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Artificial Intelligence Personalization's Dual Affective Effects on Trust and Purchase Moderated by Agreeableness and Neuroticism

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Abstract

Purpose: This study examines the dual affective effects of Artificial Intelligence (AI)-powered personalized advertising on consumer trust and purchase intention in TikTok Shop, with Agreeableness and Neuroticism as moderators.

Research Methodology: A quantitative survey of 355 active TikTok Shop users in Indonesia was conducted and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9.

Results: AI Perceived Personalization enhances Perceived Emotional Support but does not trigger Emotional Creepiness. Perceived Emotional Support positively affects Trust, while Emotional Creepiness negatively affects Trust, and Trust drives Purchase Intention (PI). The positive path through Perceived Emotional Support significantly mediates the personalization–trust relationship, while the negative path does not. Agreeableness and Neuroticism significantly moderate affective responses.

Conclusions: AI personalization mainly works through positive affect, particularly emotional support, to build trust and PI. Creepiness rarely arises but damages trust when it does. Affective responses are asymmetric, with positive reactions being more salient in the Indonesian TikTok Shop context.

Limitations: The study is limited by a predominantly young, digitally intensive, personalization-exposed Indonesian sample, the absence of regional domicile data, reliance on purchase intention rather than actual behavior, and examination of only Agreeableness and Neuroticism.

Contributions: Extends Affective Event Theory (AET) into a dual-affective-route asymmetric model, integrates Big Five personality traits as boundary conditions, and contextualizes AI personalization research in emerging markets.

Keywords: *Agreeableness, AI Personalization, Emotional Creepiness, Neuroticism, Perceived Emotional Support*

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1. Introduction

The rapid development of Artificial Intelligence (AI) has fundamentally transformed digital marketing practices, particularly through its ability to deliver massive, real-time content personalization (Gao &

Liu, 2023). AI-based personalization enables platforms such as TikTok Shop to present product recommendations and advertisements tailored to users' preferences and behavioral histories. In Indonesia, TikTok boasts over 125 million active users Datareportal (2025), while TikTok Shop recorded a gross transaction value exceeding USD 10 billion in 2024. TikTok Shop integrates entertainment, social interaction, and e-commerce within a single platform, so that consumer purchase decisions are heavily influenced by algorithm-mediated digital interactions. This positions TikTok Shop as an ideal empirical setting for exploring how consumers respond to personalization within social shopping (Hasibuan, Suliyanto, & Novandari, 2026). Effective personalization offers tangible benefits, yet it also triggers ambivalent responses: consumers may feel understood and emotionally supported, but they may also feel uneasy when personalization is perceived as overly invasive (Chen, Sun, & Liu, 2022; McKee, Dahl, & Peltier, 2026). These opposing affective reactions perceived emotional support and emotional creepiness are critical to examine because they represent the dual pathways through which personalization shapes consumer trust and subsequent purchase intention (Thürmel, 2021). Understanding these pathways is essential, as trust serves as the central psychological mechanism determining whether personalization succeeds in driving consumer purchase behavior or instead generates resistance and avoidance (Haj-Salem, Damra, Hamouche, Ishaq, & Raza, 2025). Thus, investigating how and why personalization evokes these two contrasting affective responses is not merely an academic exercise but a practical necessity for marketers seeking to optimize personalization strategies while safeguarding consumer trust.

Although research on AI-based personalization is increasingly prevalent, empirical findings regarding its influence on trust and purchase intention still exhibit significant inconsistencies (An & Ngo, 2025; Deveci, 2025). Some studies find that personalization increases trust through enhanced relevance and convenience An and Ngo (2025) and Whang and Im (2018), while others demonstrate that excessively accurate personalization can trigger invasive perceptions that damage trust (Chen et al., 2022; Duan, Dawod, & Wan, 2026). This inconsistency indicates that the effect of personalization on trust is not direct, but rather mediated by dual affective reactions (Shen, Wan, & Zhu, 2025). Drawing on Affective Events Theory (AET) by Weiss and Cropanzano (1996), the emergence of personalized advertisements serves as an affective event that simultaneously triggers two opposing affective reactions: perceived emotional support as a positive reaction by Shen et al. (2025) and Thürmel (2021), and emotional creepiness as a negative reaction (Langer & König, 2018; Petrova, Malär, Hoyer, & Krohmer, 2026). Privacy Calculus Theory Culnan and Armstrong (1999) reinforces this justification by explaining that emotional creepiness emerges as an affective form of imbalance in the subjective calculus between the benefits of personalization and perceived privacy risks (Cloarec, Meyer-Waarden, & Munzel, 2024). Accordingly, AI perceived personalization is predicted to influence trust through these two opposing mediation pathways.

AET explicitly states that the relationship between affective events and emotional reactions can be moderated by individual characteristics (dispositional moderators), which explains why different consumers may respond to personalization in highly varied ways (Weiss & Cropanzano, 1996). The main research gap is the limited integration of personality variables in affective response models to personalization in social commerce. This study refers to the Big Five personality framework by selecting the two dispositional traits that are most theoretically relevant, namely Agreeableness and Neuroticism, as moderators at the appraisal stage of affective events (Mooradian, Renzl, & Matzler, 2006; Sicora, 2015). This decision is based on findings that Agreeableness, which reflects prosocial tendencies, empathy, and a baseline propensity to trust others, should strengthen the effect of personalization on emotional support (Tobin & Graziano, 2020). Conversely, Neuroticism, which reflects high sensitivity to threats, anxiety, and a tendency to exaggerate risks, should exacerbate the effect of personalization on discomfort (Bansal & Gefen, 2010; Fahr & Irlenbusch, 2008). Unlike prior studies that typically treat personality as a direct predictor, the present study positions Agreeableness and Neuroticism as boundary conditions that moderate the affective reaction formation stage (event→affect) rather than the attitude formation stage (affect→attitude). This approach preserves construct clarity and remains fully consistent with AET logic.

This study makes three key contributions, such as extending AET into AI-driven social commerce by testing dual opposing affective pathways with dispositional moderators as boundary conditions a rare approach in digital marketing literature (Duan et al., 2026), integrating Privacy Calculus Theory to ground emotional creepiness theoretically, a construct often loosely defined (Petrova et al., 2026), and contextualizing the model within TikTok Shop Indonesia, an emerging digital-market setting characterized by intensive social-commerce use and widespread exposure to algorithmically personalized content. Practically, these findings support personality-based personalization by emphasizing emotional support for highly agreeable consumers and transparency for highly neurotic consumers. The affective response may also depend on habituation to algorithmic targeting and privacy norms: repeated personalization can be perceived as routine and convenient, whereas privacy-salient contexts may heighten reactance and negative responses (Chen et al., 2022; Cloarec et al., 2024; McKee et al., 2026). Therefore, this study does not assume that positive affective dominance is universal across emerging markets; instead, the Indonesian TikTok Shop context provides an empirical setting in which algorithmic familiarity and privacy expectations may influence the relative salience of emotional support and creepiness. Accordingly, this study aims to examine how AI perceived personalization affects trust and purchase intention through the dual mediation of perceived emotional support and emotional creepiness, with Agreeableness and Neuroticism as moderators, in the context of AI-based personalized advertising on TikTok Shop Indonesia.

2. Literature Review and Hypotheses Development

2.1 Affective Events Theory (AET) and Privacy Calculus Theory in the Context of Advertising Personalization

This study is grounded in two complementary theoretical frameworks: Affective Events Theory (AET) and Privacy Calculus Theory. AET Weiss and Cropanzano (1996) explains that events in an individual's environment trigger affective reactions, which subsequently shape attitudes and behaviors, with three main premises: situations give rise to affective events; these events spontaneously evoke both positive and negative affective reactions; and these reactions influence attitudes and drive behavior (Christensen, Wilson, & Hansen, 2023). Privacy Calculus Theory Culnan and Armstrong (1999) and Dinev and Hart (2006) explains that individuals perform a rational calculus between the benefits of AI-based personalization (content relevance, convenience, exclusive offers) and privacy risks (violations, surveillance, data misuse). The two theories complement each other: Privacy Calculus Theory explains the cognitive evaluation of benefits and risks, but this evaluation does not directly shape attitudes, it is first translated into affective reactions, which is where AET plays its role. The outcome of the risk-benefit calculus elicits a positive affective reaction (Perceived Emotional Support) if benefits dominate, or a negative reaction (Emotional Creepiness) if risks dominate (Langer, & König, 2018; Petrova, Malär, Hoyer, & Krohmer, 2026; Shen, Wan, & Zhu, 2025; Thürmel, 2021). In accordance with AET's premise that individual characteristics moderate the event→affect relationship by Weiss and Cropanzano (1996), this study positions Agreeableness and Neuroticism as moderators at the appraisal stage of affective events (Mooradian, Renzl, & Matzler, 2006; Sicora, 2015). The integration of AET and Privacy Calculus Theory offers a holistic framework for understanding consumer ambivalence in responding to AI-based personalization on TikTok Shop. An important distinction in this integration concerns the boundary between cognitive evaluation and affective appraisal. Privacy Calculus Theory represents the cognitive assessment through which consumers compare the benefits of personalization with perceived privacy risks, whereas Emotional Creepiness represents the affective reaction that may emerge after such an evaluation (Culnan and Armstrong, 1999; Langer and König, 2018; Petrova et al., 2026). Repeated exposure to personalized content may create algorithmic habituation and surveillance fatigue, reducing consumers' vigilance toward routine targeting unless clear privacy boundaries are crossed. Thus, consumers may recognize privacy risks without consistently experiencing strong negative affect (Chen, Sun, & Liu, 2022; Torkamaan, Barbu, & Ziegler, 2019).

2.2 Big Five Personality Traits: Agreeableness and Neuroticism

The Big Five model Costa (1992) and John and Srivastava (1999) classifies personality into five dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Among these five traits, Agreeableness and Neuroticism hold the highest relevance in the context of affective

responses to AI-based personalization, as both are directly related to the assessment of social intent and threat responses, two central mechanisms in personalization acceptance. Unlike Openness (relevant to technology adoption), Conscientiousness (planned behavior), or Extraversion (social interaction), these two traits are most suitable for explaining spontaneous affective responses to personalization (Mooradian et al., 2006; Sicora, 2015).

Agreeableness reflects the tendency to be cooperative, empathetic, and trusting of others' good intentions. Individuals with high Agreeableness are more likely to interpret digital interactions as positive and sincere (Mooradian et al., 2006; Tobin & Graziano, 2020). In line with AET's premise that individual dispositions moderate the event→affect relationship (Weiss & Cropanzano, 1996), Agreeableness is positioned as a moderator of the influence of AI Perceived Personalization on Perceived Emotional Support. Neuroticism reflects the tendency to experience negative emotions and heightened sensitivity to threats. Individuals with high Neuroticism are more prone to perceive risks in ambiguous situations, including invasive personalization (Bansal & Gefen, 2010; Fahr & Irlenbusch, 2008). In this study, Neuroticism is positioned as a moderator of the influence of AI Perceived Personalization on Emotional Creepiness. These two traits are chosen purposefully: Agreeableness moderates the development of positive affective reactions (APP→PES), and Neuroticism moderates the development of negative affective reactions (APP→EC). This arrangement reveals for whom the effects of personalization are more or less pronounced.

2.3 Hypotheses Development

2.3.1 The Influence of AI Perceived Personalization on Perceived Emotional Support

AI Perceived Personalization (APP) is defined as the extent to which consumers feel that advertising content has been tailored to their preferences, needs, and behavioral history (An & Ngo, 2025; Komiak & Benbasat, 2006). In the context of TikTok Shop, personalization is realized through AI algorithms that utilize user behavioral data to present the most relevant recommendations. Meanwhile, Perceived Emotional Support (PES) refers to consumers' perception that the platform provides attention, understanding, and care for their emotional needs (Liang, Ho, Li, & Turban, 2011; Thürmel, 2021). Based on Affective Events Theory (AET) Weiss and Cropanzano (1996), the emergence of relevant recommendations constitutes an affective event that triggers a positive affective response. When consumers receive information that aligns with their needs, they not only gain functional benefits but also develop a perception that the platform understands and cares for them, which in turn enhances PES (He, Cai, Cai, & Zhang, 2021; Shen, Wan, & Li, 2023; Shen et al., 2025). Therefore, the higher the level of APP, the greater the tendency for consumers to perceive emotional support from the platform.

H_1: AI Perceived Personalization has a positive effect on Perceived Emotional Support

2.3.2 The Influence of AI Perceived Personalization on Emotional Creepiness

Emotional Creepiness (EC) is defined as a feeling of discomfort, suspicion, or unease when personalization is perceived as overly accurate, invasive, or exceeding privacy boundaries (Langer & König, 2018; Petrova et al., 2026). Unlike the positive pathway explained by AET, the emergence of EC is better understood through Privacy Calculus Theory Culnan and Armstrong (1999), consumers subjectively weigh the benefits of personalization (relevance, convenience) against privacy risks (surveillance, data breaches). When perceived risks exceed benefits for instance, because the TikTok Shop algorithm reveals sensitive private behavioral details such as viewing duration or shopping habits, a negative cognitive evaluation is formed. This evaluation is then spontaneously translated into a negative affective reaction, in accordance with Affective Events Theory Weiss and Cropanzano (1996), which in this case is EC. The higher the level of AI Perceived Personalization without adequate transparency, the greater the likelihood that consumers will experience EC (Chen et al., 2022; Torkamaan, Barbu, & Ziegler, 2019).

H_2: AI Perceived Personalization has a positive effect on Emotional Creepiness

2.3.3 The Direct Influence of AI Perceived Personalization on Trust

AI Perceived Personalization (APP) is defined as the extent to which consumers feel that the displayed advertising content has been tailored to their preferences, needs, and behavioral history An and Ngo (2025) and Komiak and Benbasat (2006), while Trust (TR) is defined as consumers' belief that the platform will act reliably, honestly, and will not harm their interests (An & Ngo, 2025; Nilashi, Jannach, bin Ibrahim, Esfahani, & Ahmadi, 2016). In addition to through affective mechanisms, APP can also influence TR directly through a cognitive pathway. Based on Affective Events Theory Weiss and Cropanzano (1996), AET acknowledges that some events can directly shape attitudes without strong emotional mediation, particularly when individuals conduct cognitive evaluations of the system's consistency and competence. On TikTok Shop, when consumers evaluate that the personalization system consistently provides relevant and beneficial recommendations, they tend to develop a belief that the platform is competent and reliable. Previous research indicates that APP increases trusting beliefs and trusting intention (Tuan, Hang, & Ngoc, 2025; Whang & Im, 2018). Therefore, the higher the perceived APP, the greater the consumer's trust in the platform.

H_3: AI Perceived Personalization has a direct positive effect on Trust

2.3.4 The Influence of Perceived Emotional Support on Trust

Perceived Emotional Support (PES) refers to consumers' perception that the platform provides attention, understanding, and care for their emotional needs Liang et al. (2011) and Thürmel (2021), while Trust is defined as consumers' belief that the platform will act reliably, honestly, and will not harm their interests (An & Ngo, 2025; Nilashi et al., 2016). Within the AET framework by Weiss and Cropanzano (1996), repeated or intense positive affective reactions will shape a positive attitude toward the object that triggered them. When consumers feel emotionally supported by personalized advertisements feeling cared for, understood, and not alone in the shopping decision process, they tend to develop a belief that the platform has good intentions and is trustworthy (Tseng, 2023; Zhang, Meng, Chen, Yang, & Zhao, 2021). Previous research consistently demonstrates that emotional support from digital interfaces enhances consumer trust (Jeon, 2024). A higher level of perceived PES logically aligns with stronger platform trust.

H_4: Perceived Emotional Support has a positive effect on Trust

2.3.5 The Influence of Emotional Creepiness on Trust

Emotional Creepiness (EC) reflects feelings of discomfort, suspicion, and unease that arise when consumers perceive AI-based personalization as exceeding acceptable privacy boundaries (Langer & König, 2018; Petrova et al., 2026). Based on Affective Events Theory (AET) Weiss and Cropanzano (1996), negative affective responses triggered by an event shape individuals' attitudes toward the object that elicited the emotion. EC serves as a warning signal that activates threat schemas, prompting consumers to reevaluate the platform's motives and integrity (Chen et al., 2022). In the TikTok Shop context, when consumers experience EC, they tend to question the platform's transparency, benevolence, and reliability in managing personal data thereby diminishing their belief that the platform can be trusted. Privacy Calculus Theory Culnan and Armstrong (1999) further reinforces this argument: EC reflects an imbalance in consumers' perceived risk-benefit calculus, which in turn erodes the foundations of trust. Previous research has also demonstrated that feelings of creepiness and heightened privacy concerns can weaken consumer trust in digital platforms (Chen et al., 2022; Cloarec et al., 2024; McKee et al., 2026). Therefore, the higher the level of EC perceived by consumers, the lower their trust in the TikTok Shop platform.

H_5: Emotional Creepiness has a negative effect on Trust

2.3.6 The Influence of Trust on Purchase Intention

Purchase Intention (PI) is defined as consumers' intention to purchase the products or services offered after being exposed to personalized advertisements (Brinson & Holiday, 2021; Spears & Singh, 2004). Trust has long been recognized as a key antecedent of purchase intention in the context of online transactions, because trust reduces perceived risk and uncertainty inherent in digital environments (Ho Nguyen, Nguyen-Viet, Hoang Nguyen, & Hoang Le, 2022). Within the AET framework, positive attitudes in this case, Trust formed from the accumulation of affective reactions will drive favorable

behavioral intentions. When consumers believe that the TikTok Shop platform is reliable, competent, and will not misuse their personal data, they are more willing to complete purchase transactions. Research across various digital contexts, including e-commerce and social media, consistently demonstrates that trust increases purchase intention (Zulfiqar & Ahmed, 2022). Therefore, high trust is expected to drive purchase intention.

H₆: Trust has a positive effect on Purchase Intention

2.3.7 The Mediating Roles of Perceived Emotional Support and Emotional Creepiness

Based on the AET and Privacy Calculus Theory frameworks, AI Perceived Personalization not only directly influences Trust, but also does so through two opposing affective reactions simultaneously, such as Perceived Emotional Support (positive) and Emotional Creepiness (negative). In other words, these two affective variables serve as mediators that translate the influence of personalization on Trust. AET explicitly supports the notion that affective reactions mediate the relationship between events and attitudes (Weiss & Cropanzano, 1996). Meanwhile, Privacy Calculus Theory strengthens the justification for why personalization can trigger creepiness through a benefit-risk imbalance, which in turn decreases Trust (Culnan & Armstrong, 1999). Previous research on personalization has often overlooked this dual mediation and only examined direct effects or single mediation (Deveci, 2025; Kim, & Lee, 2020). The ambivalent nature of consumer responses to personalization demands that dual opposing-direction mediations be tested. Perceived Emotional Support is predicted to positively mediate the relationship between AI Perceived Personalization and Trust, whereas Emotional Creepiness is predicted to negatively mediate the same relationship.

H₇: Perceived Emotional Support mediates the influence of AI Perceived Personalization on Trust

H₈: Emotional Creepiness mediates the influence of AI Perceived Personalization on Trust

2.3.8 The Moderating Role of Agreeableness on the Relationship between AI Perceived Personalization and Perceived Emotional Support

Affective Events Theory explicitly states that individual characteristics (dispositional factors) serve as moderators in the relationship between affective events and emotional reactions (event→affect) (Weiss & Cropanzano, 1996). In other words, not all consumers respond to personalization in the same way; their affective responses are strongly influenced by the personality tendencies inherent in each individual. In this study, Agreeableness one of the traits in the Big Five personality framework by Costa (1992) is positioned as a moderator that strengthens the influence of AI Perceived Personalization on Perceived Emotional Support.

Agreeableness reflects an individual's tendency to be cooperative, empathetic, forgiving, and trusting of others' good intentions (John, & Srivastava, 1999; Tobin, & Graziano, 2020). Individuals with high Agreeableness tend to have a greater propensity to trust, and interpret interactions, including those with digital entities such as the TikTok Shop algorithm as positive and sincere (Mooradian, Renzl, & Matzler, 2006). Previous research shows that Agreeableness positively influences perceptions of social support and increases individuals' tendency to interpret social cues as forms of care (Bowling, Beehr, & Swader, 2005; Lakey, Adams, Neely, Rhodes, Lutz, & Sielky, 2002). In the context of personalization, individuals with high Agreeableness will more easily interpret personalized advertisements as a form of attention and care from the platform, thereby strengthening the relationship between personalization and emotional support (Shen, Wan, & Zhu, 2025). Low Agreeableness may weaken the effect of Perceived AI Personalization on Perceived Emotional Support due to greater skepticism, whereas high Agreeableness strengthens this relationship.

H₉: Agreeableness moderates the influence of AI Perceived Personalization on Perceived Emotional Support

2.3.9 The Moderating Role of Neuroticism on the Relationship between AI Perceived Personalization and Emotional Creepiness

Neuroticism or the inverse of emotional stability, reflects an individual's tendency to experience negative emotions such as anxiety, worry, fear, and anger (Costa, 1992; John and Srivastava, 1999).

Individuals with high Neuroticism have a low threshold for threat (high threat sensitivity), meaning they are more likely to perceive danger or risk in ambiguous situations, including when receiving personalized advertisements that feel overly invasive (Bansal, & Gefen, 2010; Fahr, & Irlenbusch, 2008). In the context of digital privacy, various studies have demonstrated that Neuroticism strengthens risk perception, privacy concerns, and distrust toward digital platforms (Tang, Zhang, & Xiao, 2022). In accordance with AET premise that individual characteristics moderate the event→affect relationship (Weiss & Cropanzano, 1996). In this study, neuroticism is positioned as a moderator influencing the effect of perceived AI personalization on emotional creepiness.

When personalization feels overly accurate or invasive, individuals high in Neuroticism may experience greater discomfort because they are more sensitive to privacy risks and perceived digital surveillance (Bansal & Gefen, 2010). Emotionally stable individuals who score low on Neuroticism tend to be more tolerant of personalization and less prone to creepiness, even when personalization accuracy is relatively high. Neuroticism, on the other hand, moderates the link between AI Perceived Personalization and Emotional Creepiness.

H_{10}: Neuroticism moderates the influence of AI Perceived Personalization on Emotional Creepiness

Figure 1 illustrates the conceptual framework of this study, summarizing all ten hypothesized relationships, including direct, mediating, and moderating effects.

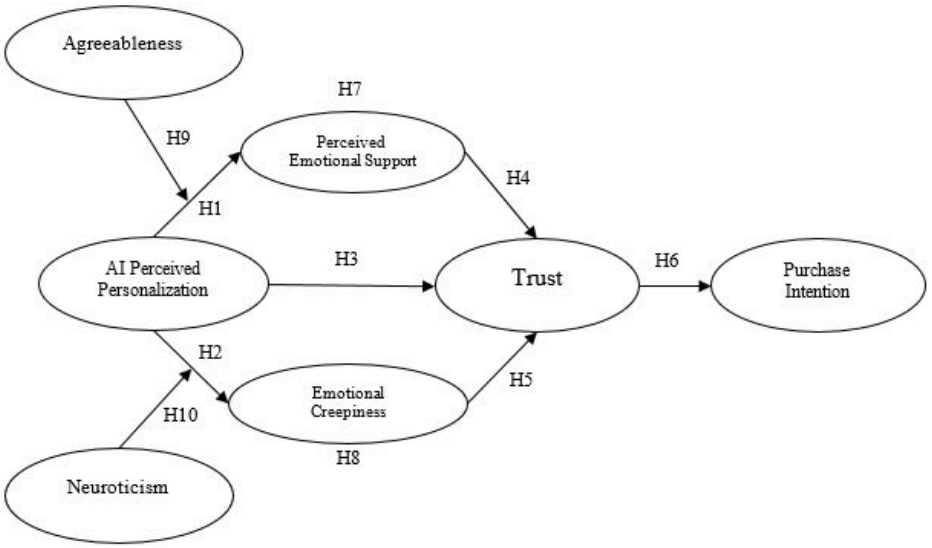


Figure 1. Research model

3. Research Methodology

3.1 Data Collection Method

This study employs a quantitative causal-explanatory survey design to examine the relationships among variables in the conceptual model. Surveys are suitable for collecting perceptual data on AI-based personalized advertising experiences and personality traits (Berinsky, 2017). Cross-sectional data were collected from active Indonesian TikTok Shop users who had viewed personalized ads in the past three months, using purposive sampling with the following criteria, such as actively engaged in shopping or viewing product content at least twice in the past month, had viewed personalized advertisements, aged ≥17 years, and willing to participate voluntarily. Sample size was determined using the inverse square root approach based on a pilot test of 19 respondents by Hertzog (2008), yielding a minimum of 308 respondents at a 95% confidence level and 2% margin of error (Kock & Hadaya, 2018). Data were collected from April to July 2026 through online questionnaires distributed via WhatsApp, TikTok, and Instagram. After screening, 355 of 385 responses were retained (92.2% usable

response rate). The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

3.2 Research Instrument

The instrument in this study was obtained through an adoption and adaptation process from previous research instruments that have been validated for reliability and validity. The adaptation process was conducted using the translation-back translation method with academic experts to ensure equivalence of meaning (Hall et al., 2018). All statement items were measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). This study employed 31 statement items distributed across seven constructs. AI Perceived Personalization was measured with 4 items adopted (An & Ngo, 2025; Komiak & Benbasat, 2006). Perceived Emotional Support was measured with 4 items from Liang et al. (2011). Emotional Creepiness was measured with 4 items (Langer & König, 2018). Trust was measured with 5 items (An & Ngo, 2025; Nilashi et al., 2016). Purchase Intention was measured with 5 items (An & Ngo, 2025; Nilashi et al., 2016). Agreeableness was represented by 4 items, whereas Neuroticism was measured using 5 items adopted from Jabeen, Khan, Bhatti, Falahat, and Qureshi (2025), which adapted the personality scale from Sameeni, Qadeer, Ahmad, and Filieri (2024) based on the Big Five framework (Costa, 1992).

3.3 Data Analysis Technique

Data in this study were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, analyzed with SmartPLS version 3.2.9 software. The PLS-SEM approach is deemed appropriate for the purpose of this study as it allows for the simultaneous testing of the measurement model and the structural model, and is relatively tolerant of non-normal data distributions and medium sample sizes (Hair, Black, Babin, & Anderson, 2019). The data analysis process was conducted in stages, beginning with the evaluation of the outer model to ensure the validity and reliability of the constructs, particularly through convergent validity testing, followed by the evaluation of the inner model to assess the strength and significance of the relationships among variables in the research model (Hulland, 1999). Loading factor values and the Average Variance Extracted (AVE) were measured to determine convergent validity Hair et al. (2019), while internal validity was measured using Cronbach's Alpha values (Nunally & Bernstein, 1978). Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) approach (Henseler, Ringle, & Sarstedt, 2015).

3.4 Robustness Check

Steps taken to minimize Common Method Bias (CMB) employed two approaches. For the non-statistical approach, this study ensured respondent anonymity, constructed items simply, and separated the items for independent and dependent variables in the questionnaire (Durant, Carey, & Schroder, 2002). For the statistical approach, Harman's Single Factor Test was conducted to ensure that the total variance explained by a single factor was 44.3% < 50% (Harman, 1976). The Variance Inflation Factor (VIF) values were evaluated, with all items showing VIF values < 3.3, indicating no indication of bias (Hair et al., 2019; Kock, 2017). These findings establish that the present data are unbiased and viable for further analysis.

4. Results and Discussions

4.1 Demographic Profile

This study involved 355 respondents, predominantly male (55%) and aged 17–28 years (77%), with 50% aged 17–22. Most respondents were high school graduates (66%), students (47%), and had monthly incomes below IDR1,000,000 (47%). Regarding TikTok usage, 93% were active users, and 51% accessed the platform more than five times daily. Fashion was the most frequently encountered advertising category (59%), followed by skincare/beauty (18%) and food and beverages (10%). Notably, 96% had been exposed to personalized TikTok advertisements, and 89% expressed interest in them. Overall, the sample demonstrates substantial exposure to and engagement with personalized advertising on TikTok, supporting its relevance to the study context. The complete respondent profile is presented in Table 1.

Table 1. Demographic profile

Category		
Gender	**Quantity**	**Percentage**
Man	194	55%
Woman	161	45%
Total	355	100%
Age	**Quantity**	**Percentage**
17 - 22 Years Old	178	50%
23 - 28 Years Old	97	27%
29 – 34 Years Old	34	10%
35 – 40 Years Old	20	6%
> 40 Years Old	26	7%
Total	355	100%
Education Background	**Quantity**	**Percentage**
Senior High School	235	66%
Diploma/Bachelor Degree	115	32%
Magister	4	1%
Doctoral	1	0%
Total	355	100%
Employment	**Quantity**	**Percentage**
Student	167	47%
Self-employed	55	15%
Employees	100	28%
Civil Servants	5	1%
Others	28	8%
Total	355	100%
Monthly Income	**Quantity**	**Percentage**
< Rp1.000.000	167	47%
Rp1.000.000- Rp2.999.000	95	27%
Rp3.000.000 – Rp5.000.000	54	15%
> Rp5.000.000	39	11%
Total	355	100%
Active TikTok User	**Quantity**	**Percentage**
Actived	331	93%
Not Actived	24	7%
Total	355	100%
Average Daily TikTok Usage Frequency	**Quantity**	**Percentage**
1 - 3 Times	86	24%
4 - 5 Times	87	25%
> 5 Times	182	51%
Total	355	100%
Dominant TikTok Advertisement Category	**Quantity**	**Percentage**
Fashion	209	59%
Skincare/Beauty	63	18%
Food & Beverages	37	10%

Category		
Gadgets/Electronics	20	6%
Health	1	0%
Travel/Tourism	5	1%
Household Furniture	3	1%
Entertainment	12	3%
Others	5	1%
Total	355	100%
Exposure to Personalized TikTok Ads	**Quantity**	**Percentage**
Yes	341	96%
No	14	4%
Total	355	100%
Interest in Personalized TikTok Ads	**Quantity**	**Percentage**
Yes	315	89%
No	40	11%
Total	355	100%

4.2 Validity and Reliability Test

Indicator loadings were generally satisfactory, ranging from 0.660 (N5) to 0.912 (EC3). Although N5 was below 0.70, it remained acceptable given the adequate Composite Reliability (0.872) and AVE (0.578) of the Neuroticism construct (Hair et al., 2019). The highest-loading indicators within the other constructs were APP2 for AI Perceived Personalization (0.877), PES3 for Perceived Emotional Support (0.872), T3 for Trust (0.876), PI3 for Purchase Intention (0.898), and A2 for Agreeableness (0.845). The Average Variance Extracted (AVE) values for all constructs exceeded 0.50 (Hair et al., 2019). AVE values ranged from 0.578 for Neuroticism to 0.756 for Purchase Intention, exceeding the recommended threshold. All constructs also demonstrated adequate reliability, with Cronbach Alpha ranging from 0.806 to 0.919 and Composite Reliability from 0.872 to 0.939. This indicates that each construct has a good level of internal consistency (Nunally & Bernstein, 1978). The outcomes of this testing confirm that all indicators and constructs used in this study possess adequate validity and reliability levels, rendering them suitable for structural model testing and subsequent hypothesis testing. All validity and reliability test results are presented in Table 2.

Table 2. Validity and reliability test

Variable	Items	Mean	Mean Construct	Loading Factor	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
AI Perceived Personalizatio n	APP1 APP2 APP3 APP4	3.693 3.690 3.639 3.783	3.701	0.816 0.877 0.875 0.830	0.871	0.912	0.722
Perceived Emotional Support	PES1 PES2 PES3 PES4	3.654 3.738 3.625 3.504	3.630	0.829 0.809 0.872 0.866	0.866	0.909	0.714
Emotional Creepiness	EC1 EC2 EC3 EC4	2.690 3.056 3.031 2.831	2.902	0.800 0.897 0.912 0.840	0.885	0.921	0.746
Trust	T1 T2 T3 T4 T5	3.527 3.355 3.377 3.487 3.420	3.433	0.776 0.851 0.876 0.860 0.848	0.897	0.924	0.710
Purchase Intention	PI1 PI2 PI3 PI4 PI5	3.324 3.501 3.451 3.569 3.366	3.442	0.874 0.866 0.898 0.842 0.867	0.919	0.939	0.756
Agreeableness	A1 A2 A3 A4	3.817 3.558 3.575 3.465	3.604	0.763 0.845 0.805 0.764	0.806	0.873	0.632
Neuroticism	N1 N2 N3 N4 N5	3.214 3.346 3.715 3.614 3.487	3.476	0.844 0.803 0.703 0.776 0.660	0.818	0.872	0.578

Note: The interaction terms Agreeableness × AI Perceived Personalization and AI Perceived Personalization × Neuroticism are evaluated through their moderation path coefficients in the structural model rather than being interpreted as ordinary reflective measurement constructs (Henseler & Chin, 2010).

Descriptive statistics show variation across constructs and indicators. AI Perceived Personalization had a mean of 3.701, followed by Perceived Emotional Support (M = 3.630), Agreeableness (M = 3.604), Neuroticism (M = 3.476), Purchase Intention (M = 3.442), Trust (M = 3.433), and Emotional Creepiness (M = 2.902). At the indicator level, A1 recorded the highest mean (M = 3.817), while EC1 had the lowest (M = 2.690). Notably, the lowest indicators for Perceived Emotional Support, Trust, and Purchase Intention were PES4 (M = 3.504), T2 (M = 3.355), and PI1 (M = 3.324), respectively. Overall, these results illustrate meaningful differences in respondents' evaluations across the measurement model.

4.3 Discriminant Validity Test

The discriminant validity of the measurement model was assessed using the Heterotrait–Monotrait Ratio (HTMT). As presented in Table 3, all HTMT values were positive and remained below the recommended threshold of 0.90 (Hair et al., 2019). The HTMT ratios ranged from 0.376 to 0.898, with the highest value observed between Agreeableness and Trust (0.898), followed by Trust and Purchase Intention (0.879), and AI Perceived Personalization and Perceived Emotional Support (0.863). Although the HTMT value between Agreeableness and Trust approached the recommended threshold, it remained below 0.90, indicating that the two constructs retain adequate empirical distinctiveness. The remaining construct pairs also showed HTMT values below the threshold, providing overall support for discriminant validity and confirming that the constructs in the measurement model are sufficiently distinguishable from one another. Therefore, the measurement model demonstrates adequate discriminant validity and is appropriate for subsequent structural model evaluation. The complete HTMT results are presented in Table 3.

Table 3. Discriminant validity test

	APP	A	EC	N	PES	PI	T
AI Perceived Personalization (APP)							
Agreeableness	0.784						
Emotional Creepiness	0.376	0.516					
Neuroticism	0.499	0.602	0.757				
Perceived Emotional Support (PES)	0.863	0.795	0.473	0.545			
Purchase Intention (PI)	0.695	0.786	0.487	0.549	0.757		
Trust (T)	0.770	0.898	0.519	0.567	0.844	0.879	

4.4 Structural Model Evaluation

The predictive relevance (Q^2) test shows all endogenous constructs have $Q^2 > 0$, indicating adequate predictive ability (Hair et al., 2019). Purchase Intention (Q^2 = 0.480), Perceived Emotional Support (Q^2 = 0.437), and Trust (Q^2 = 0.433) demonstrate strong predictive capability, while Emotional Creepiness (Q^2 = 0.349) shows moderate predictive ability. The effect size (f^2) test reveals that Trust provides a very large contribution to Purchase Intention (f^2 = 1.795), indicating its dominant role in shaping consumer purchase intention. Perceived Emotional Support provides a medium contribution to Trust (f^2 = 0.231), while Emotional Creepiness (f^2 = 0.069) and AI Perceived Personalization's direct effect on Trust (f^2 = 0.006) provide small to very small contributions (Cohen, 2013).

The coefficient of determination (R^2) values indicate good explanatory power: Perceived Emotional Support (R^2 = 0.625) and Trust (R^2 = 0.617) fall into the strong category ($R^2 > 0.50$), Purchase Intention (R^2 = 0.642) also shows strong explanatory power, while Emotional Creepiness (R^2 = 0.480) falls into the moderate category (Hair et al., 2019). Overall, the model demonstrates adequate predictive and explanatory ability in explaining the influence of AI-based personalization on consumer trust and purchase intention on TikTok Shop. To provide a clearer visual representation of the structural relationships, Figure 2 presents the standardized path coefficients (β) and

corresponding significance levels (*p*-values) for all direct and moderating relationships in the proposed model.

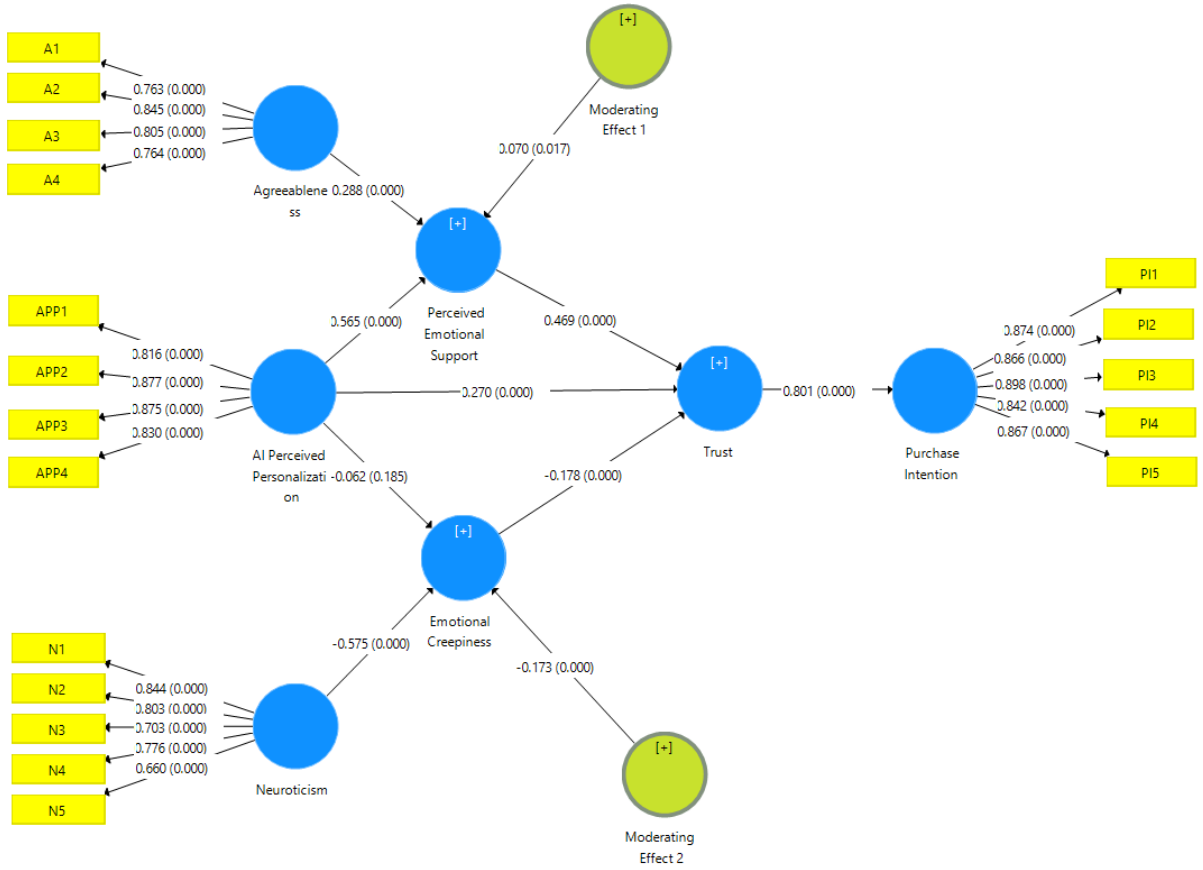


Figure 2. PLS-SEM structural model results

4.5 Hypotheses Result

The test results indicate that the relationships among variables in the research model meet the significance criteria at a 95% confidence level, as shown by *t*-statistic values exceeding the critical threshold of 1.96 and *p*-values below the 0.05 threshold, based on the bootstrapping procedure in PLS-SEM analysis (Hair et al., 2019). The hypothesis testing reveals that AI Perceived Personalization has a strong and significant effect on Perceived Emotional Support (β = 0.565; p < 0.000), supporting H_1 and aligning with the studies of (Shen et al., 2025; Thürmel, 2021). AI Perceived Personalization does not have a significant effect on Emotional Creepiness (β = -0.062; p = 0.185), which leaves H_2 unsupported. AI Perceived Personalization proves to have a direct positive and significant effect on Trust (β = 0.270; p < 0.000), supporting H_3 (An & Ngo, 2025).

The affective mediation tests show that Perceived Emotional Support has a positive and significant effect on Trust (β = 0.469; p < 0.000), supporting H_4 (Jeon, 2024; Tseng, 2023). Emotional Creepiness demonstrates a negative and significant effect on Trust (β = -0.178; p < 0.000), which supports H_5 (Chen et al., 2022; Petrova et al., 2026). Trust proves to have a positive and significant effect on Purchase Intention (β = 0.801; p < 0.000), supporting H_6 (Zulfiqar & Ahmed, 2022). The mediation test results indicate that Perceived Emotional Support significantly mediates the influence of AI Perceived Personalization on Trust (β = 0.265; p < 0.000), supporting H_7 (Kim & Lee, 2020). Emotional Creepiness does not significantly mediate the influence of AI Perceived Personalization on Trust (β = 0.011; p = 0.211), leaving H_8 unsupported.

The moderation effects were evaluated through the structural path coefficients of the interaction terms rather than through conventional outer loading interpretation. The moderation tests reveal that

Agreeableness moderates the positive influence of AI Perceived Personalization on Perceived Emotional Support (β = 0.070; p = 0.017), supporting H_9. Neuroticism moderates the relationship between AI Perceived Personalization and Emotional Creepiness (β = −0.173; p < 0.001), supporting H_{10}. The full hypothesis testing results are presented in Table 4.

Table 4. hypotheses test result

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
H_1: AI Perceived Personalization → Perceived Emotional Support	0.565	0.565	0.044	12.849	0.000*	Supported
H_2: AI Perceived Personalization → Emotional Creepiness	-0.062	-0.059	0.047	1.328	0.185	Rejected
H_3: AI Perceived Personalization → Trust	0.270	0.273	0.055	4.900	0.000*	Supported
H_4: Perceived Emotional Support → Trust	0.469	0.467	0.057	8.257	0.000*	Supported
H_5: Emotional Creepiness → Trust	-0.178	-0.177	0.040	4.514	0.000*	Supported
H_6: Trust → Purchase Intention	0.801	0.803	0.020	40.154	0.000*	Supported
H_7: AI Perceived Personalization → Perceived Emotional Support → Trust	0.265	0.263	0.034	7.823	0.000*	Supported
H_8: AI Perceived Personalization → Emotional Creepiness → Trust	0.011	0.011	0.009	1.252	0.211	Rejected
H_9: Agreeableness moderates the influence of AI Perceived Personalization on Perceived Emotional Support	0.070	0.070	0.029	2.394	0.017*	Supported
H_{10}: Neuroticism moderates the influence of AI Perceived Personalization on Emotional Creepiness	-0.173	-0.172	0.036	4.851	0.000*	Supported

*Note: *P Value <0.05 is Supported.*

4.6 Discussion

Perceived AI Personalization strongly enhances Perceived Emotional Support but does not significantly increase Emotional Creepiness, suggesting that consumers derive greater emotional benefits than discomfort from personalization. However, Emotional Creepiness significantly reduces Trust, indicating that when discomfort arises, it can seriously undermine consumer–platform relationships (Chen et al., 2022; Petrova et al., 2026). Positive internal psychological affective processes, such as Perceived Emotional Support, exert a stronger and more consistent influence on driving trust and purchase intention compared to negative responses (Jeon, 2024; Tseng, 2023). Perceived Emotional Support significantly mediated the effect of personalization on Trust, whereas Emotional Creepiness did not. This suggests an asymmetric affective mechanism in which TikTok Shop users experience the emotional benefits of personalization more strongly than its discomfort (Samson & Voyer, 2012; Strack & Deutsch, 2004).

The descriptive pattern of the constructs reinforces the complementary roles of Privacy Calculus Theory and Affective Events Theory in explaining consumer responses to AI personalization. The relatively favorable levels of AI Perceived Personalization and Perceived Emotional Support, together with the comparatively lower level of Emotional Creepiness, suggest that consumers tend to place greater weight on the perceived benefits of personalization than on its potential privacy risks, allowing personalized content to be interpreted primarily as relevant and supportive rather than intrusive (Culnan & Armstrong, 1999). AET further explains how this appraisal is translated into affective reactions: Perceived Emotional Support functions as a positive affective cue that strengthens perceptions of platform benevolence, care, and reliability, thereby enhancing Trust, whereas

Emotional Creepiness reflects an unfavorable privacy appraisal that signals potential boundary violations and consequently weakens perceptions of platform integrity and benevolence (Weiss & Cropanzano, 1996; Chen et al., 2022; Jeon, 2024; Petrova et al., 2026; Tseng, 2023). The comparatively moderate levels of Trust and Purchase Intention further indicate that favorable personalization experiences do not automatically translate into stronger purchasing responses; rather, these positive affective evaluations need to be converted into sufficient confidence in the platform before they can encourage Purchase Intention (An & Ngo, 2025; Zulfiqar & Ahmed, 2022). Thus, Privacy Calculus Theory explains the benefit–risk appraisal underlying consumers' affective responses, while AET explains how these positive and negative affective reactions are translated into stronger or weaker Trust and subsequently into Purchase Intention.

AI Perceived Personalization functions as a highly dominant affective event in the TikTok Shop context because the personalization algorithm presents advertising content that is highly relevant to consumers' behavior and preferences in real-time, leading consumers to quickly perceive that the platform understands their needs (Bhuiyan, 2024; Gao & Liu, 2023). In this situation, successful personalization enhances the feeling of being cared for and emotionally supported, which in turn builds trust (Shen et al., 2025). Unlike conventional advertisements, which are generic and untargeted, AI-based personalization on TikTok Shop creates a more personal and interactive shopping experience, making consumers feel that the platform "cares" about their comfort (He et al., 2021; Shen et al., 2023). Therefore, AI Perceived Personalization in this context does not merely function as a technical stimulus, but also as a trigger for layered psychological processes that simultaneously activate positive affective reactions (Perceived Emotional Support) and build trust, thereby reinforcing its role in driving consumer purchase intention (Cai & Suh, 2025).

Perceived Emotional Support positively affects Trust and subsequently drives Purchase Intention (Jeon, 2024; Tseng, 2023; Zulfiqar & Ahmed, 2022). Emotional Creepiness negatively affects Trust, while Perceived AI Personalization does not significantly increase creepiness. This nonsignificant effect may reflect the sample's young age and high familiarity with personalized TikTok content, which can normalize algorithmic targeting and make relevance and convenience more salient than surveillance concerns (Mahiri, Kurnadi, & Rosdiana, 2026; Ogbanufe & Pavur, 2022; Torkamaan et al., 2019). Accordingly, the rejection of H2 and H8 may partly reflect the characteristics of a young and algorithmically habituated sample rather than a universal absence of privacy-related discomfort. Nevertheless, when Emotional Creepiness does occur, its significant negative effect on Trust indicates that creepiness remains consequential for consumer–platform relationships.

The findings indicate that Trust serves as a central mechanism connecting positive affective reactions to Purchase Intention in the TikTok Shop personalization context (An & Ngo, 2025; Sitohang & Prasetiyo, 2026). Furthermore, the significant mediating role of Perceived Emotional Support confirms that emotional support constitutes the primary pathway for translating personalization into trust and purchase intention (Kim & Lee, 2020). These findings suggest that in an AI-based personalization environment saturated with personal data, consumers rely more on the feeling of being emotionally supported than merely on functional evaluation. Perceived Emotional Support plays a crucial role in building a sense of security and confidence that the platform has good intentions toward consumers, thereby reducing uncertainty and driving purchasing decisions (Ho Nguyen et al., 2022; Putri & Prasetiyo, 2026). By positioning emotional support as the core affective mechanism, this study differs from previous research that generally focused solely on the cognitive aspects of personalization, such as relevance and usefulness (An & Ngo, 2025; Ikramuddin et al., 2026).

Agreeableness and Neuroticism play distinct moderating roles in responses to Perceived AI Personalization. Agreeableness strengthens Perceived Emotional Support because agreeable consumers tend to interpret personalization more positively (Mooradian et al., 2006; Sicora, 2015). whereas Neuroticism moderates Emotional Creepiness due to greater sensitivity to threat and privacy risks (Bansal & Gefen, 2010). Although personalization does not generally increase creepiness, its effect varies among highly neurotic consumers, supporting AET proposition that dispositional traits shape affective appraisals.

The findings of this study indicate that the Affective Events Theory (AET) framework does not operate linearly and symmetrically within the TikTok Shop personalization context, but rather through dual psychological mechanisms that possess different behavioral functions (Weiss & Cropanzano, 1996). Differing from the initial assumption that personalization triggers a balanced emotional ambivalence, this study examines AET as an active framework in which positive and negative affective reactions are conceptually and empirically separated (Strack & Deutsch, 2004). Perceived Emotional Support significantly mediates the effect of Perceived AI Personalization on Trust, whereas Emotional Creepiness does not, suggesting a context-dependent affective asymmetry likely reinforced by the young, digitally familiar sample (Ogbanufe & Pavur, 2022). This study extends AET into an asymmetric dual-affective-route model, confirming that, within AI-based personalization on TikTok Shop Indonesia, the feeling of being supported exerts a more decisive influence than discomfort on consumer trust and purchase intention (Duan et al., 2026). This affective asymmetry is context-dependent rather than universal. Repeated exposure may normalize personalization and emphasize relevance and convenience, whereas contexts with stronger privacy expectations may increase perceptions of intrusiveness, reactance, and avoidance (Chen et al., 2022; Cloarec et al., 2024; McKee et al., 2026). The contribution of the present study therefore lies in identifying a context in which the positive and negative affective routes operate asymmetrically rather than claiming that positive affect universally dominates across all emerging markets.

These findings extend AI personalization and AET literature by showing that affective responses are not necessarily balanced. In the TikTok Shop Indonesia context, Perceived Emotional Support is more dominant than Emotional Creepiness, indicating a stronger positive affective pathway (McKee et al., 2026; Petrova et al., 2026). These findings affirm that AI-based personalization is not merely perceived as a privacy threat, but is more appropriately understood as a value-adding mechanism that provides emotional support and comfort to consumers, especially on social media platforms already familiar with personalization algorithms (Gao & Liu, 2023; Sipos, 2025). The role of personalization consequently requires a conceptual repositioning from being merely an advertising targeting strategy to becoming an emotional support tool that helps consumers feel understood and accompanied throughout their shopping decision process (Shen et al., 2025). This repositioning expands the understanding of the affective function of personalization and positions TikTok Shop as a shopping environment that is not only transactional but also emotionally supportive, while simultaneously demonstrating that concerns regarding Emotional Creepiness are not always relevant across all cultural and generational.

5. Conclusions

5.1 Conclusion

This study examined the dual affective effects of AI-powered personalization on Trust and Purchase Intention among 355 TikTok Shop users in Indonesia. Perceived AI Personalization significantly increased Perceived Emotional Support but not Emotional Creepiness. Both affective responses influenced Trust in opposite directions, while Trust positively affected Purchase Intention. Perceived Emotional Support significantly mediated the personalization–Trust relationship, whereas Emotional Creepiness did not, indicating an asymmetric dual-affective mechanism. Agreeableness and Neuroticism also significantly moderated affective responses. These findings extend AET by incorporating asymmetric affective pathways and personality-based boundary conditions.

From a practical perspective, managerial attention should focus on strengthening Purchase Intention, Trust, and Perceived Emotional Support while maintaining low levels of Emotional Creepiness. Improving personalization accuracy alone may be insufficient; TikTok Shop and marketers should enhance the relevance and helpfulness of recommendations, explain why products are suggested, ensure consistency between advertisements and actual offerings, and increase transparency regarding data use and personalization processes. Intrusive targeting should also be minimized and adequate privacy controls provided to strengthen trust and purchase intention.

5.2 Research Limitations

This study has several limitations related primarily to sample composition and contextual coverage. The sample was predominantly young, with 77% of respondents aged 17–28 years, while 66% had a senior high school educational background, 47% were students, and 47% reported monthly income below Rp1,000,000. Moreover, 96% of respondents had previously been exposed to personalized TikTok advertisements, indicating that the sample was highly familiar with algorithmically personalized content. These characteristics may limit the extent to which the findings represent older, less digitally intensive, higher-income, or less personalization-exposed consumers. The questionnaire did not capture respondents' province or regional domicile. Therefore, the geographical distribution of the sample could not be evaluated. Future research should incorporate regional identification or geographically stratified sampling to examine whether consumer responses to AI personalization vary across Indonesian regions. The study is also limited to the Indonesian TikTok Shop context, measures purchase intention rather than actual purchase behavior, and examines only Agreeableness and Neuroticism among the Big Five personality traits.

5.3 Suggestions and Directions for Future Research

Future research should employ longitudinal, experimental, and cross-cultural designs to strengthen causal inference and examine how cultural and regulatory contexts shape dual-affective mechanisms. Studies may also integrate behavioral data to reduce reliance on self-reports and address the intention to behavior gap. Further investigation should consider additional personality traits, trust propensity, privacy self-efficacy, AI literacy, product type, consumer involvement, and platform characteristics as potential boundary conditions. Intervention studies on transparency, privacy controls, and user empowerment are also needed to identify ways to reduce emotional creepiness while preserving the benefits of personalized AI experiences.

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Author Contributions

The authors contributed to this study as follows AN was responsible for conceptualization, methodology, formal analysis, investigation, data curation, preparation of the original draft, and project administration, while SS contributed to conceptualization, review and editing, and supervision. All authors have read and approved the final manuscript.

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