

## A SYSTEMATIC LITERATURE REVIEW ON SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOUR

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### ABSTRACT

In this digital era, social media (SM) has radically transformed consumer behavior, serving as a platform where consumers discover products, compare prices, and evaluate merchandise through reviews and opinions. SM enables brands to connect with consumers in a personalized manner, creating a sense of interaction as though the brand is speaking directly to them. This systematic review explored the Social Media Marketing Activities (SMMA) employed by businesses to engage consumers, build trust, and drive purchase intentions. The study analyzed 41 scholarly articles published between 2019 and 2024, uncovering how SMMA strategies, such as influencer marketing, personalized content, and augmented reality, shape consumer-brand relationships. The findings highlighted that effective SMMA not only enhances brand loyalty but also significantly impacts consumer purchase intentions. Moreover, SMMA has become a vital tool for developing robust marketing strategies, bridging businesses and consumers through interactive and engaging approaches. It was concluded that the consumer-brand relationship positively and significantly influences purchasing decisions through SM. By addressing challenges such as privacy concerns and content saturation, brands can optimize their SMMA strategies to foster trust and ensure long-term engagement, making SM an indispensable part of modern marketing.

### KEYWORDS

social media marketing; social commerce; consumer behaviour; purchase intention; digital marketing

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**ARTICLE INFO**

Submitted October 2024

Revision December 2024

Accepted December 2024

DOI: <https://dx.doi.org/10.4314/jfecs.v52i1.280005>

**INTRODUCTION**

Social media's development has been fostered by both the human need for communication and developments in digital technology. It is a story about large-scale personal relationship creation and maintenance. In less than a generation, social media has transformed from directly exchanging information electronically to a virtual community, an e-commerce platform that is a crucial instrument for 21st-century marketing. The increased usage of the internet and the development of Social media have significantly impacted the world, with

platforms like Facebook, Twitter, and WhatsApp gaining widespread adoption (Ganguly & Kumaraguru 2019) and emerged as a powerful online networking tool that allows users to create, share, and exchange content in virtual communities (Zeng 2013). The definitions were provided by various researchers such as – An internet-based application built on foundations of web 2.0 allows the creation and sharing of user-generated content (Kaplan & Haenlein 2010) facilitating online communication, networking, and collaboration, allowing people to connect, interact, produce, and share content (Russo et al. 2008; Lewis 2009). A more complex definition of social media was given by (Howard & Parks 2012) which consists of three parts 1) To produce and distribute content there is an information infrastructure and tools 2) the content in digital form and 3) the people, organization, and industries that produce and consume those digital contents.

Social media has increased digital literacy and connectivity (Rodrigues & Niemann 2017). (Damota 2019) highlighted from their study that while social media facilitates improved socialization, communication, and learning, it also presents challenges such as depression, anxiety, and cyberbullying. (Cromity 2012) emphasizes that, with appropriate strategies, social media can be leveraged for effective communication and sustainable user engagement. There are also drawbacks such as excessive use has adversely impacted personal and social relationships, leading to increased stress among individuals (Harchekar 2017). According to Forbes media, an estimated 4.9 billion people use social media across the world (2023) and it is expected to jump to approximately 5.85 billion users by 2027. The social media app market in 2022 was valued at \$49.09 billion with a CAGR of 26.2% from 2023 to 2030. With 2.9 million monthly active users, Facebook is the most used social media platform in the world. YouTube is hot on its heels, clocking in with 2.5 million monthly active users.

Social media marketing has emerged as a transformative force in modern business, offering unprecedented opportunities for companies to engage with audiences, build brand awareness, and drive sales (Arsath 2024) and allowing companies to reach targeted consumers effectively (Adilova 2017; Kavak *et al.* 2020) and promoting products and services, while also gathering valuable customer feedback (Zerres 2024). It has become an essential component of corporate marketing strategies, facilitating interactions between companies, customers, and other stakeholders (Whiting & Deshpande 2014). The advantages of SMM include cost-effective marketing, enhanced brand awareness, and improved customer relationships (Adilova 2017; Zahoor & Qureshi 2017). This effective social media marketing strategy can enhance customer relationships, generate leads, and improve brand equity (Zahoor & Qureshi 2017).

Online shopping has experienced significant growth, and transformed consumer behaviour and the retail landscape globally (Kashyap 2024). The development of online purchasing around the world has been significant in recent years, due to increased internet penetration, smartphone usage, and improved payment methods (Jain 2020), (Kumar & Lata 2021). According to (Hruska & Maresova 2020) businesses invest heavily in learning the intricacies of these platforms to influence consumer decisions through likes, shares, and follows. However, despite this widespread adoption, there remains a gap in understanding how specific social media strategies influence consumer behavior, especially in terms of engagement and purchase intention.

This study aims to address this gap by exploring the influence of emerging trends in social media marketing (SMM), such as influencer marketing, video content, and augmented reality, on consumer behavior. By

synthesizing existing research and analyzing current trends, this review provides insights into the evolving relationship between SMM strategies and consumer engagement. Additionally, the review highlights the challenges marketers face in leveraging these strategies effectively, including issues related to privacy concerns, content saturation, and consumer trust. Through a comprehensive examination of these aspects, the review will contribute to a better understanding of how businesses can optimize their social media efforts to drive consumer engagement and improve marketing outcomes.

## METHODOLOGY

### Organizational framework of the review

The systematic overview of the body of information in a field and the recommendation of new directions for study in light of any knowledge gaps are the goals of a systematic evaluation of the literature (Paul & Criado 2020). Under the systematic literature review methodology, the present review synthesizes the literature on impulse buying, identifies research gaps, and suggests future study approaches. Domain-based, theory-based, and method-based are the three types of systematic reviews identified by (Paul & Criado 2020). By gathering and enhancing a collection of work in a certain field or subject area, this review adheres to the domain-based method (Paul & Benito 2018) domain-based assessments are the norm for business and marketing (Paul & Criado 2020). Reviews based on domains can be model/framework evolving (Khan *et al.* 2020b) hybrid-narrative (Dabić *et al.* 2020), framework-based (Paul & Benito 2018), bibliometric (Khan *et al.* 2020b), and organised (Paul & Feliciano-Cestero 2021). According to "commonly used methods, theories, and constructs in the form of tables and figures," structured reviews compile the literature (Paul & Criado 2020).

According to (Gopalakrishnan & Ganeshkumar 2013; Paul & Criado 2020), An organised, methodical approach to literature reviews is a dependable way to synthesise research because it has strictly predetermined rules and techniques that are scientific, repeatable and explicit. Furthermore, according to (Gopalakrishnan & Ganeshkumar 2013; Paul & Criado 2020). Finding gaps in a field of study and evaluating the present state of knowledge can be accomplished with the use of a systematic review technique, enabling researchers to suggest future possibilities for their work. For summarising the state of the art in the field of Social Media purchase research, a structured systematic literature review is a suitable method. Accordingly, this study uses a structured, systematic literature review technique and fits into the domain-based review of the literature category (Paul & Criado 2020).

### **Topic selection**

An organised, methodical assessment process to look at the literature on social media marketing and consumer behaviour. First step in creating a compelling literature review involves choosing a topic (Paul & Criado 2020). According to (Paul & Criado 2020), a thorough analysis on a specific topic wasn't supposed to be released just now unless it suggests fresh insights or a new line of inquiry. Thus, a search via Scopus database identified 41 literature reviews in the social media marketing and consumer behaviour in various fields.

### **Search strategy**

Databases and keywords for the study are to be chosen after deciding on a topic. The selection process is described in the following sections.

### **Database selection and article search**

Scopus have been used to search to for pertinent articles in accordance with the structured review papers published in top ranked journals and SPAR-4-SLR guidelines (Paul & Feliciano-Cestero 2021). Additionally, Science Direct, Springer, Sage, and Google Scholar were used to cross-check and ensure no relevant research papers have been missed. These databases were chosen for their extensive coverage of high-impact journals in business, marketing, and consumer behavior, ensuring the quality and relevance of the articles reviewed. Scopus was the primary database due to its robust indexing and relevance to the domain. Additional databases were used to cross-check results and ensure inclusivity of diverse perspectives.

### **Selecting the appropriate keywords**

A method for selecting keywords for article search that was recommended by (Talwar *et al.* 2020; Littlewood & Kloukos 2019; Hiebl 2023) was used in this review. Made an initial search on Scopus using the keyword "Social media marketing and consumer behaviour". In the first 15 search results were observed that "Social media marketing", "consumer behaviour" and "Social commerce" were the recurring keywords (Okoli & Schabram 2015). Following consultation with four subject-matter experts, the aforementioned keywords were combined with the Boolean operators "OR" and "AND" to look for pertinent published paper (Kitchenham 2012; Booth *et al.* 2012).

### **Selecting journals and how articles are included/excluded**

To choose the publications that were part of this review, we followed the procedure recommended by (Voola *et al.* 2022).

**Identification:** Using the search keywords,

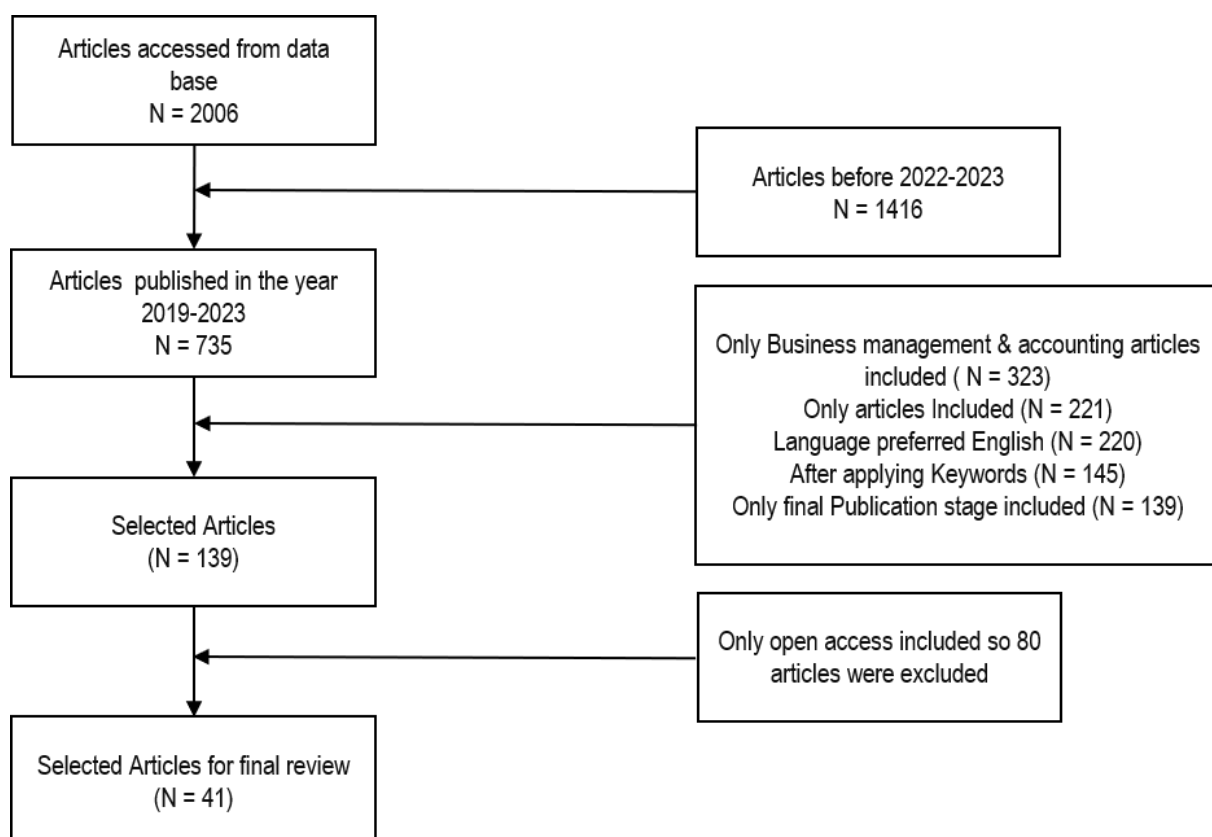
2006 records were first found in the databases that were chosen. Then, 1416 records that were excluded since they are from 1974 to 2021 and only recent database of 2019 and 2024 were included for the review. There are 590 articles found from 2019 – 2024 having a CAGR of 18.92% (up to 2023) (Maseeh *et al.* 2022; Mehta *et al.* 2022).

**Eligibility and Screening:** Following the elimination of 1416 entries, 590 records were evaluated in accordance with the article's inclusion/exclusion criteria. Therefore, a manuscript should meet three requirements in order to be considered for this SLR: scholarly in character were 220 selected which are in English Language, relevant to SMM, and published in a peer-reviewed journal which are 139 were selected for the review. Only articles that have been published in journals that have impact factor of one or more in the Journal Citation Report (JCR) or in journals by

the Australian Business Deans Council (ABDC) which are designated as A\* or A Journal Quality List were shortlisted in order to assure the review's quality (Paul & Criado 2020; Shankar *et al.* 2022). The articles that are final in Publication stage were selected so 121 articles are included and finally articles that are open access were included for the review. As a result, the last 41 items were accepted.

**Inclusion:** The 41 full-text articles that satisfied the qualifying requirements were carefully reviewed and were included for this review.

**Exclusion:** Articles published before 2019 were excluded, as they may not reflect the most recent trends and technological advancements in social media marketing. Articles that do not focus on SMM or consumer behavior, or are not empirical in



Note(s) : Prisma Flow chart

**FIGURE 1: ARTICLES INCLUSION AND EXCLUSION PROCESS**

nature were excluded. Non-open access articles, were excluded to ensure broad accessibility for research purposes.

## FINDINGS AND DISCUSSION

Table 1 presents the details of the 41 papers and demonstrates how the field of SMM research has changed over a four-year period, from 2019 to 2024. The 31 scholarly publications published the 41 research papers that were chosen for this study and covered a wide range of subjects, such as purchase intention, social media, consumer behaviour, and social media marketing. Critical observation revealed that SMM has been thoroughly studied.

## Methodological approaches

### Settings of the research

The SMM literature is compiled in this part according to the nations from which the data were gathered. Consequently, only 41 empirical investigations using primary data were taken into consideration. The list of 22 nations where SMM research has been conducted is shown in Table 2. According to a country-wise distribution, 64 studies from the UK, 29 from each of the USA, 19 from India, Indonesia and Australia where 63.5% of the study was carried out. In general, this distribution indicates that the majority of SMM research is conducted in Western cultures.

### Design of the study and gathering of data

Table 3 demonstrates that five research used an experimental design, whereas slightly more

**TABLE 1: DETAILS OF SELECTED ARTICLES FOR FINAL REVIEW PROCESS**

| S.No | Author                                | Title  | Journal   |
|------|---------------------------------------|--|---|
| 1    | (Arbabi <i>et al.</i> 2022)           | Social networks marketing, value co-creation, and consumer purchase behavior: combining PLS-SEM and NCA  | Journal of risk and financial management                        |
| 2    | (Mahmoud <i>et al.</i> 2021)          | Pandemic pains to Instagram gains! COVID-19 perceptions effects on behaviours towards fashion brands on Instagram in sub-Saharan Africa: tech-native vs non-native generations | Journal of brand management                                     |
| 3    | (Li & McCrary 2022)                   | Consumer communications and current events: a cross-cultural study of the change in consumer response to company social media posts due to the covid-19 pandemic               | Journal of marketing analytics                                  |
| 4    | (Zailskaite-Jakste & Minelgaite 2021) | Consumer engagement behavior perspective in social media: mediating role and impact on brand equity  | Journal of eastern European and central Asian research          |
| 5    | (Pozharliev <i>et al.</i> 2022)       | Consumers' self-reported and brain responses to advertising post on Instagram: the effect of number of followers and argument quality  | European journal of marketing                                   |
| 6    | (Ramdani & Belgiawan 2023)            | Designing Instagram advertisement content: what design elements influence customer attitude and purchase behavior?   | Journal of Contemporary management research                     |
| 7    | (Quach <i>et al.</i> 2022)            | Digital technologies: tensions in privacy and data   | Journal of the academy of marketing science                     |
| 8    | (Levy <i>et al.</i> 2021)             | Engagement of ethnic-minority consumers with electronic word of mouth (EWOM) on social media: the pivotal role of intercultural factors  | Journal of theoretical and applied electronic commerce research |
| 9    | (Chang <i>et al.</i> 2023)            | Exploring enablers of contagious content for dining blogs: an integrated approach by using content analysis and interpretive structural modelling                              | Journal of theoretical and applied electronic commerce research |

**TABLE 1: DETAILS OF SELECTED ARTICLES FOR FINAL REVIEW PROCESS - Continued**

| S.No | Author                              | Title  | Journal   |
|------|-------------------------------------|--|---|
| 10   | (Cabeza-Ramírez <i>et al.</i> 2022) | How generation x and millennials perceive influencers' recommendations: perceived trustworthiness, product involvement, and perceived risk   | Journal of theoretical and applied electronic commerce research         |
| 11   | (Mahmoud <i>et al.</i> 2022)        | Pandemic pains to Instagram gains! covid-19 perceptions effects on behaviours towards fashion brands on Instagram in sub-Saharan Africa: tech-native vs non-native generations   | Journal of marketing communications                                     |
| 12   | (Oktoriana 2021)                    | Perceived benefits of social media networks' impact on the competitive behavior of Indonesian SMEs in food and beverage sector   | Journal of Economics and sociology                                      |
| 13   | (Sharma <i>et al.</i> 2020)         | Social media activities and its influence on customer-brand relationship: an empirical study of apparel retailers' activity in India   | Journal of theoretical and applied electronic commerce research         |
| 14   | (Mason <i>et al.</i> 2021)          | Social media marketing gains importance after covid-19 fake news or true lies? reflections about problematic contents in marketing   | Cogent business and management international journal of market research |
| 15   | (Mude & Undale 2023)                | Social media usage: a comparison between generation y and generation z in India  | International journal of e-business research                            |
| 16   | (Dobre <i>et al.</i> 2021)          | The common values of social media marketing and luxury brands. the millennials and generation z perspective  | Journal of theoretical and applied electronic commerce research         |
| 17   | (Gerlich 2023)                      | The power of virtual influencers: impact on consumer behaviour and attitudes in the age of AI  | Administrative sciences   |
| 18   | (Silaban <i>et al.</i> 2022)        | Understanding hedonic and utilitarian responses to product reviews on YouTube and purchase intention   | Journal of Cogent business and management                               |
| 19   | (Hashem <i>et al.</i> 2024)         | Brand linguistics: the influence of using local terminology through social media in marketing products on customers' purchase behaviour  | Journal of system and management sciences                               |
| 20   | (Chen 2023)                         | Comparing content marketing strategies of digital brands using machine learning  | Humanities and social sciences communications                           |
| 21   | (Reshetnikova <i>et al.</i> 2024)   | Differentiation of polish and Ukrainian consumers' attitudes to Russian brands and international brands remaining on the Russian market  | Central European management journal                                     |
| 22   | (Singh 2019)                        | e-Word of mouth: strengthening the strategic tool of digital marketing   | International journal of recent technology and engineering              |
| 23   | (Garg & Bakshi 2024)                | Exploring the impact of beauty vloggers' credible attributes, parasocial interaction, and trust on consumer purchase intention in influencer marketing   | Humanities and social sciences communications                           |
| 24   | (Chiang <i>et al.</i> 2019)         | Influence factors of people purchasing on social commerce sites  | Journal of Contemporary management research                             |
| 25   | (Khan <i>et al.</i> 2020a)          | Perceived usefulness of social media in financial decision-making: differences and similarities  | Innovative marketing  |
| 26   | (Widyastuti <i>et al.</i> 2020)     | Revisiting the online shopper's behaviour in Indonesia: the role of trust and perceived benefit  | International journal of industrial engineering and management          |
| 27   | (Santanagopalan & Krishnaraj 2023)  | Impact of information parameters of online auto dealership website towards consumer purchase intention; [impacto dos parâmetros de informação do site da concessionária de automóveis on-line sobre a intenção de compra do consumidor]; [impacto de los parámetros de información del sitio web de un concesionario de automóviles online en la intención de compra del consumidor] | International journal of professional business review                   |
| 28   | (Al-Qudah 2020)                     | The effect of brands' social network content quality and interactivity on purchase intention: evidence from Jordan   | Management science letters  |

**TABLE 1: DETAILS OF SELECTED ARTICLES FOR FINAL REVIEW PROCESS - Continued**

| S.No | Author                          | Title  | Journal   |
|------|---------------------------------|--|---|
| 29   | (Rosita <i>et al.</i> 2023)     | The effect of entrepreneurial orientation and social media adoption on marketing performance of culinary start-up business     | Journal of system and management sciences                               |
| 30   | (Makrides <i>et al.</i> 2020)   | The gold rush of digital marketing: assessing prospects of building brand awareness overseas                                   | Business perspectives and research                                      |
| 31   | (Kocić & Radaković 2019)        | The implications of the electronic word-of-mouth communication in choosing a wellness offer                                    | Economic horizons   |
| 32   | (Affah <i>et al.</i> 2022)      | Viewer behavior on social media: viral marketing of a movie trailer in Indonesia   | Gadjah mada international journal of business                           |
| 33   | (Bauerová <i>et al.</i> 2023)   | Who are online grocery shoppers?   | E A M: ekonomie a management  |
| 34   | (Jawa & Chaichi 2015)           | Factors influencing consumer behavior towards online shopping in Saudi Arabia  | International journal of multicultural and multireligious understanding |
| 35   | (Zhang <i>et al.</i> 2023)      | Effects of in-store live stream on consumers' offline purchase intention   | Journal of retailing and consumer services                              |
| 36   | (Pera <i>et al.</i> 2020)       | I am who I am: sharing photos on social media by older consumers and its influence on subjective well-being                    | Psychology & marketing  |
| 37   | (Gazal <i>et al.</i> 2019)      | Factors affecting social media adoption among wood products consumers  | Bioproducts business  |
| 38   | (Sigurdsson <i>et al.</i> 2020) | The relationship between the firm's social media strategy and the consumers' engagement behavior in aviation                   | Managerial and decision economics                                       |
| 39   | (Pucci <i>et al.</i> 2019)      | Does social media usage affect online purchasing intention for wine? the moderating role of subjective and objective knowledge | British food journal  |
| 40   | (Jacobson <i>et al.</i> 2020)   | Social media marketing: who is watching the watchers?  | Journal of retailing and consumer services                              |
| 41   | (Nash 2019)                     | Exploring how social media platforms influence fashion consumer decisions in the uk retail sector                              | Journal of fashion marketing and management: an international journal   |

**TABLE 2: COUNTRIES AND NUMBER OF PUBLICATIONS ON SMM (2019 – 2024)**

| S.No | Countries | Total | S.No | Countries      | Total |
|------|-----------|-------|------|----------------|-------|
| 1    | UK        | 4     | 12   | DENMARK        | 1     |
| 2    | USA       | 2     | 13   | HUNGARY        | 2     |
| 3    | AUSTRALIA | 3     | 14   | NORWAY         | 2     |
| 4    | INDIA     | 3     | 15   | SPAIN          | 2     |
| 5    | INDONESIA | 1     | 16   | IRAN           | 1     |
| 6    | CHINA     | 2     | 17   | IRELAND        | 2     |
| 7    | ITALY     | 3     | 18   | SOUTH AFRICA   | 2     |
| 8    | PORTUGAL  | 1     | 19   | UKRAINE        | 1     |
| 9    | MALAYSIA  | 1     | 20   | CZECH REPUBLIC | 1     |
| 10   | CANADA    | 3     | 21   | ECUADOR        | 1     |
| 11   | BRAZIL    | 3     |      |                |       |

than 50% of publications (21 out of 41 papers) used a survey-based methodology. Additional research used the mixed-method (two papers) and qualitative-method (three papers) as well

as the conceptual method (eight papers). But we were unable to locate any systematic review papers on SMM that would have supported the requirement for an SLR in this



field.

Additionally, six survey-based studies and two experimental study used an offline technique of data collecting, while sixteen studies were survey based and four studies were experimental based used an online as a method for collecting data. The preference for online data collection methods may stem from the fact that email marketing is the primary means of implementing SMM campaigns. Just seven studies took into account students, while the majority (23 studies) of the studies, used a generic consumer samples. Because actual customers are typically the ones who benefit from SMM, researchers chose to employ a general consumer sample. Because actual customers are typically the ones who benefit from SMM, researchers chose to employ a general consumer sample.

### ***Theoretical perspectives***

**Social currency theory:** This theory suggests that people share information that increases their social status. In dining blogging, sharing unique experiences or insider information can be valuable to others (Berger 2014).

**Word-of-Mouth (WOM) theory:** This theory emphasizes the importance of people talking about products and brands. Dining blogs can trigger positive WOM by creating associations and discussions about restaurants (Aaker 1991; Griffin & Karolyi 1998).

**Emotional marketing theory:** Emotions play a key role in consumer decisions, especially for experiences like dining out. Dining blogs can be effective by invoking emotions and creating a connection with readers (Huang 2001).

**Social influence theory:** People are influenced by others, especially those they see as similar to themselves (Homophily) or

those they trust (Social Media Influencers). Dining blogs can leverage these factors by featuring content from relevant influencers or highlighting relatable experiences (Iyengar & Berger 2014).

**Perceived value theory:** People are more likely to share information they find valuable. Dining blogs can provide practical value by offering reviews, recommendations, and problem-solving content (e.g. finding budget-friendly options) (Zeithaml 1988).

**Narrative theory:** People connect better with stories than just information. Dining blogs can be more engaging by incorporating storytelling elements to share their experiences (Bury *et al.* 1980).

**Generational theory:** This theory proposes that people born around the same time share formative experiences and cultural influences, leading to commonalities in their sociodemographic traits and differentiation from other age groups (Cabeza-Ramírez *et al.* 2022).

**Theory of entrepreneurship, organization, and environment (TOE Model):** Developed by (Miczek *et al.* 1990), this theory suggests three factors (Technology, Organization, and Environment) influence how organizations adopt innovations. The passage mentions this model being combined with Customer Relationship Management (CRM) for the research (Oktoriana 2021).

**Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell 1974):** This theory, rooted in environmental psychology, proposes that external stimuli (S) influence an organism's (O) internal state and lead to a behavioural response (R). In the context of the excerpt, the pandemic news acts as the external stimuli potentially impacting consumers' (organism) perceptions and social

**TABLE 3: COUNTRIES AND METHODS USED IN SMM**

| Research methods survey based | #  | Sample type student  | Other  |
|-------------------------------|----|--|--|
| Online                        | 16 | -<br>(Arbabi <i>et al.</i> 2022)   | (Cabeza-Ramírez <i>et al.</i> 2022; Gazal <i>et al.</i> 2019; Jacobson <i>et al.</i> 2020, Li & McCrary 2022; Mahmoud <i>et al.</i> 2022; Quach <i>et al.</i> 2022; Sharma <i>et al.</i> 2020, Oktoriana 2021) |
| Offline                       | 6  | (Bauerová <i>et al.</i> 2023)  | (Reshetnikova <i>et al.</i> 2024; Pozharliev <i>et al.</i> 2022)   |
| Experiment online             | 4  | -  | (Al-Qudah 2020, Chiang <i>et al.</i> 2019; Makrides <i>et al.</i> 2020)  |
| Offline                       | 2  | (Dobre <i>et al.</i> 2021, Gerlich 2023)   | (Sharma <i>et al.</i> 2020, Widyastuti <i>et al.</i> 2020)   |
| Qualitative (interview)       | 3  | (Quach <i>et al.</i> 2022)   | (Pucci <i>et al.</i> 2019, Rosita <i>et al.</i> 2023, Sigurdsson <i>et al.</i> 2020)   |
| Mixed method                  | 2  | (Levy <i>et al.</i> 2021; Pera <i>et al.</i> 2020)                                     | -  |
| Conceptual method             | 8  | (Zailskaite-Jakste & Minelgaite 2021, Singh 2019; Nash 2019, Khan <i>et al.</i> 2020a) | -  |

media behaviours (response) (Mahmoud *et al.* 2022).

**Theory of reasoned action (TRA):** This theory suggests that behavioural intentions are based on attitudes and subjective norms (Ajzen & Fishbein 1975). The passage mentions TRA as a model used to understand the link between e-WoM and purchase intentions. However, it also highlights criticisms of TRA for not fully accounting for external factors that might influence buying behaviour (Santanagopalan & Krishnaraj 2023; Chiang *et al.* 2019).

### Frequently discussed variables in SMM

#### *Independent variables*

**Marketing mix:** Elements a company can control to influence consumers (Product, Price, Place, Promotion) (Al-Qudah 2020; Li & McCrary 2022).

**Communication channels:** Methods used to deliver marketing messages (e.g. Social Media, Email, Websites) (Silaban *et al.* 2022; Widyastuti *et al.* 2020).

**Information content:** The nature and quality of information communicated (e.g. Reviews, Product Features) (Hashem *et al.* 2024; Arbabi *et al.* 2022).

**Technology:** Tools and platforms used for marketing activities (e.g. Mobile Apps, Online Platforms) (Berger 2014; Jacobson *et al.* 2020).

#### *Dependent variable*

**Consumer behavior:** How consumers search for, evaluate, purchase, and use products or services (e.g. Purchase Decisions, Brand Perception) (Gerlich 2023; Zhang *et al.* 2023; Rosita *et al.* 2023).

**Customer engagement:** The level of interaction and participation between consumers and a brand (Pera *et al.* 2020).

**Brand Awareness:** The degree of consumer recognition of a brand and its products (Garg & Bakshi 2024).

**Customer satisfaction:** A customer's perception of how well a product or service meets their expectations (Cabeza-Ramírez *et*

al. 2022).

**Perceived risk:** The uncertainty associated with a purchase decision (Khan *et al.* 2020a; Mason *et al.* 2021).

**Trust:** A consumer's belief in the reliability and honesty of a brand (Nash 2019).

**Moderating variables**

**Demographics:** Factors like age, gender, income, education level that can influence consumer behaviour (Ramdani & Belgiawan 2023).

**Psychographics:** Personality traits, values, lifestyles, and interests that can influence consumer behaviour (Afifah *et al.* 2022; Chen 2023).

**Needs and motivations:** The underlying desires and goals that drive consumer behaviour (Kocić & Radaković 2019).

**Social influence:** The impact of friends, family, and society on consumer behaviour (Mude & Undale 2023).

**Situational factors:** The specific context in which a purchase decision is made (e.g. Time pressure, Urgency) (Nash 2019).

A bibliometric analysis was conducted using the term “engagement” within the corpus of SMM research articles. The results (Figure 3) suggest four interconnected segments related to engagement in SMM.

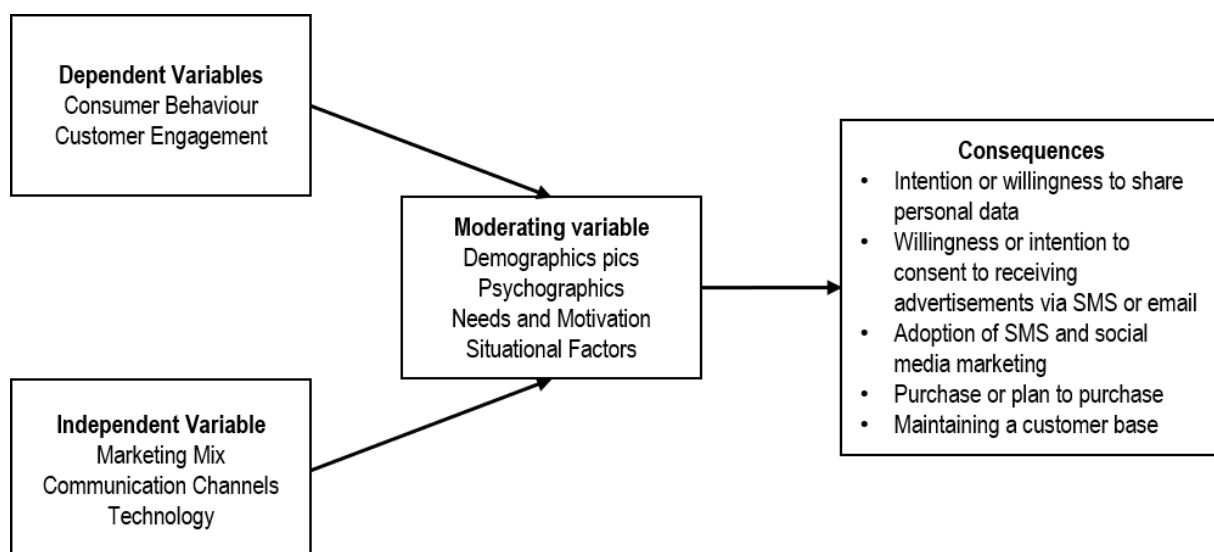
The first segment, “content,” comprises words related to the types of content that drive engagement, such as post, share, like, comment, and platform.

The second segment, “user,” focuses on user behavior within SMM, including interaction, participation, response, and loyalty.

The third segment, “community,” comprises words related to building and managing online communities, such as brand, follower, influencer, and network.

The fourth segment, “strategy,” includes words related to planning and implementing SMM strategies, such as campaign, objective, target audience, and reach.

This analysis indicates that the SMM literature is interconnected with user behavior,



**FIGURE 2: CONCEPTUAL FRAMEWORK OF SMM**



FIGURE 3: WORD CLOUD OF AUTHOR'S KEYWORD (SIMILAR ANALYSIS)



FIGURE 4: CO-CURRENCE NETWORK OF AUTHOR'S KEYWORD

community building, content creation, and strategic development (Risius & Beck 2015; Jawa & Chaichi 2015).

#### ***Bibliometric correspondence analysis***

Bibliometric correspondence analysis was employed to identify key groups of words within the SMM research corpus (similar to the original factorial correspondence analysis). The outcomes are shown as a Co-currence network of author's keyword (Figure 4), which

shows the important words used by author (Zailskaite-Jakste & Minelgaite 2021).

The Co-currence network of Author's Keyword reveals four main classes of words:

**Class 1: "Engagement drivers"** - This class comprises words related to factors that influence user engagement, such as content type, platform features, user experience, and brand personality.

**Class 2: “Brand building”** - This class focuses on words related to building and managing a brand presence on social media, including brand image, reputation, awareness, and advocacy.

**Class 3: “SMM measurement”** - This class includes terms used to quantify the effectiveness of SMM campaigns, like clicks, impressions, conversion rate, and return on investment (ROI).

**Class 4: “Social commerce”** - This class comprises words related to integrating social media with e-commerce functionalities, such as online sales, customer service, and product promotion.

These findings suggest that SMM research is primarily concerned with understanding the drivers of user engagement, building brand presence, measuring campaign effectiveness, and exploring the potential of social media for commercial purposes.

Thus Social media marketing (SMM) today emphasizes value co-creation, where brands foster engagement through customization, entertainment, and interaction, which not only boosts brand awareness but also enhances trust and credibility (Cheung *et al.* 2021; Sohaib & Han 2023; Rashid *et al.* 2019). This engagement is further amplified by the growing influence of micro-influencers, who build stronger connections with consumers due to their perceived authenticity (Shen 2021; Kay *et al.* 2020). This aligns with Social Influence Theory, which suggests that relatable and credible sources have a profound impact on consumer decision-making. As consumers actively participate in content creation by sharing experiences, they help establish brand loyalty, driving purchase intentions (Malthouse *et al.* 2016; Holland & Menzel Baker 2001). Similarly, the Narrative Theory finds relevance as storytelling-based content fosters emotional connections,

encouraging brand loyalty and purchase intentions. However, cultural differences significantly shape consumer responses, as seen in contrasting behaviors between US and Asian consumers, highlighting the need for responsive marketing tailored to regional preferences (Buzeta *et al.* 2024; Wu 2020; Parsons & Lepkowska-White 2018). Generational Theory explains varying attitudes across age groups, while cultural nuances emphasize the need for localized marketing strategies. Trust, a key driver in influencer marketing (Lou & Yuan 2019), is further influenced by the growing concerns around privacy, where transparent data usage policies and proactive privacy measures are essential to maintaining consumer confidence (Walker & Milne 2024; Pomfret *et al.* 2020). This aligns with Digital Trust Formation Theory, which underscores the need for brands to balance engagement with ethical data usage to maintain consumer confidence. Furthermore, emotional marketing strategies, such as using nostalgia or local expressions, foster deeper emotional connections, positively impacting purchasing behaviour (Bhattacharya 2023; Sánchez-Fernández & Jiménez-Castillo 2021). The focus on interactive and personalized content ensures higher consumer engagement, as brands that tailor their strategies to the cultural context and consumer values see greater success (Baumöl *et al.* 2016). As data monetization becomes increasingly important, brands must balance profitability with respect for consumer privacy to avoid backlash. Additionally, trustworthiness and fashion involvement play significant roles in purchase intentions, with social norms and credible influencer endorsements shaping consumer choices (Gomes *et al.* 2022; Chetioui *et al.* 2020; Weismueller *et al.* 2020; Schouten *et al.* 2021). The shift towards AI-driven virtual influencers and innovative digital strategies reflects the evolving landscape of SMM, where brands must adapt to technological advancements and changing consumer

expectations (Allal-Chérif *et al.* 2024; Mouritzen *et al.* 2023) Ultimately, SMM strategies that focus on quality content, consumer-centric approaches (Pan *et al.* 2019), and trust will drive brand differentiation, strengthen consumer relationships, and foster long-term loyalty, as companies seek to remain competitive in a rapidly changing market (Ibrahim & Aljarah 2023). The results discussed align with the mentioned authors' findings, further reinforcing these practices' significance in contemporary SMM.

## LIMITATIONS

The systematic review identifies several limitations in the current body of research on social media marketing (SMM), highlighting areas for future exploration. A significant issue is the reliance on convenience sampling, which often biases results and limits generalizability, as much of the research focuses on specific groups like students or digitally active consumers, neglecting less digitally engaged demographics. Additionally, the dominance of survey-based and experimental methodologies restricts the understanding of deeper consumer motivations and emotional responses. While quantitative methods provide valuable insights, the integration of qualitative approaches, such as interviews or ethnographic studies, could uncover underlying psychological and social dynamics, offering a more holistic view of consumer engagement. Furthermore, most studies employ cross-sectional designs that capture data at a single point in time, failing to account for the evolving nature of consumer behavior amidst technological advancements and shifting market trends. Longitudinal studies that track changes over extended periods are crucial for understanding how consumer engagement with SMM adapts over time, especially as emerging technologies like augmented reality (AR) and artificial intelligence (AI) continue to reshape the digital

marketing landscape. The following sections discuss these limitations with future research directions in detail, providing a foundation for addressing critical gaps in future research.

## FUTURE RESEARCH DIRECTIONS IN SOCIAL MEDIA MARKETING (SMM)

This section explores potential avenues for future research in SMM, leveraging a theoretical framework that considers factors like context, characteristics, and methodologies.

### Theory development

Current research heavily relies on established theories like the Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Technology Acceptance Model (TAM) to understand user engagement in SMM. However, a more comprehensive approach might involve the Unified Theory of Acceptance and Use of Technology (UTAUT/UTAUT2) framework. UTAUT/UTAUT2 proposes that user adoption and usage of technology are influenced by elements such as price value, habit, hedonic motivation, social influence, performance expectancy, and effort expectancy (Jadil *et al.* 2021). Future research can explore how these factors impact user acceptance and participation in SMM activities.

Another promising avenue lies in applying attribution theory to SMM (Venkatesh *et al.* 2003). This theory suggests that individuals attribute their behavior to internal (dispositional) or external (situational) factors. In the context of SMM, dispositional factors might include user innovativeness, mobile literacy, perceived control, and privacy concerns (Li & McCrary 2022). Situational factors, on the other hand, could encompass content type, informativeness, frequency of messages, and timing of communication. Evaluating the relative influence of these

factors on user acceptance of SMM strategies presents an intriguing research opportunity (Dolega *et al.* 2021). Social proof and influence theory also play significant roles in shaping individual and group behaviors across various domains. Research indicates that social influence is more effective than external factors in promoting sustainable household practices (Goldsmith & Goldsmith 2011; Roy 2021). Digital trust formation is a complex process influenced by various factors in online environments. Thus Digital trust formation theory is crucial for creating trust in the digital era (Ototsky *et al.* 2023, Rowley & Johnson 2013; Lee *et al.* 2022) propose the “algorithmic crystal” framework to understand how TikTok users conceptualize their identities through personalized algorithms. Panic buying during crises, particularly the COVID-19 pandemic, should be extensively studied. Social media plays a significant role in shaping consumer behavior, contributing to fear and panic buying through the spread of information and social proof (Naeem 2021), leading to the development of Consumer panic buying theory should be considered in the future.

## **Context**

Current SMM research heavily leans on studies conducted in Western countries. To improve generalizability, future research should explore SMM practices and user behavior in non-Western contexts. Additionally, most research focuses on service-oriented industries like hospitality or e-commerce. Examining SMM strategies in product-centric industries like consumer goods could yield valuable insights.

## **Characteristics**

### ***User personality's role***

Research suggests a link between user innovativeness (openness to new ideas) and

positive attitudes towards SMM engagement. Future studies can explore how other personality traits, such as need for uniqueness or cognitive style, influence user responses to SMM campaigns (Cabeza-Ramírez *et al.* 2022).

### ***SMM and brand relationships***

While SMM is believed to foster customer loyalty, the specific mechanisms by which it strengthens brand relationships remain unclear. Future research could compare the effectiveness of permission-based marketing strategies (e.g. email opt-in) versus traditional non-permission methods in building brand loyalty (Gerlich 2023).

### ***Moderating role of values***

Individual moral values can influence how users perceive marketing practices. Since SMM often involves personalized communication, exploring the role of user values in shaping their responses to SMM strategies presents an interesting research opportunity (Hruska & Maresova 2020).

### ***User emotions in SMM***

While SMM strategies aim to evoke positive emotions like excitement or happiness, the emotional impact of SMM on users is not well-understood. Future research could examine how different SMM tactics trigger emotional responses that influence user behavior (e.g. purchase decisions) (Oktoriana 2021).

### ***Understanding unsubscribes***

Users can easily unsubscribe from SMM channels. To improve SMM campaign effectiveness, future research should explore the reasons behind user unsubscribes and identify factors that contribute to SMM campaign failure (Singh 2019).

## Methodologies

The field of SMM research primarily relies on quantitative studies. However, mixed-methods approaches that combine qualitative and quantitative data collection can provide deeper insights. For instance, a qualitative study could explore user motivations for following brands on social media, followed by a quantitative study to validate the findings on a larger scale (Jawa & Chaichi 2015). Additionally, most SMM research employs cross-sectional designs, which capture data at a single point in time. Longitudinal studies that track user behavior over time would be beneficial in understanding how user responses to SMM evolve as social media platforms and user preferences change.

## ACADEMIC AND PRACTICAL IMPLICATIONS OF SOCIAL MEDIA MARKETING (SMM) RESEARCH

### Academic implication

This review of SMM research offers several key contributions to the academic field:

**Fragmented landscape:** While SMM has been a growing area of study for years, the research landscape remains fragmented. This review synthesizes existing literature, providing a comprehensive overview of the field's development and current state. It highlights inconsistencies in research methodologies, theoretical frameworks, and the constructs employed across various studies.

**Theoretical foundations:** The review examines the dominant theories used to explain user responses to SMM, such as the Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), and Theory of Planned Behaviour (TPB). It also proposes alternative theories with potential application in future SMM research, further

enriching the theoretical underpinnings of the field.

**Conceptual framework:** A significant contribution lies in the development of a novel conceptual framework. This framework integrates widely studied variables like antecedents, mediators, and consequences within SMM research. An improved understanding of how antecedents affect user reactions to SMM techniques is provided by the framework's classification of these aspects into message-related, user-related, and cost-benefit-related factors.

**Bibliometric evaluation:** The application of a Bibliometric evaluation helps identify clusters of key concepts within SMM research. This analysis, through techniques like word cloud and Co-occurrence analysis, reveals the core themes in SMM and the interrelationships between them. This offers a deeper understanding of the various concepts explored within the field.

**Future research directions:** The review identifies areas where SMM research can be further developed. By pinpointing gaps and under-explored aspects, it suggests specific future research directions related to theories, user characteristics, contexts, and methodologies. This aids in advancing the body of knowledge surrounding SMM.

### Practical implication

The findings from this review offer valuable insights for practitioners working in social media marketing:

**Effective SMM campaigns:** Understanding the factors influencing user responses allows marketers to develop more effective SMM campaigns. This includes focusing on message relevance, user-friendly content formats, and informative and interactive communication.



**Optimizing communication frequency:** The review underscores the importance of finding the optimal frequency for sending promotional messages. Marketers can leverage user consent by allowing them to choose the number and timing of promotional messages they receive.

**Balancing cost and benefits:** The research highlights privacy concerns as a major potential cost for users, while monetary incentives emerge as a significant benefit. Marketers can address privacy concerns by ensuring responsible data practices and offering attractive incentives like discounts or vouchers to encourage user participation and purchase intent.

**Simplifying user registration:** A streamlined registration process that minimizes time and effort is crucial for attracting users to participate in SMM strategies.

By considering these academic and practical implications, researchers and social media marketers can work together to further develop and refine the field of SMM, ultimately leading to more successful and user-centric social media marketing strategies.

## CONCLUSION

The systematic review highlighted the transformative impact of social media marketing (SMM) on consumer behavior, emphasizing its growing relevance in modern marketing strategies. While SMM revolutionized the way businesses engaged with audiences, the review identified critical gaps and opportunities for advancing both academic research and practical applications.

It underscored the dominance of established theories such as the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM) while advocating for the

inclusion of alternative frameworks, such as the Unified Theory of Acceptance and Use of Technology (UTAUT/UTAUT2) and Attribution Theory, to better capture the nuances of modern consumer behavior. The findings further called for methodological diversification, particularly through longitudinal studies and mixed-methods approaches, to better understand the dynamic and context-specific nature of SMM strategies.

Practically, the businesses were to prioritize message relevance, user-friendly content formats, and interactive communication to enhance consumer engagement (Zhang & Lin 2018; Tafesse & Wien 2018; Daoud *et al.* 2023; Jacob & Johnson 2021). Balancing communication frequency was critical, with recommendations for empowering consumers by allowing them to customize the number and timing of promotional messages (Dreze & Bonfrer 2003; Acar & Puntoni 2016). Addressing privacy concerns through transparent data practices (Ranjan *et al.* 2014; Gruzd & Hernández-García 2024) and offering incentives like discounts or vouchers encourage participation while building trust (Thiel & Poikela 2015). Additionally, simplifying user registration processes was noted as an effective strategy to reduce barriers to entry and increase engagement with SMM campaigns (Rayward *et al.* 2019; Keegan & Rowley 2017).

Future research directions emphasize the need to address the overreliance on Western contexts by exploring SMM practices in non-Western regions, where cultural and technological dynamics might influence consumer behavior differently. Studies were encouraged to extend beyond service industries to examine product-centric sectors, such as consumer goods, for broader applicability. Investigating the role of user personality traits, emotions, and values in shaping responses to SMM campaigns was proposed as another promising area.

Moreover, research into unsubscribe behaviors was suggested to help marketers understand and mitigate the factors contributing to campaign failures.

There is a need for context-sensitive, methodologically diverse, and theoretically enriched studies to address the evolving challenges of the digital marketing landscape. By integrating these academic insights with practical strategies, businesses could create more effective, ethical, and user-centric SMM campaigns that not only drove engagement and brand loyalty but also fostered sustainable consumer relationships.

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