

The Role of Social Media Marketing Activities in Shaping Consumer Purchase Intention: A Comprehensive Review

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ABSTRACT

Purpose: The purpose of this review is to explore the evolution of Social Media Marketing Activities (SMMAs) and how they influence a consumer's purchase intent (CPI). This paper will present an overview of the conceptual underpinnings of SMMAs, along with an evaluation of the empirical evidence that supports a relationship between SMMAs and purchasing behaviour, identifying the major theories and variables that are involved in this area, and providing suggestions for additional research.

Design/Methodology/Approach: This research paper takes a conceptual review approach with an emphasis on analysing multiple previously published articles and current literature from the early 1980s until now, for the purpose of answering several important research questions related to understanding SMMAs, their effect on Purchase Intention, and the theory behind them.

Findings: This research focuses on the rapidly evolving area of SMMAs and how it affects the consumer's purchase intentions. The literature includes several key theories relevant to this area of research, which include the Stimulus-Organism-Response model, Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), the Uses and Gratifications Theory (UGT), and Social Influence Theory. In addition to studying these theories, there has been a significant amount of research conducted on the following (independent and dependent) variables, such as entertainment, interaction, customisation, informativeness, trendiness, trust, engagement, perceived value, and e-WOM. The study also identifies large gaps in the current literature, which suggests there is a lot of potential for future research.

Originality/Value: This paper presents an integrated conceptual review of the connection between SMMAs and the buying intentions of Consumers. The results of this comprehensive review are built upon the existing body of work that synthesises both theoretical and empirical research results to provide an understanding of how consumers' decisions are made based on the psychological and behavioural processes involved with SMMAs. Further, this research provides valuable insights regarding under-researched areas, recent trends in the field of SMMAs and key gaps in the literature that can provide current scholarly and professional insights for future research and practice within digital marketing.

Paper Type: Review of Literature.

KEYWORDS: Social Media Marketing | Social Media Marketing Activities | Consumer Purchase Intention | Customer Engagement Behaviour

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Introduction

Social media is a two-way, real-time interactive, internet-based communication platform that enables individuals, groups or organisations to engage with each other by exchanging information, ideas, and user-generated content via internet networks. Kietzmann et al. (2011) define “social media through seven functional blocks, namely: Identity, Conversations, Sharing, Presence, Relationships, Reputation, and Groups”. This Honeycomb Framework explains how different platforms engage different users (Kietzmann et al., 2011).

Social media marketing (SMM), on the other hand, is the marketing strategy used by businesses to promote products and services, run advertisements, and connect with individuals and groups. According to Felix et al. (2017), SMM is defined as “an interdisciplinary concept involving social media, marketing strategy, and consumer behavior”. Social media marketing activities (SMMAs) refer to specific marketing actions, tactics, or strategies used to engage consumers on social media platforms and influence their behaviours and purchase decisions.

Customer behaviour is affected by changes in culture, economy and technology; therefore there are often changes made to studies, procedures and objectives for understanding customer behaviour (Ismael et al., 2025; Sakshi et al., 2026). As a result of the availability of user-friendly devices (such as Smart Phones) made it easy/near effortless to carry out online transactions (Kaplan & Haenlein, 2010, 2012). Consumers connect strongly with social media and when making decisions about purchasing online, consumers rely more heavily on information provided by others through social media and social networks (Thoumrungroje, 2014).

In addition, the authors state that the growing role of social media marketing is an important component for businesses today, as it assists businesses in assessing their marketing strategies based on number of hits each receives on the various social media sites. Social media allows users the ability to comment and provide feedback to organisation staff, allowing for an improvement in the delivery of customer services and resources. Social media platforms are an emerging advertising method associated with growth potential, as a new approach to advertising in the digital age (Zhang et al., 2022). It highlights personalization and differentiation, therefore improving the accuracy of the delivery of information to consumers (Wibowo et al., 2021).

Social media is now a basic digital platform for people or organizations to communicate, create content from the user and share live, up-to-date information with each other (Kaplan, 2010). Based on this development, SMM is a way

that businesses use social media to meet specific marketing goals like building their brand, connecting with customers, and building relationships with stakeholders (Tuten & Solomon, 2014). SMM can be measured through the use of specific SMMAs that create measurable initiatives like entertainment, interaction, customisation, being trendy, electronic word of mouth and engaging content and information (Sohaib et al., 2022; Tam et al., 2024), which help to shape how consumers perceive and behave toward brands (Godey et al., 2016; A. J. Kim & Ko, 2012).

As consumers rely on social media more to seek and learn about brands and obtain information, SMMAs are now an important determining factor in a consumer's intention to buy. Since intention to buy has been identified as a good predictor of actual purchase behaviour, examining the relationship between SMMAs and intention to purchase will provide researchers and marketers both theoretical and practical insights into how to understand digital consumer behaviours.

Research Methodology

The review utilizes a qualitative research approach by providing a thorough review of the literature looking at previous research done on the effects of social media marketing activity on customer intent to purchase. The purpose is also to identify themes or patterns throughout that will provide an overall understanding of how social media marketing mechanisms impact consumer attitudes, engagement, and the decision process in various contexts.

The sources of data used are academic journal articles, scholarly reports and empirical studies published between 2000 and 2026, and were sourced via recognised academic databases such as Scopus, Web of Science, Wiley and Emerald. The data was collected using the key search strings of ‘social media marketing*’ OR ‘social media marketing activities’ AND ‘consumer purchase intentions’ OR ‘purchase intentions’. Since the study aims to understand the evolution of SMMAs and Consumer purchase intention (CPI), the following research questions will be focused on:

RQ1. How have SMMAs and CPI been conceptualised in the existing literature?

RQ2. Which dimensions of SMMAs influence CPI?

RQ3. What theoretical perspectives and mediating/moderating or related variables have been examined in SMMAs–CPI literature?

RQ4. What are the prevalent gaps and future research directions for SMMAs and CPI research?



Literature Review

The literature review segment will closely focus on the evolution of SMMA and consumer purchase intention and how they have been interpreted by researchers over the years. This study will also highlight various dimensions of SMMA that are responsible for influencing the purchase intention of consumers. Apart from this, the study will also highlight the various theories that have been studied in the existing literature. And lastly, will identify the major gaps and suggest some future research directions.

How have SMMA and CPI been conceptualised in the existing literature?

Definition of SMMA

Restaurant owners increasingly see social media marketing as a way to attract attention for their restaurant, connect with customers, and improve sales (Anas et al., 2023). According to Yadav and Rahman (2017), "SMMA" include any marketing-related activity that occurs on social media and can provide the following to customers: entertainment, interaction, trendy, customized, up-to-date information (A. J. Kim & Ko, 2012) and opportunities for electronic word-of-mouth usage, all of which can positively affect consumer attitude and behavioral intentions (E.-J. Seo & Park, 2018).

SMMA not only shape consumer perception and attitudes (Cheung et al., 2020), but also influences consumer involvement through interactive content (Brodie et al., 2013). Several studies have shown that SMMA drives purchase intention via trust and perceived value (Moslehpour et al., 2021; Yadav & Rahman, 2017) and contributes to repurchase intention, loyalty and advocacy, building strong consumer-brand relations (Ismail, 2017).

Definition of CPI

Consumer purchase intention also called Purchase intention is the consumer's willingness to buy and readiness to spend. It is the consumer's conscious future buying plan (N. Ali et al., 2015; Malhotra, 2010) the Malaysian tourism industry has not improved their on-line booking system. Statistical evidence indicates that only one-third of registered travel agents in Malaysia operate e-commerce websites. Hence, the main objective of the study is to examine the direct and indirect factors which affect the e-commerce adoptions by examining its key predictors in travel agents in Malaysia. The literature also identifies three probable factors (perceived risk, perceived usefulness, trust and perceived ease of use. William Dodds et al (1991) suggested that only three factors, namely, value, quality and price, are responsible to describe the tendency of purchase intention.

Many theories have explained purchase intention as the basis of consumer's movement towards actual buying, eventually leading to satisfaction and loyalty. Theory of

planned behaviour suggests that purchase intention of the consumer is helpful in predicting their actual buying behavior as it reflects their motivation to buy (Ajzen, 1991) 1985, Ajzen, 1987. According to SOR theory, purchase intention is a response behaviour of external and internal stimuli or characteristics of consumers. It is the outcome led by several environmental and psychological factors responsible for stimulating the need to buy (Mehrabian & Russell, 1974).

According to Chen and Lin (2019) and Dash et al (2021), a variety of factors can be considered for ascertaining purchase intention such as perceived quality and price, perceived value, perceived availability, attitude and satisfaction. Thereby, purchase intentions will continue to be a key factor in understanding and predicting how consumers make their buying choices (Schiffman & Kanuk, 2009).

Evolution of both concepts

The increasing number of users on social media sites has dramatically impacted the way consumers make decisions about what to buy. They have increased access to information, reviews and opinions from others (Mangold & Faulds, 2009). Due to this, businesses are extremely focused on how consumers perceive their products and how likely they are to buy these products through Social Media Measurement Agencies (SMMA) (Bilgin, 2018). According to Appel and others (2020), social platforms have become the most relevant sources of information and social influence in the eyes of consumers and businesses alike. Therefore, businesses are investing in data-driven marketing to develop consumers' viewpoints, decrease the level of uncertainty and finally increase product purchase intentions among consumers (Appel et al., 2020).

While early studies were mainly focused on interaction and engagement as two of the primary factors, more recent studies have looked at how digital environments can be used to help shape how consumers make purchasing decisions (Muntinga et al., 2011). Consumers can use visual information (images/video), as well as written information (product reviews), from several different places (social media influencers, brand websites) (Chen et al., 2010), and other social media platforms before they go to a store or website to finalise their purchase decisions (Todua & Urotadze, 2023; Yen et al., 2022).

Research indicates that the growth of personalised (algorithmic) SMMA continues to transform how consumers experience the brand. Personalised product recommendations (Sansern et al., 2022), customized advertising, and curated content exposure provide brands with new opportunities to enhance the likelihood that their product will be purchased, and thus, makes the competition for the consumer's attention even greater (Appel et al., 2020; J. Kim & Lee, 2019; Lama & Korpes, 2026).

However, speed, responsiveness and immersive visual content are three key drivers of purchase intent within the current SMMA literature (Karunasingha & Abeysekera, 2022; Shafaat et al., 2020). Through rapid brand interactions, instantaneous communication and responsive engagement with customers, marketers can build trust and satisfaction among their consumers (Putri & Tiarawati, 2021). Additionally, visually compelling (e.g., video, reel, or other forms of visual storytelling) SMM content has been found to increase attention, capture emotional connections with consumers and, therefore, motivation for purchases (Ali et al., 2024; Perumal & Yoganathan, 2018). The use of SMM has resulted in repeated, but fragmented experiences when exposed to SMM content, ultimately helping shape attitudes of consumers.

Overall, the evolution of SMMA and research on purchase intention shows that consumers today are influencing their purchase intent through more diverse manners of multi-platform exposure (e.g., social media, mobile devices); personalization; social proof of purchase; emotional appeal and, engagement driven by social media interaction. To fully understand the mechanics of purchase intent in the digital age, it is important to examine what consumers see, as well as how, where and by whom they received marketing messages.

Which dimensions of SMMA influence Consumer Purchase Intention?

As per the marketing literature, many researchers have been curious to study marketing activities on social media. And to achieve great positioning, the brands and businesses must understand the needs of the users, way before consumers themselves (Kim and Perdue, 2013).

Therefore, to identify the main activities accountable for improving brand success using social platforms, a few studies done by Chan & Guillet (2011); Kim and Ko (2012); Seo and Park, (2018), suggest that SMMA consist of several factors including: entertainment, interactivity, trendiness, word-of-mouth and personalisation. Research by Yadav and Rahman (2017) investigated SMM using three core dimensions: actions, evidence and announcement. Later, Sano (2015) used perceived risk and underlined its' significance to study the effectiveness of SMM. A study by Othman and Rahim (2019) revealed that the purchase decisions can be influenced by user-generated content, consumers' level of engagement and interaction, positive word-of-mouth recommendations and interactive aspects of purchasing such as comments and reviews.

For example, for the luxury fashion brand context (Kim & Ko, 2010), for the airline industry (Seo et al., 2020), for tourism industry (Alsoud et al., 2023), as well as for the Saudi Arabian casual-dining restaurant context (Anas et al., 2023), all categorised SMMA into five components including

interaction, customisation, entertainment, trendiness and electronic word-of-mouth. In addition, researchers have examined the effects of various other elements of SMMA on consumer behaviour relating to purchasing decisions in different contexts such as the fashion industry (Karunasingha & Abeysekera, 2022; Shafaat et al., 2020), smartphone industry (Samsudeen & Kaleel, 2020), luxury brands (Natiqa et al., 2022), live-streaming e-commerce industry (N. Chen & Yang, 2023) and on specific platforms, for example, Facebook Live (Sansern et al., 2022).

SMMA have numerous other factors that can influence the consumer purchase intention. But, few of those dimensions have been studied extensively in literature across industries and distinct product and service categories while rest are studied scarcely. The key dimensions taken from the literature are as follows:

Entertainment

Entertainment is the scope of social media content and information for being enjoyable, fun, fascinating and capable of emotionally engaging. These include engaging videos, meme, short video content (reels), and gamified content. Entertainment as a SMMA improves consumer engagement and positive emotions of a consumer and brand attractiveness for brands or products and services. Kim and Ko (2012) identifies entertainment as a core dimension of SMMA. Studies show that entertainment has significantly impacted engagement, purchase intention, satisfaction and loyalty (Balog & Pribeanu, 2010; McMillan & Hwang, 2002). According to Zhang et al. (2022) perceived entertainment refers to the degree of pleasure, enjoyment, and significant users experience when utilising a specific system or platform. According to Phelps et al. (2004), entertainment is the primary reason for users to produce content on social platforms. It plays a crucial role influencing consumer acceptance of the advertising (Jamil et al., 2022).

Interactivity/ Interaction

Interaction refers to any kind of direct communication or action that takes place on social media platforms, taken by consumers as a response to a brand's information or content. Interaction, as defined by Kotler et al. (2016), "is the act of expressing one's opinion or feedback regarding a particular service or experience". Comments, replies, likes, shares, Q&A sessions and polls are examples of interaction (Muntinga et al., 2011). Interaction being a part of engagement makes it easier for businesses to interact, share content and collaborate with customers over social platforms. This helps strengthen the relationship quality, and as a result increases trust upon the brands and businesses (Muntinga et al., 2011; Yadav & Rahman, 2017). Social media posts by a business can serve to influence the reactive behaviour of consumers by liking or commenting on that post (Kruizinga - de Vries et al., 2012). Therefore, emphasizing the importance of fostering

communications between business and customers (Hajli, 2015). Hence, better customer interactions are essential as they ensure to lead customers to purchase intention and customer satisfaction (Erkan & Evans, 2016; Seo & Park, 2018).

Trendiness

Trendiness is, if a brand is capable of incorporating currently popular topics, forms and behaviours into content strategy. Trendiness in marketing can be understood through three core dimensions: viral content dynamics, changing cultural and creative preferences and technological advancements in digital platforms. By distributing current and popular information on social media (that includes viral topics, new launches, industry trends or trendy hashtags), brands are able to create a greater interest in their products and services among consumers (Kim & Ko, 2012; Liu et al., 2021). Social media is becoming more commonly used by consumers to pick brands due to the high volume of information from social media (Vollmer & Precourt, 2008). For the most part, the trends around brands are designed to be short-lived; however, their impact on the way consumers choose to purchase products from brands is substantial as they increase consumer intention to purchase by increasing their awareness of the brand. Thereby, influencing consumers to purchase based on trends.

Customization/ Personalization

Customization refers to tailoring marketing content, offers, or recommendations to meet individual customer preferences. Ullah and Narain. (2020) define the customisation dimension, “as a company’s ability to meet the individual needs of its consumers and engage in personalized

interactions to understand and implement their expectations”. Personalised promotions (like discounts, offers), customized messages, location-based offers, targeted ads and products recommended based on previous purchases are few examples of customization (Seo & Park, 2018). According to Lacey et al. (2007) personalization or customization is essential for businesses as it increases loyalty to the brand. The main motivating force behind purchase intentions is that personalization allows businesses to demonstrate to their customers that they are valued as individuals with unique preferences and interests, thereby retaining and attracting customers.

WOM/ e-WOM

Word-of-mouth or electronic word-of-mouth is feedback or statements that consumers share about the brand, product or services. They can be either “positive or negative” (Hennig-Thurau et al., 2004) depending upon the consumer’s experience with that particular brand (Alsoud et al., 2023). Product endorsements by celebrities or used by other users, friends and family can also increase product familiarity and purchase willingness (Zhang et al., 2022). Similar to the structure of WOM, User-generated content (UGC) is also sharing content through an online medium (Manap & Adzharudin, 2013). Friend recommendations, as demonstrated by (Cui et al., 2019), have a strong effect on a consumer’s purchase intentions. The rise in online conversations and reviews among consumers has made e-WOM an important strategic weapon for companies to increase their brand image and build a stronger presence online (Rosario et al., 2019).

Table 1 shows more studies focusing on these dimensions either together or explored with additional activities/ factors of SMMA affecting purchase intention.

Table 1: Dimensions and Findings from existing studies on SMMA and purchase intention

S. No.	SMMA Dimensions	Author (year)	Objective	Key Findings
1	Entertainment, Interactivity, Customization, Trendiness, Word-of-mouth	(Jamil et al., 2022)	Aims’ to explore SMMAs and their impact on consumer intentions (continuance, participate, and purchase). And analyze the mediating roles of social identification (SI) and satisfaction.	vResults show that SMMAs have a significant impact on the intentions of users. Furthermore, SI mediates the relationship between SMMAs and satisfaction, and satisfaction mediates the relationship between SMMAs and the intentions of users.
2	Entertainment, Interactivity, Customization, Trendiness, Word-of-mouth	(Kim & Ko, 2010)	Examine effects of SMM activities on different consumer responses	SMMA positively influenced consumer attitudes and purchase intention

3	Entertainment, Interactivity, Customization, Trendiness, Word-of-mouth	(Wibowo et al., 2021)	Explore the effect of SMMA and Consumer experience on customer engagement, which is represented by the relationship quality construct, and investigate its influence on loyalty intention, purchase intention, and customer participation intention in social commerce activity.	The results show that SMMA and CX have a significant influence on the customer relationship quality, which also leads to a positive impact on customer behavioural outcomes.
4	Interactivity, Information, Personalisation, Trendiness, WOM	(Yadav & Rahman, 2017)	Investigate SMMAs' effects on customer outcomes where consumer equity acts as a mediator.	Results revealed that perceived SMMAs positively influenced purchase intention and brand equity, while, Customer equity mediated the SMMA–response relationship.
5	Entertainment, Trendiness, Interaction, Customisation	(Anas et al., 2023)	Aims to empirically explore the individual influence of SMMAs namely Entertainment, Trendiness, Interaction, Customisation on social media followers' satisfaction and purchase intention for casual-dining restaurants context .	Significant positive effect of CUST, ENTR, and INTR on followers' PI has been seen. While, TRND activities on followers' PI was insignificant, implying that trend-focused content alone may be insufficient to significantly drive purchase intention.
6	Entertainment, Interaction, Customization, Trendiness, WOM	(Wijayaa et al., 2021)	The purpose of this study is to analyse the effect of customization, entertainment, interaction, social media marketing, trendiness, WOM on purchase intention of Smartphones.	Interaction, Word-of-Mouth, Social media marketing, Entertainment and Trendiness have insignificant effects on purchase intentions of Smartphones while Customization has significant effects on purchase intentions of Smartphones.
7	Customization, Trendiness, Personalisation, E-WOM, Brand Awareness	(Shafiq et al., 2024)	Aims to test the affiliation between marketing activities on social media platforms and customers' purchasing behavior in Pakistan with the mediating role of E-WOM and brand awareness.	The research findings indicate that SMMAs significantly impact EWOM and brand image. EWOM and brand image positively influence purchase decisions, whereas brand image positively moderates the influences of EWOM on purchase decisions
8	Trendiness, Personalisation, e-WOM, Interactivity, Information	(Sohaib et al., 2022)	To study the impact of SMMAs on relationship quality factors (commitment, trust, and satisfaction) and online repurchase intentions.	SMMAs significantly strengthen relationship quality factors. While, quality factors positively influence consumers' online repurchase intentions, suggesting that when consumers feel a strong commitment, trust and satisfaction due to effective SMMAs, they are more likely to make repeat purchases.
9	WOM, Trendiness, Interactivity, Customization	(Alsoud et al., 2023)	To examine the effect of SMMAs on tourists' purchase intentions.	Word of mouth, a construct of social media, significantly positively influenced tourists' purchase intention to visit sites in Jordan.



10	WOM, Entertainment, Trendiness, Interactivity, Customization, Brand Equity	(Hilal, 2019)	Investigates the effect of social networking site elements, specifically e-WOM and customization, on brand equity	The study found that entertainment, customization, and e-WOM had a significant influence on brand equity, but no significant effect was found for interaction and trendiness.
11	Social Media Content, Engagement, Interactivity, Brand Awareness, Perception, Influencer Marketing	(Ismael et al., 2025)	This study checks the effect of selected SMM dimensions such as influence social media content, engagement and interaction, brand awareness and perception, and influencer marketing that have influence on young consumers and drive their online purchase decisions.	The findings reveal that the influence of social media content, engagement and interaction, brand awareness and perception, and influencer marketing encourage the young customer in social interactions that significantly influence their purchase decision.
12	Trendiness, Personalisation, e-WOM, Interactivity, Information	(Tam et al., 2024)	To study the effect of SMMA on tourist loyalty although satisfaction and tourist engagement with trust moderating the role.	SMMA influences destination loyalty not only through direct pathways by trust, but also through indirect mechanisms involving tourist satisfaction and tourist engagement
13	Trendiness, e-WOM, Interactivity	(Samsudeen & Kaleel, 2020)	To observe the influence of SMMA on interaction with smartphone brands in Hong Kong.	The outcomes of this research indicate that SMMA elements play a significant role in constructing brand awareness, The theoretical framework employed suggests a direct correlation among interaction, trendiness, and e-wom with brand interaction.

Source: The Author (s)

The combination of these dimensions establishes the basis for Social Media Marketing Activities that help businesses increase consumer engagement; affect the attitudes of consumers toward products; and encourage positive behaviours, including the likelihood of making a purchase (Kim & Ko, 2010) with admirable aesthetic value and innovative yet traditional business management. The brands constantly struggle to secure profits by providing novel value to customers through quality products and services, customer management, retail strategies, and innovative marketing mixes. However, the recent entry of numerous fashion brands in the luxury market coupled with decreased sales related to economic downturns have led to new challenges for luxury firms. Because the luxury fashion business is considered high value-added with guaranteed high profit margins and secure regular customers, the lower sectors have begun to heat up the competition. To survive the recent unforeseen challenges of heated competition, they have turned toward marketing communication using social media. Social media are the two-way communication platforms that allow users to interact with each other online to share information and opinions. Use of social media sites such as Twitter and Facebook has

already expanded to almost every luxury fashion brand and been evaluated as business take-off tools. With the increased use of social media as a means of marketing communication for luxury brands, it has become necessary to empirically analyze the effect of social media marketing (SMM).

What theoretical perspectives and mediating/ moderating or related variables have been examined in SMMA–CPI literature?

There are several theories that explain how SMM influences the buying behaviours of consumers and what actually triggers these responses. The Stimulus-Organism-Response Theory, Theory of Planned Behaviour, Technology Acceptance Model, Uses and Gratification Theory and Social Influence Theory have been used prominently in SMM and purchase intention literature. Apart from these, little literature regarding Consumer Engagement Theory, Relationship Marketing Theory and Information Adoption Model with respect to SMMA and Behavioural responses has been found. Here, we'll discuss the most prevalent theories.

SOR Theory: The S-O-R model created by Mehrabian and Russell (1974) describes how stimuli within an environment affect an individual's cognitive state (organism), then how that cognitive state affects the way they behave (response) to stimuli within an environment. The S-O-R model expands previous research based only on S-R theory, which only considered external stimuli, by including psychological processes and providing a complete picture of behavior. The S-O-R model has been widely studied and applied in the area of consumer behaviour, most notably with regard to studies conducted on retail atmospherics (Donovan & Rossiter, 1982), online shopping environments (Eroglu et al., 2001, 2003), and digital commerce, where external information impacts an individual's emotional response, cognitive processing, and purchase intentions (J. Kim & Lennon, 2013).

Theory of Planned Behaviour: Icek Ajzen's (1991) TPB outlines three primary factors which will lead to behavioural intention determined through attitude, subjective norm and perceived behavioural control. The TPB states, "When individuals have positive attitudes toward the purchase of the product, and there is low perceived behavioural control over how to make the purchase, then individuals are more likely to form an intention to purchase." The dimensions of SMMA's (entertainment, interactivity, trendiness, and word-of-mouth) significantly influence the consumers' attitudes, trust, and behavioural intentions. Therefore, the TPB is very useful for understanding and explaining consumers' intentions to purchase through SMMA's within the digital environment (Kim & Ko, 2010; Moslehpour et al., 2021).

Technology Acceptance Model (TAM): The Technology Acceptance Model (TAM) is based on the idea of perceived usefulness and perceived ease of use to describe a consumer's acceptance of technology (Davis, 1989). In relation to SMM, the platform's usability, convenience, accessibility, and interactivity significantly influence consumer perceptions and attitudes, engagement, and purchase intentions. In addition, the effectiveness of SMMA's (personalization, responsiveness, and interactive communication) increases consumers' perceptions of the usefulness and ease of use of the platform, and ultimately results in an increased likelihood of making a purchase decision. Previous research has established the effectiveness of the TAM in predicting consumer acceptance, engagement, trust, and purchase intentions through social media and digital commerce (Chen & Lin, 2019; Davis et al., 1989; Hajli, 2015; Venkatesh & Davis, 2000).

The Uses and Gratifications Theory (UGT): Formulated by Katz et al. (1973), theorises that individuals will seek to use media in order to fill a particular need, whether it's information-seeking, entertainment, or socialisation. This leads to the belief that consumers will select their choice of social media based on the ability of that platform to meet their psychological/social needs. Within SMM contexts, UGT proposes four SMMA's (entertainment, interactivity, customization, and trendiness) that increase user engagement and satisfaction and ultimately influence users' purchase intentions. Prior research confirms that when consumers perceive social media content as useful, enjoyable, and socially engaging, there is a greater likelihood of developing a more favourable attitude and stronger purchase intention toward that brand (Whiting & Williams, 2013; Yadav & Rahman, 2017).

Social Influence Theory: According to the SI Theory given by Kelman (1958), social dynamics (including social pressures created by others through persuasion) influence how people develop an opinion (i.e., how they view and react to an issue). The marketing of a product through social media (e.g., through peer referrals/recommendations; written reviews; endorsements by influential people; and online word-of-mouth) significantly affect consumers' attitudes and their intent to buy. Based on this, the SI theory enhances trust, credibility and perceived value of digital products, which contribute to purchasing behavior in an online setting (Erkan & Evans, 2016; Wang et al., 2012).

Due to increased competition among businesses, it has become more difficult to sustain customer loyalty toward a specific product or a brand and other factors might have been affecting customer purchase intention more than the above mentioned five SMMA's drivers examined in this study that are hardly controlled by brands over time.

After reviewing these theories from the literature, a few variables that have been less explored and studied are mentioned in Table 2. Some of these variables are studied as moderators or mediators to analyse their underlying moderation/ mediation effects on the SMMA's and purchase intention relations. Even though several variables can affect this relation, perceived credibility, perceived risk, influencer marketing, trust/ brand trust and engagement are the most common ones.

Table 2: Studies related to Other least explored dimensions of SMMA

S. NO	SMMA Dimensions	Author (year)	Objective	Key Findings
1	Entertainment, Information	(Kurniawan et al., 2021)	Aims to examine the factors that have an impact on website atmospherics and flow experiences that can affect consumer behaviour (Enjoyment shopping, Intimacy, and Intention) in the use of online travel services websites in Indonesia.	Well-designed website atmospherics such as engaging visuals, clear navigation, and entertaining elements act as positive stimuli. When consumers experience a high level of “flow”, it heavily boosts their shopping intimacy and enjoyment directly translates into a higher determination and intent to buy products or services
2	Perceived Credibility (med)	(Hansen et al., 2013)	This study examines consumer-generated advertising (CGA) impacts on consumer attitudes, and behaviours for interacting with YouTube features and passing along e-wom.	Results prove that consumers prefer UGC rather than the traditional promotional methods due to the users’ honest opinion.
3	Perceived Risk (med)	(Featherman & Pavlou, 2003)	The study focuses on the adoption decision to explicitly include both risks (potential negative utility) and rewards (potential positive utility)	Results indicated that e-services adoption is adversely affected primarily by performance-based risk perceptions, and perceived ease of use of the e-service reduced these risk concerns.
4	Website	(Y.-H. Chen et al., 2010)	Aims to explore the factors that influence consumer preferences in online shopping websites. The research also aims to synthesise a comprehensive list of attributes that are critical for the success of e-tailers. By identifying key attributes such as usability, delivery, security, trust, and convenience, the study provides actionable insights for companies looking to improve their online shopping platforms	Three major factors were identified that influence online purchase intention: technology, shopping, and product attributes. Emphasis was given on trust and security in online transactions indicating transaction contract to be a critical feature, underscoring the necessity for e-vendors to enhance consumer trust by clearly articulating rules and regulations for online transactions. Usability and Convenience are vital attributes that can significantly influence purchase intention.
5	WOM/UGC (med/mod)	(Hennig-Thurau et al., 2004)	The purpose is to understand the motivations behind a consumer’s decision to engage in e-WOM communication on Web-based consumer-opinion platforms.	The results suggests that consumers’ desire for social interaction, desire for economic incentives, their concern for other consumers, and the potential to enhance their own self-worth are the primary factors leading to e-WOM behaviour.
6	Engagement (med/mod)	(Shien et al., 2023)	To investigate the impact of SMM on young consumers’ purchase intention in Malaysia with the mediating role of consumer engagement.	SMM is significantly and positively related to young consumers’ purchase intention, highlighting the positive correlation between social engagement and the desire of young consumers to make purchases.

7	Influencer Marketing	(N. Chen & Yang, 2023)	This study examines the mechanisms through which influencers (live streamers) promote consumers' purchase intention in the context of live streaming e-commerce.	Customer experience significantly impacts both influencer trust and influencer attachment. Influencer attachment exhibits a stronger influence on consumer purchase intention compared to influencer trust.
8	Influencer Marketing	(Nguyen et al., 2022)	Aims to determine how influencer marketing would impact Vietnamese Gen Z consumer's purchase intention. (Influencer Marketing- factors- Credibility, Product-customer relevance, Entertainment value of influencer content, Influencer expertise, and Peer review and recommendation (WOM))	Perceived influencers' credibility, the entertainment value of influencers' content, perceived expertise of influencers, and peer's review and recommendation influenced GenZ's Purchase Intention.
9	Perceived Risk, Word-of-mouth, Commitment, Customer Satisfaction (med/mod)	(Sano, 2015)	The study explores the dimensions of SMMA's and the effect upon customer satisfaction (SAT), positive word-of-mouth (WOM) and commitment in one of high perceived risk service-indemnity insurance service in Japan.	The results show that the effect of SMMA's can be evaluated by interaction, trendiness, customization and perceived risk. The results also show that the effect of SMMA's significantly influence SAT, but not positive WOM and commitment. Lastly, this study also finds the linear relationship of SAT $\square$ Commitment $\square$ Positive WOM in the case of high perceived risk service.
10	Brand Trust/ Trust (med/mod)	(Ramadhani & Prasasti, 2023)	Aims to understand how SMMA's affect consumer purchase intention that is mediated by brand trust in a go-global, local clothing brand.	Four dimensions of SMMA's namely word-of-mouth, entertainment, customizations, and trendiness, are the indicators that have the most significant influence in influencing purchase intention through brand trust.
11	Brand Trust, Brand Equity (med/mod)	(Heidari et al., 2023)	Examined the impact of SMM on online purchase intention, with brand attachment, brand trust, and brand equity acting as mediating factors.	SMM impacted online purchase intentions positively and significantly through customer brand attachment. Online purchase intention, brand trust, and customer brand attachment were positively influenced by brand equity. An increase in brand trust led to a significant increase in online purchase intentions.

Source: The Author (s)

What are the prevalent gaps and future research directions for SMMA and CPI research?

While assessing the literature, several gaps were found. Miles (2017) categorises research gaps into: knowledge, theoretical, evidence, methodological, population, practical knowledge, and empirical. Within the context of both SMMA and Purchase Intention (PI) research, these gaps are apparent across a variety of sectors, theories, methodologies and consumer types.

Knowledge Gap: Miles (2017) defined knowledge gap as, "a gap that refers to a lack of sufficient research, or unexplored or under-researched are/ topic/ domain". Research is limited on the relationship between SMMA's and purchase intention within food delivery sector, as the majority of SMMA research has focused on luxury brands, fashion, e-commerce, and airline services (Godey et al., 2016; A. J. Kim & Ko, 2012; Seo & Park, 2018; Yadav & Rahman, 2017). Although some recent research has expanded the scope of this field to include digital services, this body of literature

remains limited in its examination of SMMA in traditional consumption contexts (Chen & Lin, 2019; Moslehpour et al., 2021).

Theoretical Gap: Occurs when existing theories do not fully explain a phenomenon (Miles, 2017). Theoretical advancement within SMMA and purchase intention research is unequal, with many of the studies relying on S-O-R, TAM, and UGT; whereas fewer studies utilise behavioural frameworks such as Theory of Reasoned Action (TRA); Theory of Planned Behaviour (TPB); and Social Influence Theory (Ajzen, 1991; Davis, 1989; KATZ et al., 1973; Kelman, 1958; Mehrabian & Russell, 1974). By using a more diverse theoretical lens, a more comprehensive understanding of the relationship between social media cues and PI could be attained (Fishbein & Ajzen, 1975; Venkatesh & Davis, 2000).

Evidence gap: Arises when previous studies report inconsistent, contradictory, or inconclusive findings regarding relationships between variables (Miles, 2017). Evidence exists that positive entertainment, interaction, and e-WOM influence consumers' intentions to purchase; however, the effects produced by trendiness, customization, and informativeness vary by context and product category (Bilgin, 2018; Erkan & Evans, 2016; Kim & Ko, 2012). These inconsistencies indicate that the relationship between the SMMA and PI is contextual and in need of further validation (Lou & Yuan, 2019; Sokolova & Kefi, 2020).

Methodological gap: Refers to limitations in the research methods used in prior studies (Miles, 2017). Most studies

investigating both SMMA and purchase intention rely on cross-sectional, self-reporting survey designs. This approach limits attainable causal inferences, as well as observations of behavioral evolution over time (Chen & Lin, 2019; Hajli, 2015; Yadav & Rahman, 2017). In fact, only a handful of studies have implemented longitudinal, experimental, or mixed-methods approaches (Alalwan et al., 2017; Dwivedi et al., 2021).

Population Gap: This gap limits the generalizability of existing findings (Miles, 2017), as most of the literature bases its findings on consumers living in developed or digitally advanced regions, while there have been few studies based on emerging markets such as India and Indonesia (Bilgin, 2018; Moslehpour et al., 2021). Additionally, many samples include youth, while other segments (e.g., older adults) are underrepresented (Godey et al., 2016; Sokolova & Kefi, 2020).

Empirical Gap: Occurs when there is limited empirical testing of relationships, models, mediators, or moderators (Miles, 2017). Although ample research has documented the existence of direct effects of SMMA, fewer studies have examined potential mediators such as trust, perceived value, satisfaction, social identification, and engagement, or moderators such as perceived risk, demographics, and influencer credibility (Chen & Lin, 2019; Erkan & Evans, 2016; Hajli, 2015; Sokolova & Kefi, 2020).

Table 3 shows various gaps and future scopes identified by other relevant authors as per the literature reviewed.

Table 3: Gaps and Future scope according to the past literature

S . No	Authors (year)	Gaps and Future Scope
1	(Anas et al., 2023)	Population Gap Empirical gap- Examine the potential of Customer satisfaction to act as a mediator in the relationship between SMMA and purchase intention. Study the potential mediating factors such as customer trust and engagement. Further research could examine their influence on other behavioural intentions such as repurchase intention, willingness to pay more, and intention to engage in positive e-word-of-mouth.
2	(Alsoud et al., 2023)	Population gap- as only few tourism sites from Jordan taken for study.
3	(J. Kim & Lee, 2019)	Population gap- only students and female respondents taken for the study. Shoesofprey, only sells women's shoes. So, future research could identify the effect and influence of customisation experience in special situations on consumers' attitudes and behavior.
4	(Ismael et al., 2025)	A population gap, a qualitative study must be done or a mixed method approach
5	(Shien et al., 2023)	Population gap, as only young social media users been covered for research. Recommended to include moderating variables such as individual factors and psychological terms may be relevant to the purchase intention.
6	(N. Chen & Yang, 2023)	Theoretical gap- recommended expanding future research to include marketing ethics theory. Methodological Gap- Advised to develop additional context-specific measures of customer experiences through measurement refinement and improvement to accurately capture consumers' experiences and emotional reactions.

7	(Nguyen et al., 2022)	Population gap- Study was limited to only two cities in Vietnam and only Gen Z consumers taken into consideration.
8	(Shafiq et al., 2024)	Population gap- study of Pakistan Future researchers can investigate other causes, outcomes, or moderating factors that impact the relationship between SMMA, EWOM, brand awareness, and purchase decisions.
9	(Sano, 2015)	Population gap- Japanese study done for insurance sector
10	(Hennig-Thurau et al., 2004)	Population gap- Since a German sample was used in this study, it might make it difficult to generalise the results to other countries. The study must explore consumers' online articulations in different cultural contexts.
11	(Featherman & Pavlou, 2003)	Population gap- small sample sizes Knowledge gap, Evidence gap & Empirical Gap-Future researchers must identify and test the risk-reducing user interface designs using the delineated risk facet operational definitions as the criterion variables. The research model should be reconfirmed with different samples, e-services and user interface designs for better clarity of perceived risk for the consumers.
12	(Kurniawan et al., 2021)	Empirical gap- Recommended to use several other behavioural factors that can influence website usage in creating consumer intentions and satisfaction.
13	(Tam et al., 2024)	Empirical gap- Suggested to incorporate stimuli such as (tourists') emotional experiences in SOR Framework for better understanding.
14	(Sohaib et al., 2022)	Empirical gap- Investigate each component- interactivity, information, WOM, personalisation, and trendiness individually to provide deeper insights into their specific impacts on consumer behaviour and relationship quality (trust, satisfaction).
15	(Y.-H. Chen et al., 2010)	Population gap- Use diverse consumer samples Empirical gap- Future research could investigate how these interactions influence consumer purchase intention, providing a more nuanced understanding of consumer behaviour. Knowledge gap & Empirical gap- examine how new technological features, such as mobile applications, artificial intelligence, and augmented reality, impact consumer preferences and purchase intentions. This could provide insights into how e-commerce platforms can adapt to changing consumer expectations. Knowledge gap- delve deeper into specific security attributes that consumers value, such as encryption methods and privacy policies, and how these factors influence their purchase intentions.
16	(J. Wang & Shahzad, 2024)	Knowledge gap & Empirical gap-pay more attention to relationship quality, perceived value, and emotional support for Consumer Purchase Intention in Social Commerce Knowledge gap & Empirical gap- relationship quality is measured by some multidimensional constructs, mainly including trust, commitment, and satisfaction. Therefore, better relationship quality needs improvement from these indicators, making Social Commerce valuable for customers. Empirical gap- address other potential moderators, such as Social Commerce types and gender.
17	(A. J. Kim & Ko, 2010, 2012)	Population gap- focused on consumers of luxury brands.
18	(Yadav & Rahman, 2017)	Empirical gap- testing of the scale in diverse industry contexts. Knowledge gap & Empirical gap- the predictive validity of the developed scale (perceived SMMA) should be established by imminent research by examining the association between perceived SMMA and other behavioural outcomes like customer loyalty, revisit intention, willingness to pay, etc., Knowledge gap & Empirical gap- effect of other demographic factors (age, gender, income etc.) as moderating variables could be another avenue for upcoming research.

Source: The Author (s)



Conclusion and Future Scope

Social media is no longer used solely as a way for companies to promote and sell their products; instead, it has evolved into an interactive space where consumers interpret or evaluate and respond to marketing messages (Lama & Korpes, 2026). Results of this review indicate that the following factors have a significant influence on consumer perception and intention: the credibility of an influencer, peer-to-peer interaction, user-generated content and personalisation. By engaging positively with consumers, brands build trust, equity, or loyalty; however, engaging negatively and manipulating or being perceived as manipulative will diminish a brand's credibility. Therefore, in order to maintain consumer trust and create favourable purchasing behaviours in digital channels, brands must communicate ethically, practice transparency, and balance their use of personalisation.

This paper answers all the research questions by doing an extensive review of the literature over the past research. From evolution and discussing the existing literature across the theme to identifying various dimensions of SMMA that influence purchase intention directly or indirectly. Then reviewing the past literature to acknowledge the main theories used in SMMA and Purchase intention research, with SOR and theory of planned behaviour being the most prominent and upcoming framework for interpretation, with food delivery being the least explored industry. And finally uncovering other variables that have been employed as either moderators/ mediators or in any other relations with SMMA and purchase intention to assess the relationship and find gaps.

Limitation and Future Scope

Notably, the research recognizes the dependence on secondary research as a limitation regarding capturing real-time changes in behaviour and the dynamics associated with each specific platform of social media; whereas, the methodology used is appropriate for achieving the objective of this study and providing significant contributions to the understanding of how social media marketing has influenced the evolution of consumers' purchasing behaviour.

This shows that this study has a lot more potential for future research not only because the moderators/ mediators have been least studied, but also because of the non-ending scope and continuously evolving social media and its dynamic consumer market.

Future research could include bibliometric or systematic reviews to gain more in-depth understanding. The fear-of-missing-out (FOMO), parasocial interactions and algorithmic recommendations are also the drivers of the emotional and psychological factors of urgency to purchase

a deal, leading to purchase intention and actual purchase that needs to be empirically tested across all backgrounds. With technological advancements like artificial intelligence, virtual reality and chatbots, and improved social media platforms, future researchers have a lot more potential to dig deeper into their influence on consumer behavioural responses.

To conclude, SMMA is an important influence on purchasing intention in today's world (i.e., the digital age). Developing additional research into this area can contribute both to the existing body of academic literature and provide insightful information to assist businesses in establishing greater engagement and improved purchasing performance from their consumers.

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Annexure 18.1.7

Submission Date	Submission Id	Word Count	Character Count
25-Jan-2026	6251920 (DrillBit)	10164	73036

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LOCATION	MATCHED DOMAIN	%	SOURCE TYPE
7	Predicting e-services adoption a perceived risk facets perspective by Maurici-2003	1	Publication
11	erepo.usiu.ac.ke	<1	Publication
14	www.researchgate.net	<1	Internet Data
16	Increasing Sales Through Social Media Marketing The Role of Customer Brand Att By Shahin Heidari, Mehrnaz Zarei, Yr-2023	<1	Publication
17	googlegroups.com	<1	Publication
18	www.atiner.gr	<1	Publication
19	aisel.aisnet.org	<1	Publication
22	Antecedents of Social Media Induced Retail Commerce Activities Impact of Brand- by Lyu-2020	<1	Publication
23	Formation of augmented-reality interactive technologys persuasive ef, by Huang, Tseng-Lung - 2014	<1	Publication
23	Formation of augmented-reality interactive technologys persuasive ef, by Huang, Tseng-Lung - 2014	<1	Publication
24	Market valuation models of the effect of advertising and promotional s by Marg-2005	<1	Publication
27	pearl.plymouth.ac.uk	<1	Publication
29	erepo.uef.fi	<1	Publication
32	A Critical Analysis of Telemarketing Fraud in a Gated Senior Community by Reiboldt-2003	<1	Publication
33	e-journal.trisakti.ac.id	<1	Publication
35	www.researchgate.net	<1	Internet Data
37	Internalized Heterosexism Measurement, Psychosocial Correlates, and , by Szymanski, D. M. K- 2008	<1	Publication

**Reviewers
Memorandum**

Reviewer's Comment 1: The manuscript presents a comprehensive and well-organized review of the literature on Social Media Marketing Activities (SMMAs) and consumer purchase intention. The paper effectively synthesizes research spanning multiple industries and theoretical perspectives, providing readers with a clear understanding of the evolution of SMMAs and their influence on consumer behaviour. The discussion of key dimensions such as entertainment, interaction, customization, trendiness, and e-WOM is particularly insightful and supported by relevant contemporary literature. The identification of research gaps and future directions further enhances the practical and academic value of the review.

Reviewer's Comment 2: This review makes a valuable contribution by integrating diverse theoretical perspectives, including the Stimulus–Organism–Response (S-O-R) model, Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), Uses and Gratifications Theory (UGT), and Social Influence Theory, into a single conceptual discussion. The literature synthesis is thorough and demonstrates a good understanding of the evolving digital marketing landscape. The manuscript also provides useful managerial implications by highlighting how various social media activities influence consumer engagement and purchase intention. As an avenue for future research, the authors may consider providing a more explicit explanation of the literature selection and screening process to enhance methodological transparency and further strengthen the review.

Reviewer's Comment 3: The manuscript is well-written, logically structured, and supported by an extensive collection of recent and relevant references. The discussion on emerging topics such as influencer marketing, personalization, algorithm-driven recommendations, and artificial intelligence reflects the contemporary nature of the review and increases its relevance for both researchers and practitioners. The section outlining knowledge, theoretical, methodological, and empirical gaps is particularly useful in guiding future research.

**Editorial
Excerpt**

The article has 4% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Vaishali and Rajeev), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "The Role of Social Media Marketing Activities in Shaping Consumer Purchase Intention: A Comprehensive Review" both subject-wise and research-wise. The manuscript provides a timely, comprehensive, and well-researched review of the growing body of literature on Social Media Marketing Activities and consumer purchase intention. The paper demonstrates strong conceptual depth by integrating major theoretical perspectives, synthesizing empirical findings, and identifying meaningful research gaps that can guide future investigations. While a few minor refinements related to methodological transparency. The manuscript represents a valuable contribution to the fields of digital marketing and consumer behaviour and is recommended for publication subject to minor revisions. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "Review of literature" category.

Acknowledgement

The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Vaishali and Rajeev) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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