

[← BACK](#) [DASHBOARD / ARTICLE DETAILS](#)

Updated on 2022-06-06

Version 3.1 ▾

Understanding How Product Reviews on YouTube Affect Consumers' Purchase Behaviours in Indonesia: An Exploration Using the Stimuli-Organism-Response Paradigm

PUBLISHED

ID 4976980

Tsun-Yu Huang¹, Wen-Kuo Chen¹, Chien-Wen Chen²,
Andri Dayarana K. Silalahi ^{SA} ^{CA} ³ [+ Show Affiliations](#)

Article Type

Research Article

Journal

Human Behavior and Emerging Technologies

Chief Editor Zheng Yan**Academic Editor** Submitted on 2022-06-06 (5 months ago)[> Abstract](#)[> Author Declaration](#)[> Files](#) 3