: (1) purchase-oriented influence, (2) identity and peer-related influence, and (3) engagement and habit-forming influence ([Wang, Yu, & Wei, 2012](#)).

In both countries, young people regularly discover products through entertainment creators, platform recommendations, and visible peer reactions. Marketing works not just through logical persuasion but through emotional appeal and social visibility. The key question is not whether this happens — data confirms that it does — but how it unfolds differently depending on the surrounding digital ecosystem.

In Indonesia, where TikTok alone reaches over 165 million users aged 18+ and digital ad spending exceeds US\$3 billion annually (We Are Social/Meltwater, 2024), young people move through a media environment that is simultaneously highly entertaining and deeply commercial. In Uzbekistan, the same dynamic is emerging — but within a context where Instagram, Telegram, and TikTok are still building their user bases, and where community endorsement carries more weight than platform-scale virality ([DataReportal, 2024](#)).

4.2 Purchase Intention and Consumer Decision-Making

One of the clearest effects of social media marketing in both countries is its influence on purchase intention. Young users often discover products through creators, peer sharing, and algorithmic feeds long before they encounter a brand's own website or any traditional advertising. The result is a significant shift in how the early stages of consumer decision-making work: rather than searching for products, young consumers stumble upon them while doing something else entirely.

In Indonesia, this process is accelerated by the integration of entertainment with commerce. Marketing arrives inside visually engaging, emotionally resonant content — and purchasing can happen just a few taps away. With 59.3% of Indonesian internet users aged 16–64 making purchases online weekly and buy-now-pay-later services adopted by 38.7% of the population (Meltwater/We Are Social, 2024), the infrastructure for social commerce is already deeply embedded in daily life.

In Uzbekistan, purchase decisions appear more trust-dependent. The country's e-commerce market was valued at US\$1.2 billion in 2024 and is expected to grow to US\$1.8–2.2 billion by 2027 (KPMG, as cited in U.S. International Trade Administration, 2025). Yet this growth is occurring in a market where 70% of the population uses Telegram as a primary communication channel, and where community-based endorsements — from family members, friends, or trusted local voices — still play a significant role in purchase validation. This suggests that in Uzbekistan, trust is not merely a nice-to-have: it is the gateway through which any social media marketing must pass.

4.3 Identity, Lifestyle Aspiration, and Peer Conformity

Social media marketing influences youth behavior through more than the desire to buy things. In both Indonesia and Uzbekistan, young people use the products they choose — and the way they display those choices online — to communicate who they are and who they want to become.

In Indonesia, this identity-consumption link is particularly visible in fashion, beauty, gadgets, and food. Platforms establish powerful visual templates: what a stylish young person looks like, what a successful young adult consumes, what technology signals taste and aspiration. Branded products become shorthand for aspirational identities. A young user who adopts a trending aesthetic is not just buying a product — they are participating in a socially legible narrative.

In Uzbekistan, similar dynamics are operating, though filtered through a different cultural lens. With 60% of the population under 30 and a rapidly developing consumer culture (U.S. International Trade Administration, 2025), branded aspiration is becoming increasingly visible. However, the specific lifestyles being aspired to may reflect local values, affordability

considerations, and community expectations more closely than in a more saturated commercial environment.

In both countries, peer conformity remains a significant driver. When certain products, aesthetics, or behaviors are repeatedly visible among admired peers or creators, young people may adopt them not because they have calculated the value of doing so, but because doing otherwise feels like falling behind socially.

4.4 Platform Engagement and Impulsive Behavior

Social media marketing does not just shape what young people want — it shapes how quickly they act on those desires. Fast, visual, entertaining content compresses the distance between exposure and action. Short-form videos, influencer endorsements, and time-limited promotions can create a sense of urgency that bypasses deliberate decision-making.

In Indonesia, this effect is especially pronounced. The speed of content circulation, combined with strong creator-led commerce and platform-integrated shopping, creates an environment where impulse behavior is normalized. Influencer ad spending grew 18.8% in a single year (Meltwater/We Are Social, 2024), reflecting both the supply of promotional content and the demand from young users who are receptive to it.

In Uzbekistan, the same platform features are present, but their impact on impulsive purchasing may be moderated by affordability constraints, family-oriented decision-making patterns, and a digital market that is still developing its commercial infrastructure. Mobile advertising spending in Uzbekistan reached US\$150–160 million in 2024 with forecast growth to US\$190–210 million by 2025 (BYYD Digital Marketing Report, 2025), reflecting a market that is clearly growing — but from a different baseline.

4.5 Similarities and Differences Across the Two Countries

Several core patterns hold across both contexts. Social media platforms serve as primary environments for youth marketing in both Indonesia and Uzbekistan. Influencer content, peer visibility, and algorithmic repetition can collectively shift preferences, purchase intentions, and social behavior. Social media marketing also shapes aspiration, self-presentation, and perceived social norms in both countries — these are not market-specific phenomena.

Yet important differences remain. Indonesia represents a more commercially mature and intense social media environment, where young people encounter a higher volume of branded content and trend-driven persuasion. Uzbekistan represents a more emerging and trust-sensitive environment, where the cultural fit and social credibility of content may be especially important to making marketing land effectively.

These differences carry a practical message: marketers cannot simply copy a campaign from one country and expect it to work in the other. A strategy built on speed, virality, and heavy trend integration may work strongly in Indonesia. A more localized, trust-first approach — perhaps channeling content through Telegram communities and culturally familiar creators — is likely to be more effective in Uzbekistan.

Table 2. Comparative Interpretation of Social Media Marketing Effects in Indonesia and Uzbekistan

Dimension	Indonesia	Uzbekistan
Digital environment	Broad, trend-driven, highly commercial; 139 million social media users (DataReportal, 2024)	Rapidly expanding; 8.70 million social media users, 83.3% internet penetration (DataReportal, 2024)
Influencer ecosystem	Dense creator economy with macro- and micro-influencers on TikTok, Instagram, YouTube	Growing, with strong emphasis on perceived sincerity, cultural fit, and community relevance
Purchase behavior	Faster exposure-to-purchase path; platform-integrated commerce (TikTok Shop, Shopee)	More dependent on trust signals, affordability, and community validation
Peer effects	High trend visibility and lifestyle imitation via viral content cycles	Word-of-mouth and close-network endorsement carry significant weight
Most effective marketing style	Dynamic, visual, interactive, trend-based content with clear call-to-action	Authentic, localized, trust-centered messaging in local language

4.6 Answers to the Three Main Research Questions

RQ1. How does social media marketing influence the behavior of young generations in Indonesia and Uzbekistan?

In both countries, social media marketing shapes youth behavior through influencer recommendation, peer visibility, social proof, algorithmic repetition, and emotionally engaging content. These mechanisms affect product awareness, purchase intention, self-presentation, and

consumer aspiration. Marketing works not primarily through rational persuasion but through social immersion — it becomes part of the environment young people inhabit rather than an external message they evaluate.

RQ2. What similarities and differences characterize the influence of platform marketing in the two countries?

The main similarity is that young users in both countries are shaped by socially embedded digital marketing. The main difference lies in density and trust dynamics. Indonesia — with 139 million social media users and mature social commerce — reflects a denser, more commercially active platform culture. Uzbekistan — with 8.70 million social media users and Telegram as the dominant channel — reflects a context where trust, localization, and community relevance carry more weight.

RQ3. What managerial, educational, and policy implications emerge from this comparison?

Managers should adapt campaigns to local digital culture rather than standardizing across markets. Educators should integrate media and advertising literacy into curricula. Policymakers should support transparent disclosure requirements, particularly for content targeting younger users who may not readily distinguish organic from paid content.

4.7 Theoretical Discussion and Implications

The findings support a broader claim: social media marketing functions as a social and cultural system, not just a promotional one. In both Indonesia and Uzbekistan, marketing effectiveness depends on how products are embedded into the visible routines and social dynamics of youth life.

From a social learning perspective (Bandura, 1986), young users observe and imitate the consumption behaviors of creators and peers they admire. From a theory of planned behavior perspective (Ajzen, 1991), social media simultaneously shapes attitudes, perceived norms, and the sense that acting is easy and normal. From a social comparison perspective (Festinger, 1954), branded lifestyles become reference points that young people measure themselves against. And from a uses and gratifications perspective (Valkenburg & Peter, 2011), marketing succeeds best when it aligns with what young people are already seeking from their platforms — entertainment, connection, and a sense of identity.

Future research should examine how local context interacts with global platform logic. Even when the same apps are available in different countries, the social meaning of digital marketing — and the behavioral outcomes it produces — may look quite different on the ground.

4.8 Limitations

This article has several limitations. First, it is conceptual and comparative rather than empirical: no primary data were collected, and the interpretations cannot be statistically verified. Second,

youth behavior in both Indonesia and Uzbekistan varies significantly by gender, income, region, and educational level — the discussion reflects general tendencies rather than universal experiences. Third, platform cultures evolve rapidly, and the specific dynamics described here — including the statistical figures cited — may shift as digital markets develop and marketing strategies adapt.

These limitations point toward productive directions for future work — particularly mixed-method studies and field research that can test and deepen the patterns identified in this conceptual analysis.

5. Conclusion

Social media marketing has become one of the most significant forces shaping how young people in Indonesia and Uzbekistan think about products, brands, and themselves. In both countries, the digital environment plays a meaningful role in how young people discover items, evaluate brands, compare themselves to peers, and ultimately make consumption decisions. Marketing on social platforms operates not primarily through advertising pressure but through social immersion — through influencers, peer visibility, algorithmic exposure, and the daily texture of digital participation.

What this comparison also shows is that context matters considerably. Indonesia — with 139 million social media users, a US\$3 billion digital ad market, and the world's largest TikTok audience — reflects a highly active and commercially dense platform environment ([DataReportal, 2024](#)). Uzbekistan — where 70% of the population uses Telegram, 60% is under 30, and e-commerce is growing at over 40% annually — reflects a growing digital culture where trust, community relevance, and cultural familiarity shape how marketing messages are received and acted upon (U.S. International Trade Administration, 2025).

For companies, this means that youth marketing strategies need to be genuinely adapted — not just translated — for each country's social and digital culture. For educators and policymakers, it means that helping young people develop critical awareness of how platforms and marketing interact is increasingly important. And for researchers, it means that understanding social media marketing in emerging markets requires attending not just to platforms and campaigns, but to the social contexts of the young people who inhabit them.

References

[Ajzen, I. \(1991\)](#). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Prentice-Hall.

[Bandura, A. \(2001\)](#). Social cognitive theory of mass communication. *Media Psychology*, 3(3), 265–299. https://doi.org/10.1207/S1532785XMEP0303_2

[boyd, d. m., & Ellison, N. B. \(2007\)](#). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>

DataReportal. (2024a). Digital 2024: Indonesia. <https://datareportal.com/reports/digital-2024-indonesia>

DataReportal. (2024b). Digital 2024: Uzbekistan. <https://datareportal.com/reports/digital-2024-uzbekistan>

[De Veirman, M., Cauberghe, V., & Hudders, L. \(2017\)](#). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>

[Djafarova, E., & Rushworth, C. \(2017\)](#). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>

[Festinger, L. \(1954\)](#). A theory of social comparison processes. *Human Relations*, 7(2), 117–140. <https://doi.org/10.1177/001872675400700202>

[Kaplan, A. M., & Haenlein, M. \(2010\)](#). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>

[Lou, C., & Yuan, S. \(2019\)](#). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1521517>

[Mangold, W. G., & Faulds, D. J. \(2009\)](#). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>

Meltwater & We Are Social. (2024). Digital 2024: Indonesia. https://wearesocial.com/id/wp-content/uploads/sites/19/2024/02/Digital_2024_Indonesia.pdf

U.S. International Trade Administration. (2025). Uzbekistan: eCommerce country commercial guide. <https://www.trade.gov/country-commercial-guides/uzbekistan-ecommerce>

[Valkenburg, P. M., & Peter, J. \(2011\)](#). Online communication among adolescents: An integrated model of its attraction, opportunities, and risks. *Journal of Adolescent Health*, 48(2), 121–127. <https://doi.org/10.1016/j.jadohealth.2010.09.010>

Wang, Y., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4), 198–208. <https://doi.org/10.1016/j.intmar.2012.02.002>