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Faculty of Business Economics

Master of Management

Master's thesis

Impact of social media advertising on consumer purchase decisions: A systematic literature review

Vasily Akshara Madhu

Thesis presented in fulfillment of the requirements for the degree of Master of Management, specialization International Marketing Strategy

SUPERVISOR :

Prof. dr. Stephan BRUNS

MENTOR :

De heer Teshome Kebede DERESSA



UHASSELT

KNOWLEDGE IN ACTION

www.uhasselt.be
Universiteit Hasselt
Campus Hasselt:
Martelarenlaan 42 | 3500 Hasselt
Campus Diepenbeek:
Agoralaan Gebouw D | 3590 Diepenbeek

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Preface

I sincerely thank my supervisor, Prof Stephen Bruns, and co-promotor, Teshome Deressa, for their invaluable assistance throughout my thesis. Their constructive feedback and insightful guidance always steered me in the right direction when I needed it.

Furthermore, I extend my gratitude to the jury for taking the time to read my work. I would also like to sincerely thank my family and friends for their unwavering support.

Vasily Akshara Madhu

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Abstract

Background: Social media marketing (SMM) has revolutionized the digital world. With social media's increasing popularity and usage, businesses have turned to these platforms to reach consumers and promote their products. Interestingly, consumers search online for information about products and services before making purchase decisions. This paper aims to review the latest academic literature with a high level of detail on the influence of social media marketing on consumers' purchase intention. Moreover, it provides researchers with an idea of prior studies and guides them for future research, giving businesses an insight into how SMM activities could influence consumers buying behavior.

Methods: This review adheres to the Collaboration for Environmental Evidence's guidelines and complies with the reporting standard ROSES (Reporting Standards for Systematic Evidence Synthesis). The database Scopus was used for the study's article selection process, and the review was limited to articles published between 2018 - 2022. The search terms and strategies have been developed to identify the impact of SMM on purchase intention.

Findings: The study identified four main themes, which are 1) Types of social media marketing, 2) Strategic approaches to effective social media advertising, 3) Social commerce 4) Consumer perspective. The findings allow marketers and researchers to better understand the current trend in SMM and consumer behaviour.

Keywords: Social media marketing, e-commerce, online marketing, Purchase decision, E- WOM, Repurchase intention

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Chapter 1

Introduction

1.1 Booming trend of Social media marketing

Social media platforms have become an indispensable part of human lives these days. Social media started as a communication channel, gradually becoming a medium for marketing. These virtual platforms, such as Instagram, Facebook, LinkedIn, and Twitter, have transformed how humans interact (Alalwan, 2018). According to recent statistics for January 2023, 59.4 percent of the global population uses social media (Statista, 2023). Another recent study by Statista (2023) reveals that the most popular social network worldwide is Facebook, Youtube, WhatsApp, Instagram, and WeChat, of which Facebook has the highest number of active users.

As the number of social media users continued to grow, businesses recognized the potential of these platforms and began leveraging them for marketing purposes. Moreover, this rise in social media usage has led to an increase in individuals searching for brand and product information online, as noted by (Dwivedi et al., 2021; Shareef et al., 2019). Social media marketing and conventional marketing differ in the medium used to convey a message. Traditional marketing typically employs print media such as magazines and newspapers, whereas social media marketing leverages digital platforms.

The global expenditure on advertising had been consistently rising until 2020, when the COVID-19 pandemic forced many industries to pause. Fortunately, the

advertising market exhibited strong growth in 2021 and is projected to maintain this trend, exceeding one trillion U.S. dollars by 2026 (Statista, 2023). With an increase in social network users, the expenditure on social media advertising has reached approximately 230 billion U.S. dollars, projected to exceed 300 billion by 2024 (Statista, 2023). For instance, the U.K. has the highest advertising spending among the several European countries. Facebook, the most popular social network worldwide, has a growing number of users reaching the 3 billion threshold. This presents numerous opportunities for businesses of all sizes to advertise their products and gain exposure, attention, and perception. In 2021, Facebook's advertising revenue exceeded 114 billion U.S. dollars (Statista, 2023).

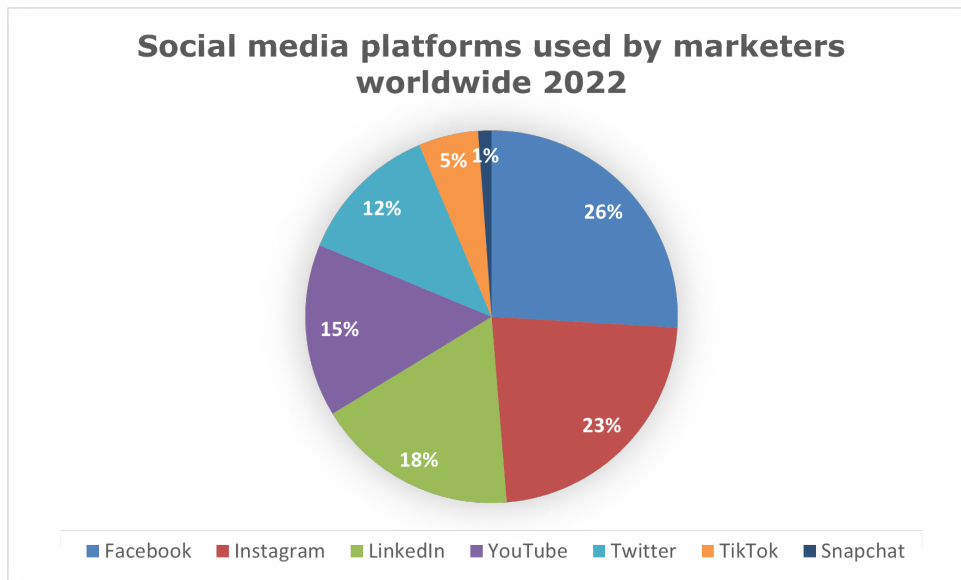


Figure 1.1: Social media platforms used by marketers worldwide 2022 (Statista, 2023)

With the increasing prevalence of social media in everyday life, marketers can take advantage of this new trend, enabling companies to reach a bigger market. Businesses need social influence to connect with their existing and prospective customers (Mangold and Faulds, 2009). Therefore companies can utilize various marketing strategies on social media platforms, including advertising,

electronic word-of-mouth, customer relationship management, and branding. However, the primary focus of research and practical applications regarding social media marketing has been advertising (Algharabalwan et al.,2017). This technique can reach a significantly larger audience than conventional marketing methods. Figure 1.1 shows the percentage of marketers using social media platforms in 2022. It can be seen that the most percentage of marketers use Facebook for marketing purposes, followed by Instagram, Linkdlin, Youtube, Twitter, TikTok, and Snapchat. As social media continues to evolve rapidly, it is vital for marketers to stay updated with the latest trends and best practices to leverage these platforms successfully.

Companies across the world use social media to attract and let people know about their products and services in this digital age as highlighted in a study by Alalwan (2018). Additionally, social media has emerged as a useful tool for businesses looking to expand their customer base beyond the local market and increase their reach globally, as noted by (Gao et al., 2018). Similarly, Ting et al. (2016) mentioned that many organizations have begun using social media to communicate with potential consumers and boost their likelihood of purchasing. These platforms allow two-way communication, which will enable companies to respond to customer inquiries, complaints, and feedback in a timely and personalized manner. In line with this theory, (Ebrahim, 2020) suggests that it is essential for companies to understand the unique characteristics of each social media platform and tailor their approach accordingly. Moreover, the study emphasizes that social media can be used to enhance brand awareness, increase customer loyalty and drive sales.

1.2 Introduction to SMM

According to Weinberg (2009), social media marketing (SMM) is a comprehensive approach focusing on advertising products and services through social media platforms. Chris Shipley, a global research director of Guidewire Group, coined the term "social media." It was first introduced at the BlogOn conference in June 2004. There are two primary methods typically used for social media marketing. The first method is creating online communities for interacting with

their fans using free technologies like brand communities integrated into social networking sites like Instagram, Facebook, Youtube, and Twitter (Tuten and Solomon, 2017). The second method is the usage of paid advertisements on social media platforms such as Instagram, Facebook, and Youtube (Razmerita et al., 2016). These methods can significantly improve purchase intentions among consumers.

The rapidly evolving technologies of the digital era have brought about a significant transformation in the way consumers make purchase decisions, with electronic word-of-mouth (e-WOM) playing a pivotal role. Derived from traditional word-of-mouth, e-WOM has emerged as a new form of marketing. Goldsmith and Horowitz (2006) defined e-WOM as a type of communication that occurs on the internet and can be shared through various online applications such as social networking sites, review sites, blogs, and online platforms.

Belanche et al. (2020) suggests that e-WOM plays a crucial role for consumers by providing valuable feedback on online platforms. In fact, many consumers turn to social media platforms for recommendations and reviews before making a purchase. The emergence of digital technologies and the Internet has led to the evolution of word-of-mouth marketing, which has taken on various new forms such as electronic word-of-mouth (e-WOM), word-of-mouth marketing, viral marketing, email marketing and Internet word-of-mouth, (Goyette et al., 2010). Reyes-Menendez et al. (2019) did a study on Trip Advisor (an online travel platform that provides information and reviews about various travel destinations, accommodations, restaurants, and activities) and other social tourism platforms. The authors concluded that credibility influences the adoption of e-WOM by users for the decision-making process. In other words, brands are responsible for engaging their customers positively through social media ads, thereby leading to positive WOM. Finally, this positive thought from the ads leads the consumers to repurchase (Belanche et al., 2020).

Although social media ads fall under the category of Internet ads, their classification as Web 2.0 means that customers may perceive and experience them differently. This difference in focus can be attributed to the distinctive characteristics of social media advertising, which allow customers to interact more actively with targeted ads, as pointed out by Laroche et al. (2013); Tuten and Solomon

(2017). The processes of evaluating and forming perceptions about products and developing final attitudes toward them have shifted significantly toward a new pattern of multidimensional communication. Nowadays, consumers tend to value and trust peer opinions more than traditional marketing advertisements Algharabat et al. (2018); Aswani et al. (2018). Overall, the shift towards peer opinions as a critical factor in consumer decision-making represents a significant change in how companies approach marketing and product development. To stay competitive in today's market, businesses need to adapt to this new reality and leverage the power of social media to connect with their customers and build solid and lasting relationships.

Marketing managers face a formidable challenge when it comes to social media marketing. However, if utilized adeptly, SMM can become a complex tool to elicit favorable customer responses, positively impacting their purchase intentions Chen and Lin (2019). The paper also emphasizes that engaging in these SMM activities stimulates consumer engagement and consumer experience, which, in turn, can significantly impact brand equity and subsequent purchase intentions and behaviors. Kaushal and Kumar (2016) suggests that consumers' attitudes towards an advertisement can affect their attitude towards the brand being advertised, which in turn can influence their purchase intention. In line with this theory, Gaber et al. (2019) conducted a study on Instagram advertising and consumer experiences and found that consumer attitudes were influenced by perceived entertainment value, usefulness, credibility, and the absence of annoyance caused by the advertisement.

Numerous studies have been carried out to examine the correlation concerning social media marketing and consumer purchase decisions. According to a study conducted by Chu and Kim (2011), it is indicated that social media marketing positively influences consumers' purchase decisions. Similarly, (Balakrishnan et al., 2014) discovered that online marketing communications, including electronic word-of-mouth, online communities, and online advertisements, serve as effective promotional tools for brands and products through company websites and social media platforms. The findings from these studies collectively demonstrate that social media marketing can enhance brand awareness, brand equity, and overall purchase intention. This is because online marketing

helps companies to engage with their customers on a personal level. Moreover, businesses can attract and retain potential customers by creating and sharing valuable content such as discounts, promotions, and customer reviews.

1.3 Background of systematic literature review

The systematic literature review was first established in medicine in the 1990s, which aimed to develop well-informed decision-making to support the medical field. Originally, the QUOROM criteria were developed to assess the quality of reporting. However, ten years later, the QUOROM criteria underwent updates and extensions, resulting in the development of the PRISMA guidelines. (Preferred Reporting Items for Systematic reviews and Meta-Analyses)(Haddaway et al., 2018). However, over time, systematic review methodology has expanded its reach to various other fields, such as social welfare, public and environmental health, and software engineering.

Haddaway et al. (2018) identified several issues related to the application of PRISMA to environmental systematic reviews and maps and hence found an alternative for PRISMA, which is ROSES (Reporting Standards for Systematic Evidence Synthesis). ROSES facilitate full transparency in reporting and enable reviews to showcase the methodological strengths of the studies being examined. This is done to enable peer review, ensure sufficient reporting of systematic reviews, and help raise standards in future reviews. The Collaboration for Environmental Evidence (CEE) serves as the coordinating organization for reviews in the fields of conservation and environmental management. Its primary objective is to enhance reviews' policy and practical relevance while ensuring reviewers adhere to established standards and procedures.

In a systematic literature review, the reviewer develops the SLR technique or plan before starting the evaluation process. Following this, several specified databases are searched using specific keywords (Robinson and Lowe, 2015). In SLR, grey literature is not mostly included, and it depends on the type of research question(Rothstein and Hopewell, 2009). Grey literature includes electronic or print information that is created by various entities, including government, academic, business, and industry and is not under the control of com-

mercial publishers (Rothstein and Hopewell, 2009). The next step is the data extraction process which consists of two methods. Firstly, a data extraction tool can be used to identify specific data. Secondly, by engaging two or more reviewers for data extraction (Robinson and Lowe, 2015).

The structure of a systematic literature review typically follows a well-defined process. It begins with clearly defined research objectives and research questions that guide the entire review. The next step involves developing a comprehensive search strategy to identify relevant studies from various sources, such as academic databases, conference proceedings, and grey literature. Once the studies are identified, they undergo a systematic screening process based on predefined inclusion and exclusion criteria. This step helps to ensure that only studies meeting the specific criteria are included in the review.

The selected studies then undergo a thorough assessment of their quality and relevance, often using established appraisal tools. By extracting and synthesizing the data from the studies, a comprehensive understanding of the current knowledge on the research topic is provided. Finally, the findings are analyzed, interpreted, and presented in a clear and organized manner (Robinson and Lowe, 2015). The systematic literature review structure ensures a rigorous and transparent approach to reviewing and summarizing the existing evidence, providing valuable insights for researchers, practitioners, and decision-makers.

In addition to the steps mentioned earlier, the structure of a systematic literature review also includes a meta-analysis, if applicable. A meta-analysis involves a statistical synthesis of data from multiple studies to obtain more robust and generalizable conclusions. This step requires careful consideration of the homogeneity of the selected studies in terms of study design, sample characteristics, and outcome measures. The inclusion of a meta-analysis adds another layer of rigor and allows for quantifying the effect sizes and assessing the statistical significance of the results. Finally, a systematic literature review concludes with a discussion section highlighting the key findings, identifying any limitations or biases in the review process, and providing recommendations for future research (Robinson and Lowe, 2015). Overall, the structured approach of a systematic literature review ensures transparency, replicability, and a com-

prehensive understanding of the existing evidence base. Figure 1.2 shows the structure of this review process.

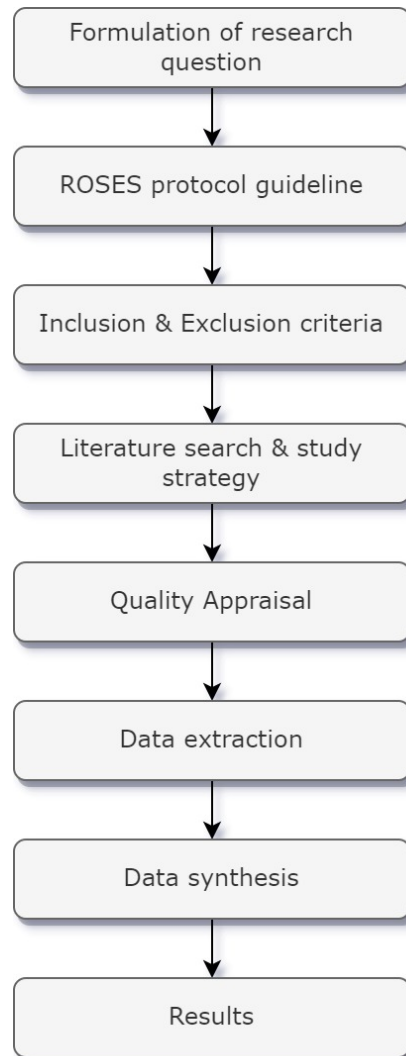


Figure 1.2: Structure of review process

1.4 Research objective

Prior research has identified factors that lead customers to repurchase in an online setting. These factors are based on the purchase experience of customers, the characteristics of social media platforms, and the online retailer's

performance. Because of the growing interest in this area, there has been a steady rise in the annual publication of articles. Figure 1.3 show the number of articles published from 2018 to 2022 in the database Scopus based on the inclusion criteria discussed in Chapter 2. Every year, there is an incremental growth of research in this field. Although numerous review papers are based on this subject, none do a transparent, systematic review based on the Reporting Standards for Systematic Evidence Synthesis (ROSES). ROSES reporting standard enables evidence-informed decision-making and prioritizes using the most reliable and relevant research evidence available in making decisions Haddaway et al. (2018). It allows evidence synthesis in systematic reviews and helps collate and summarise the results.

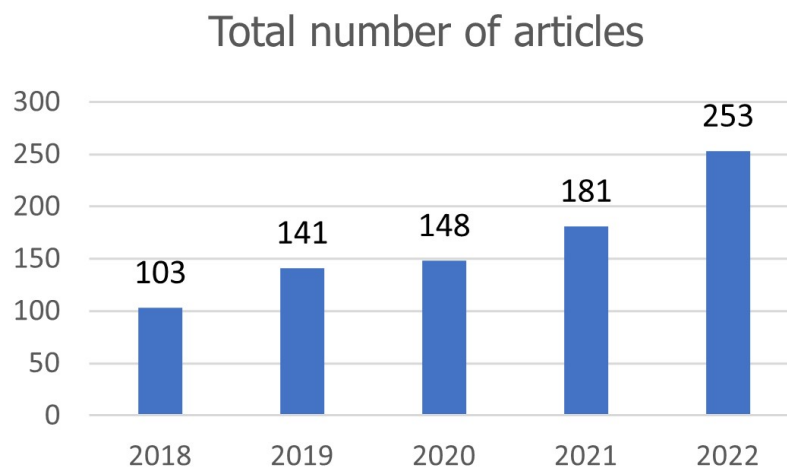


Figure 1.3: Number of articles published over the years 2018 to 2022 based on the inclusion criteria

Therefore the objective of this thesis is to conduct a systematic literature review on existing literature using the ROSES reporting standard. Additionally, this paper explores the relationship between social media advertising and purchase decision-making, focusing on identifying the key factors that influence consumer behavior in this context. Furthermore, this study specifically centers on the most recent (2018-2022) developments or trends in this area. Hence this review allows researchers or managers to stay up-to-date with the recent advancements in SMM and consumer behaviors.

The primary research question for this study was formulated based on the PICO framework, a widely accepted framework utilized by researchers to develop practical research questions. PICO stands for the criteria: Population, Intervention, Comparison, and Outcome. The statistical population or study group to which the intervention is applied is called the population. The variable to which the subject population is exposed is the intervention. The comparator is the alternative intervention. The outcome represents all the relevant outcomes from the proposed intervention that can be reliably measured. The three criteria used in this research question are Population(Social media users), Intervention (Social media advertisement/marketing), and Outcome (Repurchase intention), as shown in Table 1.1. This led to the formulation of the research question, "How do social media ads influence consumer's repurchase decisions?".

Table 1.1: PICO framework

Population	Social media users
Intervention	Social media advertisement
Comparator	Nil
Outcome	Repurchase intention/purchase decision

Chapter 2

Methodology

This section describes the procedures of doing a systematic literature review. A brief explanation of the ROSES review protocol used in this study is given at the beginning of the methods section. Subsequently, the inclusion and exclusion criteria is outlined. This section provides a clear understanding of the inclusion and exclusion criteria which enabled to reduce the number of articles. The literature search methodologies are discussed in Section 2.3, which includes the time period of conducting this review, the database used, and the search criteria. This section also describes the identification, screening, and eligibility steps in the search procedure. Finally, a ROSES flow diagram is included, ensuring the review process's transparency and quality.

2.1 Review protocol - ROSES

The methodology for this study followed the Reporting Standards for Systematic Evidence Synthesis (ROSES) review protocol. This ensures a rigorous and comprehensive approach to synthesizing evidence. ROSES emphasizes on the early and intermediate stages of the review process, such as looking for relevant research, screening them for eligibility, extracting data from the selected studies, and conducting the critical appraisal. However, it provides limited detail on the synthesis stage of the review (Haddaway et al., 2018). ROSES enable reliable synthesis of research papers for evidence-informed decision-making in environmental policy, research, and practice (Haddaway et al., 2018). The research

question for the review was created based on the SLR criteria. A systematic search strategy was adopted, which consists of three processes: identifying relevant keywords, screening articles, and eligibility. Finally, the selected articles are subjected to a quality appraisal.

2.2 Inclusion and Exclusion criteria

Setting inclusion and exclusion criteria helps filter articles and select higher-quality publications. These criteria include factors such as the publication year, language, type, source, and research question. Firstly, the review is focused on a five-year timeline, specifically from 2018 to 2022, as these periods give the latest advancement in this study area. Secondly, only peer-reviewed articles were included in the study, which means conference papers, books, and reviews were excluded. Finally, the study only included English articles. Table 2.1 shows the inclusion and exclusion criteria.

Table 2.1: Inclusion and Exclusion criteria

Criteria	Inclusion	Exclusion
Year	2018-2022	Papers published before 2018 and published in 2023
Language	English	Languages other than English
Publication type	Article	Conference paper, Book chapter, Review
Publication stage	Final	Article in press
Source type	Journal	Conference proceedings, Book series, Book, Trade journal
Research question		<ul style="list-style-type: none"> • No relevant keywords in title and abstract • Articles which are not accessible in full text

2.3 Literature search strategies

The search was conducted during the first week of February 2023. To identify relevant literature, only the database Scopus was used. Scopus is a powerful

database that enables complex search strings. The Scopus database's powerful search tools and analytical capabilities allow researchers to refine their search criteria, extract relevant data, and gain insights into research trends and emerging topics (Burnham, 2006). Additional search options, such as hand-searching calls for proof or submission of evidence by stakeholders, were not performed. The search term was developed during the review scoping stage, and it involved trialing the search strings and recording the results. The search criteria for this topic is an advanced search function involving Boolean operators, truncation, and phrase searching. This resulted in extracting relevant articles and filtering out irrelevant results. The identified relevant articles were then exported into an Excel file for further analysis. Additionally, there were no updates in the review during the conduct of the review since it was performed in a short time.

2.3.1 Identification

A comprehensive approach was taken to conduct the identification process for this study. This included examining synonyms of relevant keywords, reviewing previous studies' keywords, and considering alternative spellings and Scopus's suggestions. The keywords used include "Social media marketing", "social media advertising", "E-commerce", "E-WOM", "Online marketing", "Social commerce", "e- advertising", "Repurchase intention", "Purchase intention", "Purchase decision". The current set of keywords was expanded into a comprehensive search string by using Boolean operators, phrase searching, and truncation with wildcard symbols in the central database Scopus. This approach led to the discovery of 2088 articles, and the keyword search string is as follows:

TITLE-ABS-KEY (("Social media marketing" OR "E-Commerce" OR "E-WOM" OR "Online marketing" OR "social commerce" OR "social media advertising" OR "e-advertising") AND ("Repurchase intention" OR "Purchase intention" OR "Purchase decision")).

2.3.2 Screening

Considering the large number of articles in the database, it was impractical to review all of them at a time. Therefore, the 2088 articles were subjected to a screening process by the database sorting tool. This approach allowed for a

more targeted and precise scope of articles to be considered. Higgins and Green (2011) suggest that when research is deemed to have been published over a specific period, the release of the timeline should be restricted. Okoli (2015) also proposes that researchers choose a particular time frame within which they can complete the research. Although the research on social media advertising only started to increase dramatically in 2017, several related articles were already published. Hence, the time frame between 2018 to 2022 was selected for this study, being the first inclusion criterion.

The screening process was conducted in accordance with the ROSES standard (Haddaway et al., 2018) and involved three distinct stages, namely: Title, abstract, and full-text screening. The initial stage involved evaluating the titles, followed by assessing the abstracts, and finally, conducting a thorough review of the full texts. The final sample of articles for this study was restricted to peer-reviewed sources only, and all other non-peer-reviewed sources—such as conference papers, book chapters, not peer-reviewed journal articles, and other grey literature—were excluded based on the exclusion criterion. This was done to ensure the high quality of the research. Additionally, only publications written in English were taken into consideration because the language was another crucial inclusion criterion which resulted in 820 publications.

2.3.3 Eligibility

To filter out the articles, the eligibility process involved selecting articles from the years 2018 to 2022 with high citations and relevance. The top 20 search results were included in the study, which totaled 100 samples for five years. For the years 2018 to 2021, the cutoff for the citation is taken as 50. Whereas for the year 2022, the cutoff taken is 4. The lower cutoff for 2022 papers is because they are more recent and therefore have had less time to accumulate citations. The next step was to filter out the articles based on title screening. This resulted in the reduction of the number of relevant articles to 64 since it does not meet the eligibility criteria. The remaining articles were then removed by abstract screening, which resulted in a total of 47 papers since it does not contain relevant keywords. Next, the articles were subjected to full-text screening. Nine articles were excluded in this step since it does not meet the inclusion criteria,

which are listed with reasons for exclusion in table 2.2. This resulted in 38 papers, of which the full text of 3 papers was not accessible. The retrieved papers followed a thorough evaluation, and any publications that did not adhere to the established standards were excluded, which are shown in table 2.2. Hence a total of 35 samples were subjected to critical appraisal and further synthesis.

Table 2.2: List of excluded papers after full-text screening

List of excluded papers after full-text screening	Reason
(Li, 2019),(Koch et al., 2020),(Kong et al., 2020),	No relevant population
(Shankar et al., 2020), (Seo and Park, 2018),	No relevant intervention
(Li and Ku, 2018),(Sullivan and Kim, 2018),	Ambiguous data
(Lin, Wang and Hajli, 2019),(Gu et al., 2021)	

The ROSES flow diagram ensures the transparency and quality of the review process. The first block represents screening processes which include the records identified from the database searched. The subsequent block represents the search process. The blocks show the different inclusion and exclusion of articles. Finally, the third block represents the critical appraisal and synthesis process where the articles included for review are subjected to data extraction and synthesis. Figure 2.1 below illustrates the stages at which evidence is excluded during the review and it shows the results of the search strategy. This enables reviewers to have a clear and transparent overview of the screening process, which is important for ensuring the reproducibility and rigor of the review.

ROSES flow diagram

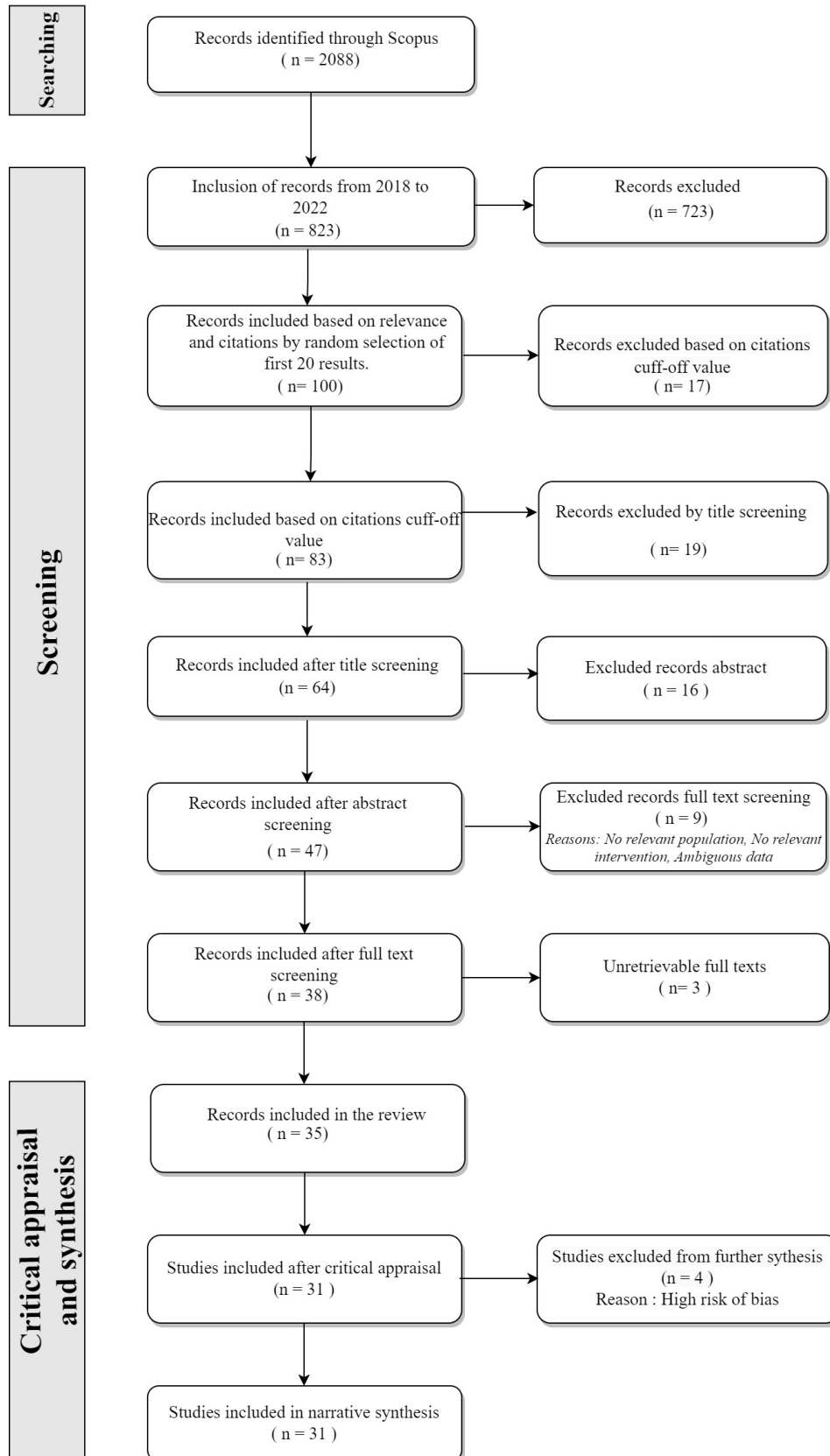


Figure 2.1: Roses flow chart

Chapter 3

Critical Appraisal

This chapter focuses on checking the validity and reliability of the included studies. In systematic literature reviews, critical appraisal plays a crucial role in determining the eligibility for data synthesis. Petticrew and Roberts (2008) suggests that reviewers must classify selected articles into one of the three categories: low, medium, and high quality. It involves a systematic evaluation of scientific studies to assess their trustworthiness, value, and relevance within a specific context. The critical appraisal guarantees that the studies included in the review are of excellent quality, valid, and pertinent to the research question (Haddaway et al., 2018).

The studies that satisfy the eligibility requirements are evaluated effectively in order to determine internal and external validity. Internal validity measures how well a study is conducted and how accurately its results reflect the studied group, which is assessed as the risk of bias. In contrast, external validity measures the applicability or generalizability of the findings to a given population (Stone et., al 2023). Once identified as eligible, studies will undergo an appraisal to determine their level of bias, which will be classified as "low," "moderate," or "high" risk of bias. Table 3.1 shows the factors selected for critical appraisal criteria. Moreover, to assess the quality of the articles, the following questions were created:

1. Is the study related to consumer buying decisions and social media advertising?

2. Is the research's information clear and satisfactory?
3. Has the research methodology been applied correctly?
4. Is the data collection process clearly outlined?
5. Is the data analysis procedure clearly explained?

Table 3.1: Risk of bias

Factor	Low-risk bias	Moderate-risk bias	High-risk bias
Data collection Methods	Survey research, empirical	Observational studies	Case studies
Demographics	Online	Online	Particular group
Objectives	Relation between objectives and methodology	Relation between objectives and methodology	No relation between objectives and methodology
Target population	Social media users	Social media users	Others
Statistical analysis	A clear description of statistical analysis and results	statistical analysis and results are clear enough	statistical analysis and results are not clear
Social media platforms	Choosing one or more platforms	Choosing at least one platform	Not choosing any platform

To get the data required for data synthesis, studies with "low" and "moderate" risks of bias were used. In contrast, studies with a "high" risk of bias are excluded from this study. After applying the critical appraisal criteria, three articles (Liu et al., 2021; Campbell and Farrell, 2020; Li et al., 2021) are excluded because of high-risk bias and do not satisfy the critical appraisal criteria. In comparison, all the remaining studies were of "low" or "moderate" risk of bias. Hence these studies are used further to extract relevant data for narrative synthesis since these studies are of high quality, and the results are reliable and generalizable.

3.1 Data extraction

The data extraction process involves gathering relevant information from various studies for further analysis. The data extraction process is documented, and the details of the included studies are provided in Section 3.3 for increased transparency. The primary extracted data from primary studies include study design, population, outcomes, social media platforms, and consumer behavioral characteristics, which will help answer the research question. These extracted data were grouped into the following themes 1) types of social media marketing, 2) Strategic approaches to effective social media advertising, 3) social commerce, and 4) customer's perspective.

3.2 Data synthesis

The form of evidence synthesis used in this review is narrative synthesis. A narrative synthesis is done to represent the data of all included studies with a low and moderate risk of bias. These papers were analyzed for themes by looking at the titles, abstract and entire contents of the publication. The studies include quantitative, qualitative, and mixed-method designs. The themes were identified by detecting the trends among the abstracted data of all reviewed articles. Then, similar data were put together, resulting in four primary groups. The themes were re-assessed to confirm their validity and reliability. The themes were given appropriate names in the following stage. The following sections elaborate on the key themes identified from these selected papers based on the studied area.

3.3 Results

3.3.1 Background of selected articles

From the 2088 initial hits from the Scopus database, 31 unique studies were filtered out after the screening and critical appraisal stage. The 31 included articles were divided into four themes: types of SMM, strategic approach to effective social media advertising, social commerce, and consumer perspec-

tive. These are discussed in detail in subsequent sections. The majority of the articles reviewed the data through questionnaire surveys. This approach was chosen due to its affordability, convenience, accessibility, and ability to provide a large sample size for the research. The majority of the articles included in the study incorporated data from various social media platforms, including Instagram, Facebook, Twitter, WhatsApp, and YouTube. These platforms served as sources of information and data for the research analysis. These studies were conducted in different parts of the world, such as China, India, Egypt, Italy, the US, Malaysia, Indonesia, Hongkong, Nigeria, and Tunisia.

3.3.2 Types of social media marketing

Many studies report a positive association between influencer marketing and purchase decisions. Out of the selected articles, (Arora et al., 2019; Jin et al., 2019; Hwang and Zhang, 2018; Li et al., 2021) focused on influencer marketing. (Hwang and Zhang, 2018) did an empirical study, and they suggest that parasocial relationships have a significant impact on followers' purchase decisions towards digital celebrities on social media platforms. The study observed that parasocial relationships could reduce followers' persuasion knowledge, thereby positively affecting their purchase and e-WOM intentions. Moreover, the study points out that empathy and low self-esteem positively affect their purchase and e-WOM intentions.

According to Jin et al. (2019), in alignment with the aforementioned theory, consumers tend to perceive brand posts by Instagram celebrities as more trustworthy, develop a more positive attitude towards the brand endorsed, experience a stronger sense of social presence, and sense increased envy towards the source compared to consumers exposed to traditional advertisements. Furthermore, a study conducted by Zafar et al. (2021) showcases the impact of social media celebrities on consumers' impulse-buying tendencies. The findings of this study indicated that the authenticity of a celebrity's post has a positive direct effect on consumers' urge to buy impulsively.

The study by (Arora et al., 2019) identified key factors to determine social media influencers on Facebook, Instagram, and Twitter, and these factors include engagement, outreach, sentiment, and growth. Likewise, Jin and Ryu

(2020) investigated the impacts of Instagram influencers and their branded content generated by users on consumer behavior outcomes. Moreover, the study indicated that factors like the type of branded content, influencer gender, and the distinction between Instagram celebrities and mainstream celebrities as content generators can play a moderating role in the relationship between envy, parasocial interaction, consumer characteristics, and consumer behavior outcomes. Notably, these behavior outcomes encompass variables such as brand trust and purchase intentions. Furthermore, the paper underscores the effectiveness of influencer marketing as a powerful branding strategy.

The studies by (Sun and Wang, 2020; Li et al., 2021; Ma, 2021; Lu and Chen, 2021) focused on live-stream shopping. (Sun and Wang, 2020) conducted a study showing that visibility, meta voicing affordance, guidance shopping affordance, and affordance can positively impact customers' buying decisions. The paper highlights the importance of live-streaming shopping platforms for businesses to improve sales performance. The authors also emphasize the importance of enhancing visibility and meta-voicing in live-streaming videos to improve the clarity and authenticity of the videos. Overall the paper conveys that customer engagement through live streaming can enhance purchase intentions.

Likewise, (Li et al., 2021) suggests that live streaming services positively affect user stickiness through emotional attachment to streamers and platform attachment. Another study by Ma (2021) indicates that influential digital celebrities are essential for the success of live-stream commerce. Finally, (Lu and Chen, 2021) developed a theoretical model that explains how live streaming affects consumers' purchase intention through product uncertainty reduction and trust cultivation in the clothing and cosmetic sectors.

A recent study by Kowalczyk et al. (2021) focused on AR (augmented reality) marketing, and they suggest that to generate favorable cognitive and emotional reactions from consumers and encourage repurchase intentions, companies should offer AR applications that are highly responsive, informative, interactive, and feature authentic product presentations. Another area of study is personalized advertising. It is the process of advertising in which a customized

ad of a product or service is developed by a retailer based on prior customer activities on the internet (Shanahan et al., 2019).

Shanahan et al. (2019) shed light on the influence of personalization on perceived quality and brand loyalty through customer brand engagement and brand attachment. Their studies suggest that personalization significantly changes consumers' attitudes toward advertised brands, primarily resulting in positive attitudes and repurchase decisions. Cheung et al. (2020) propose that interaction, trendiness, and positive electronic word-of-mouth (e-WOM) play pivotal roles in influencing consumer brand engagement, brand awareness, and brand knowledge for high-involvement products, particularly in the context of smartphones. The study emphasizes the significance of these factors in shaping consumer perceptions and behaviors toward brands in the highly involved decision-making process of purchasing smartphones.

3.3.3 Strategic Approaches to Effective Social Media Advertising

Multiple scholarly papers have directed their attention toward advertising on social media platforms. Previous studies have identified six significant factors, namely habit, performance expectancy, interactivity, hedonic motivation, perceived relevance, and informativeness, as key determinants influencing consumers' purchase decisions. These factors play crucial roles in shaping consumer attitudes and behaviors toward making purchases in the context of social media advertising. These conclusions have received support from (Alalwan, 2018) and recommend that marketers involved in social media advertising should prioritize these factors. By doing so, marketers can effectively increase customer engagement with ads played on social media platforms. Additionally, (Alalwan, 2018) highlights the importance of perceived relevance on consumer purchase intention. This means that customers will be more likely to purchase the products advertised in social media ads as long as they believe these ads are relevant to their own preferences and interests.

In a similar vein, (Hamouda, 2018) conducted a survey on Facebook users in Tunisia and discovered a significant association between factors such as in-

formativeness, credibility, entertainment, and social media advertising value. These factors were found to positively influence consumer attitudes towards social media advertising, as well as their behavioral responses in the service sector. Furthermore, Tan et al. (2018) conducted a study on mobile social advertising in the service sector, focusing on consumers' behavioral intentions. The study aligns with the theory by emphasizing the importance of interactivity and personal factors in shaping consumer behavior and intentions in the context of mobile social advertising.

Shareef et al. (2019) studied the credibility in advertising value and the attitude towards an advertisement in social media platforms. According to their findings, promotional activities for products are highly effective on social media when they are initiated and shared by regular members of the network. However, if these activities are artificially generated and come across as a commercial statement, they tend to lose credibility and may even irritate users, leading to negative opinions about the advertisement's value. Moreover, they identified that promotional marketing for the same product and informal source derogation are crucial factors that drive consumer persuasion. Additionally, they acknowledge that the context in which a message is initiated on a social network is more significant than the actual content of the message when it comes to persuading consumers to develop a positive attitude towards the advertisement.

(Hussain et al., 2022) conducted a study examining the effectiveness of social media ads in driving value co-creation. The study indicates that factors such as entertainment, aesthetic appeal, interactivity, and trendiness significantly impact the advertising value of social media ads, subsequently influencing consumers' intention to engage in value co-creation. Additionally, the study emphasizes that marketers can enhance consumer brand engagement by incorporating interesting content that encourages consumer interaction with social media ads, thus fostering value co-creation behaviors.

Chen and Lin (2019) investigated factors that influence social media intention. Firstly, their study confirmed that social media marketing has a considerable impact on social identification and perceived value which subsequently affects continuance intention, repurchase intention, and satisfaction. Secondly, the study focuses on the importance of managing a brand community since con-

sumers' sources of product information for purchase decisions have shifted from traditional media to social media. The study's results validate that if companies can assist users in identifying with their brand community, it can strengthen users' positive relationships with the brands they prefer and may even result in users ceasing to purchase competitor products.

A recent study by (Sohaib et al., 2022) emphasizes that social media marketing activities such as interactivity, informativeness, WOM, personalization, and trendiness play a considerable role in influencing relationship quality elements such as trust, commitment, and satisfaction. These elements, in turn, have an impact on which can affect online repurchase decisions. This is in line with the study of (Hamouda, 2018), which was discussed in the previous section. Furthermore, the study emphasizes the role of relationship quality elements since SMMA's did not directly influence the repurchase decision of the consumers.

A recent study conducted by Yadav et al. (2018) yielded a similar finding, indicating that perceived social media marketing activities (SMMA) in the context of e-commerce have a substantial and favorable influence on customer loyalty towards e-commerce websites. The study further identified five dimensions of perceived SMMA in e-commerce, namely interactivity, informativeness, word-of-mouth, personalization, and trendiness. The study suggests that e-commerce managers can enhance customer loyalty towards e-commerce sites by focusing on perceived SMMA and its dimensions. Despite the abundance of research on social media marketing (SMM) and e-commerce, there has been limited research on its impact on small and medium-sized enterprises (SMEs). However, Chatterjee and Kar (2020) conducted a study on this topic and found that the adoption of SMM strategies by SMEs can have a positive effect on perceived ease of use, perceived usefulness, and compatibility, which will have growth in business.

3.3.4 Social commerce

(Liang et al., 2011) defines social commerce as a "subset of e-commerce that involves using social media to assist in e-commerce transactions and activities". It can also be defined as the direct sale of products through social media networks. It distinguishes itself from social media marketing by allowing users to

make purchases within the platform they are currently using rather than redirecting them to an online store (Smartinsights, 2023). It enables marketers to create seamless buying experiences and reach consumers in strategic locations.

Social commerce is poised to revolutionize the retail industry as it offers compelling benefits for brands, social commerce platforms, and consumers alike. From the brand's perspective, social commerce provides an opportunity to tap into a vast user base and engage with consumers in real time, ultimately driving sales and expanding brand exposure through the power of digital word-of-mouth. On the other hand, social commerce platforms can distinguish themselves by simplifying the shopping process, obtaining valuable data insights about consumers and their networks, and offering targeted advertising options to retail companies. Lastly, consumers stand to benefit from social commerce by saving time through a streamlined shopping experience and gaining access to a wider range of shopping choices.

It is worth noting that research on social commerce has increased in recent years as more social media-based enterprises are emerging. Yahia et al. (2018) suggests that reputation and price advantages are the most important factors that influence users' trust in social commerce vendors on social media platforms. The study also shows that "perceived ease of use of the platform, facilitating conditions, hedonic motives, and habits increase social commerce intent." Another study by (Meilatinova, 2021) suggests that trust and satisfaction are the key factors that positively affect customer's repurchase and word-of-mouth intentions in social commerce, where reputation and information quality are the other two key factors that positively influence trust and satisfaction. Therefore they recommend that firms should focus on building a good reputation and providing high-quality information to customers to increase their trust and satisfaction, which can lead to higher repurchase intentions among customers.

Recent research by Akram et al. (2021) emphasizes that hedonic and utilitarian motivations positively affect online purchase intention. Utilitarian motivation includes convenience, selection, information availability, and lack of sociality. Whereas hedonic motivations include adventure shopping, idea shopping, social shopping, and gratification shopping. Furthermore, the study indicates that electronic word-of-mouth (e-WOM) and social value play a significant and posi-

tive moderating role in the association between motivation and online purchase intention. Similarly, (Yusuf et al., 2018) suggests that e-WOM engagement has a significant positive influence on consumer purchase intention in social commerce. Moreover, the study found that information characteristics, consumer behavior, and technological factors have a positive impact on consumer purchase intention. Hence in order to succeed in social commerce, marketers must have a clear strategy and utilize the right channels for connecting with their audience.

3.3.5 Consumer perspective

Ebrahim (2020) emphasized the role of trust and reported that the three attributes of social media marketing which are trendiness, customization, and word of mouth, will directly influence brand loyalty and indirectly influence brand equity which in turn affects purchase behaviors. Consumers develop trust through their various experiences with social media. Creating a positive brand association and long-term relationships is a key factor for brand trust. (Ebrahim, 2020) also highlights the importance of social media platforms in modern marketing strategies and stresses the significance of companies understanding the distinct characteristics of each social media platform and customizing their approach accordingly.

(Zollo et al., 2020) conducted a study that explored the relationship between social media marketing activities and consumer-based brand equity. The study revealed that cognitive benefits, personal integrative benefits, and social integrative benefits mediate the relationship between social media marketing activities and consumer-based brand equity. Additionally, the study found that both emotional and rational brand experiences have a significant impact on brand loyalty, brand awareness, and perceived quality, particularly in the context of luxury fashion brands. Their study suggests that SMMA's perceived by consumers affect brand equity positively if consumers obtain cognitive, social, and personal benefits when they browse luxury brands' social media communities. This provides insights into customer brand engagement.

(Sun and Wang, 2020) conducted an empirical study aimed at understanding consumers' attitudes and intentions towards green product advertisements

on social media. The study indicates that consumers' intention to purchase green products is positively influenced by their attitudes towards the products, subjective norms (such as social influence), and perceived behavioral control (the perceived ability to perform the behavior). On the other hand, the study found that price consciousness has a negative impact on consumers' intention to purchase green products.

A recent study by (Suharto et al., 2022) suggests that in e-commerce, an increase in social media marketing will encourage consumer satisfaction positively and that SMM has a significant positive effect on e-commerce consumer loyalty. Recent research by (Mason et al., 2021) found that consumers are spending more time on social media platforms since the start of Covid-19, and consumers' purchase behavior has changed since then. They also highlight the importance of social media marketing during the pandemic and how it can be used to engage with customers and build brand loyalty.

Another interesting trend has emerged, which is gender differences in e-commerce. Lin, Featherman, Brooks and Hajli (2019) conducted a study exploring gender differences in consumer web-based purchase decisions. The study reveals that there are indeed gender differences in terms of the relative influence of factors such as interactivity, vividness, diagnosticity, and perceived risk on subsequent consumer attitudes and online purchase intentions. The research suggests that these factors have varying effects on male and female consumers, highlighting the importance of considering gender as a significant factor in understanding consumer behavior in the context of web-based purchase decisions. Specifically, the study by Lin, Featherman, Brooks and Hajli (2019) found that in the context of web-based purchase decisions, interactivity and perceived risk had a stronger influence on attitude formation for males compared to females.

Lin, Featherman, Brooks and Hajli (2019) highlights that vividness and diagnosticity had a stronger impact on attitude formation for females compared to males. These gender differences highlight the varying importance of these factors in shaping attitudes towards online purchases based on individuals' gender. Additionally, the study found that attitudes toward online product presentation had a stronger influence on purchase intention for males compared to females. This indicates that males are more influenced by the way products are presented

online when it comes to their intention to make a purchase. It highlights a gender difference in the impact of attitudes towards online product presentation on purchase intentions. Lin, Featherman, Brooks and Hajli (2019) concludes that e-commerce website designers and brand managers should be gender aware when developing their web presence.

Figures 3.1, 3.2, and 3.3 summarise the key characteristics of each study included in this narrative synthesis. The characteristics of the studies include reference, subject population, intervention variable, methodological design, and relevant results.

Reference	Subject population	Intervention variable	Methodological design	Relevant reported results
Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. <i>International Journal of Information Management</i> , 42, 65-77.	Respondents from universities, colleges, private companies, and public sectors.	Social media platforms	Conducted questionnaire survey of 437 participants	Factors such as performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance significantly affect purchase intentions.
Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. <i>Electronic commerce research and applications</i> , 37, 100886.	Live stream shopping users	Live streaming	Survey	Live-stream shopping has a positive effect on customers purchase intention
Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. <i>Computers in human behavior</i> , 87, 155-173.	Social media users following digital celebrities	Digital celebrity advertising	Survey, Quantitative study	Parasocial relationships can reduce followers' persuasion knowledge, which in turn positively affects their purchase and eWOM intentions.
Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. <i>Marketing Intelligence & Planning</i> , 37(5), 567-579.	females recruited from Mturk	Instagram celebrities	Empirical/Quantitative study, Experiment: randomized two-group comparison between-subjects design experiment	consumers exposed to Instagram celebrity's brand posts perceive the source to be more trustworthy, show more positive attitude toward the endorsed brand, feel stronger social presence and feel more envious of the source than those consumers exposed to traditional celebrity's brand posts.
Yahia, I. B., Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. <i>Journal of Retailing and Consumer Services</i> , 41, 11-19.	Instagram users with different demographics		Questionnaire survey	Reputation and price advantage are important factors that influence users' trust in social commerce vendors on social media platforms.
Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index-insights from Facebook, Twitter and Instagram. <i>Journal of retailing and consumer services</i> , 49, 86-101.	Social media influencers of Twitter, Facebook & Instagram		Mixed methods comprising of both social media analytics and regression analysis	Influencer indices can be used by Brand companies or brand marketers and celebrities/ consumers those are intensively associated with social media for promotion purpose.
Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. <i>Journal of Retailing and Consumer Services</i> , 46, 58-69.	Facebook users	Reference groups who promote a product	Empirical Study	To identify source derogation in terms of credibility to create advertising value and a positive attitude towards advertisements launched through the Facebook social network
Zafar, A. U., Qiu, J., Li, Y., Wang, J., & Shahzad, M. (2021). The impact of social media celebrities' posts and contextual interactions on impulse buying in social commerce. <i>Computers in human behavior</i> , 115, 106178.	People who follow celebrities in facebook	Social media celebrities	<ul style="list-style-type: none"> Empirical Study Cross-section survey Snowball sampling 	Celebrities post authenticity, positive sentiments, and observational learning significantly encourage users to buy impulsively.
Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. <i>Technological Forecasting and Social Change</i> , 140, 22-32.	Social media users of an online community	Social media ads	<ul style="list-style-type: none"> Empirical study Online Survey 	Social identification and perceived value directly affect satisfaction that, then, influences continuance intention, participation intention and purchase intention
Chatterjee, S., & Kar, A. K. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. <i>International Journal of Information Management</i> , 53, 102103.	Small and medium firms in India	Social media marketing	<ul style="list-style-type: none"> Empirical study Survey 	SMM positively affect perceived usefulness, perceived ease of use and adoption by the SMEs
Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. <i>Cogent Business & Management</i> , 8(1), 1870797.	Facebook users	Facebook ads	<ul style="list-style-type: none"> Survey questionnaire 	SMM is gaining more importance after COVID-19 pandemic.
Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. <i>Journal of Retailing and Consumer Services</i> , 60, 102478.	Users of Taobao Live, a leading live streaming shopping platform	Live streaming	<ul style="list-style-type: none"> Online survey 	Technical factors (synchronicity and vicarious expression) and social factors (interaction and identification) positively affect emotional attachment to streamers and platform attachment respectively, which in turn increase the user stickiness.

Figure 3.1: Articles included in the narrative synthesis

Reference	Subject population	Intervention variable	Methodological design	Relevant reported results
Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. <i>Journal of Relationship Marketing</i> , 19(4), 287-308.	Follower of a telecommunication company in social media	Social media	Online Survey	Social media marketing attributes such as trendiness, customization and word-of-mouth directly influence brand loyalty and indirectly influence brand equity mediated by brand trust.
Jin, S. V., & Ryu, E. (2020). "I'll buy what she's# wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. <i>Journal of Retailing and Consumer Services</i> , 55, 102121.	Participants were recruited from Amazon Mechanical Turk	Instagram influencer	Between subject experiment	<ul style="list-style-type: none"> The influence of envy and parasocial interaction (PSI) on consumers' purchase intention for the products endorsed by Instagram influencers is moderated by the types of photos posted by the influencers and their gender. Content generator types and gender moderate the effects of envy and PSI on source trustworthiness perception Consumers' physical appearance social comparison tendency, compulsive buying tendency, and materialistic envy on brand trust are moderated by the types of branded content and the types of content generators.
Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. <i>Journal of services Marketing</i> , 32(4), 493-504.	Customers of s-commerce websites Konga & Jumia in Nigeria	S-commerce website	Survey	<ul style="list-style-type: none"> eWOM engagement has a significant positive influence on consumer purchase intention Information characteristics, consumer behaviour and technological factors exert a positive influence on consumer purchase intentions
Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. <i>Journal of Enterprise Information Management</i> .	Facebook users from Tunisia	Facebook advertisement	Survey	<ul style="list-style-type: none"> Positive significant relationship between informativeness, entertainment, credibility and social media advertising value. informativeness is the most important antecedent of advertising value of Facebook ads related to tourism offers.
Tan, G. W. H., Lee, V. H., Hew, J. J., Ooi, K. B., & Wong, L. W. (2018). The interactive mobile social media advertising: an imminent approach to advertise tourism products and services?. <i>Telematics and Informatics</i> , 35(8), 2270-2288.	People who come to shopping mall and who uses social media.	Social media ads	Survey questionnaire	This study proposed an integrated research framework useful to improve the acquisition, retention, and development of existing and current tourists
Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. <i>Benchmarking: An International Journal</i> , 25(9), 3882-3905.	University students who are active users of social media		Survey	<ul style="list-style-type: none"> interactivity, informativeness, WOM, personalization and trendiness are the dimensions of SMMAs Perceived SMMAs of e-commerce positively influence customer equity.
Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. <i>Journal of Retailing and Consumer Services</i> , 47, 57-65.	Facebook users of Amazon's Mechanical Turk	Facebook ads	Survey	Perceived personalization positively impacts consumer brand engagement and brand attachment, both enhance perceived quality and brand loyalty of brands advertised on Facebook.
Hussain, A., Ting, D. H., & Mazhar, M. (2022). Driving consumer value co-creation and purchase intention by social media advertising value. <i>Frontiers in Psychology</i> , 13.	Participant aged 15years and above who have social media account	Social media ads	Online survey	Social media advertising value enhances consumer-brand engagement, encouraging customer interaction with social media ads and strengthening value co-creation behavior.
Suharto, S., Junaedi, I., Muhdar, H., Firmansyah, A., & Sarana, S. (2022). Consumer loyalty of Indonesia e-commerce SMEs: the role of social media marketing and customer satisfaction. <i>International Journal of Data and Network Science</i> , 6(2), 383-390.	Social media users	Social media	Survey	Social media marketing has a significant effect on e-commerce consumer satisfaction and consumer loyalty.
Sohaib, M., Safeer, A. A., & Majeed, A. (2022). Role of social media marketing activities in China's e-commerce industry: A stimulus organism response theory context. <i>Frontiers in Psychology</i> , 13.	Active social media user having one or more e-commerce apps	Social media ads	Questionnaire	SMMAs significantly strengthen the relationship quality factors, such as commitment, trust, and satisfaction, which in turn positively increase consumer online repurchase intentions in China's e-commerce industry

Figure 3.2: Articles included in narrative synthesis

Reference	Subject population	Intervention variable	Methodological design	Relevant reported results
Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational?. <i>Journal of Retailing and Consumer Services</i> , 63, 102669.	Online shoppers	Online ads	Online and offline questionnaire survey	Utilitarian and hedonic motivations positively affects online purchase intention
Ma, Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations. <i>Telematics and Informatics</i> , 59, 101562.	Respondents from educational institutions	Live streaming	Online questionnaire	Consumers who prioritize experiential aspects of shopping were more likely to engage in live-stream shopping.
Kowalczyk, P., Siepmann, C., & Adler, J. (2021). Cognitive, affective, and behavioral consumer responses to augmented reality in e-commerce: A comparative study. <i>Journal of Business Research</i> , 124, 357-373.	Under-graduates students in Germany	Ikea place AR app	<ul style="list-style-type: none"> Experiment Questionnaire 	AR apps increase interactivity and enhance purchase intention
Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. <i>Information & Management</i> , 58(7), 103509.	Live stream shopping users	Live stream shopping	<ul style="list-style-type: none"> Survey Interview 	Live streaming positively affects consumers' purchase decision.
Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. <i>International Journal of Information Management</i> , 57, 102300.	People who do online purchases in social commerce	Social commerce sites	Questionnaire	<ul style="list-style-type: none"> Trust and satisfaction affect consumer's repurchase intention
Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. <i>Journal of Business research</i> , 117, 256-267.	Followers of luxury fashion brands on social media	Social media	Questionnaire	Emotional and rational brand experience significantly predict brand loyalty, brand awareness, and perceived quality
Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. <i>Asia pacific journal of marketing and logistics</i> , 32(4), 860-878.	Regular users of social media	Social media	Questionnaire survey	<ul style="list-style-type: none"> Attitude, subjective norms and perceived behavioral control positively affect purchase intentions Price consciousness negatively affects purchase intentions.
Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. <i>Asia Pacific Journal of Marketing and Logistics</i> .	Facebook users	Social media	Online survey	<ul style="list-style-type: none"> interaction, electronic word-of-mouth and trendiness are the key elements directly influencing consumer brand engagement

Figure 3.3: Articles included in narrative synthesis

Chapter 4

Conclusion

The objective of this systematic review was to collate and synthesize published articles and to appraise the included studies critically. In recent years, there has been a surge in research focusing on the correlation between social media marketing and consumer purchasing behavior. This subject has garnered considerable attention among scholars and researchers, signifying the significance of understanding how social media marketing strategies impact consumers' buying patterns. The included studies searched a variety of topics that are relevant to SMM and purchase decisions. This study aimed to review the existing articles on social media advertising and their influence on consumers' purchase decisions. To the best of my knowledge, despite a vast amount of literature on this topic, a study has yet to conduct a systematic review based on the ROSES review protocol. The full list of results obtained from each search and source has been recorded for transparency. Therefore this review gives transparent reporting of the latest relevant articles in this subject area following the ROSES protocol.

The present systematic review shed light on several valuable insights into significant aspects of SMM and consumer purchase behavior. Interestingly, many articles focused on influencer marketing, indicating its significance as a research area. This seems to suggest that parasocial relationships from social media could positively influence purchase intention and e-WOM. Influencers could achieve this positive influence through engagement, outreach, sentiment,

and growth in social media platforms. This seems to indicate that para-social relationships allow marketers to establish a sense of connection and engagement with their audience. Through carefully crafted content and interactive strategies, marketers can create a one-sided relationship where consumers feel emotionally invested in the brand or the influencer. Consumers are more likely to be influenced by recommendations from individuals they feel connected to, which can result in increased brand awareness and purchase decisions. Likewise, some articles focused on live stream shopping, AR (augmented reality) marketing, and personalization, which positively affect consumers' attitudes towards the advertised brands.

Another insight derived from this study is the research on consumers' hedonic motivation, habit, interactivity, informativeness, trendiness, and perceived relevance. Many studies predict these factors could influence consumers' purchase decisions by enhancing commitment, trust, and satisfaction. By understanding and appealing to consumers' hedonic motivation, marketers can create products, services that evoke positive emotions and enhance the overall customer experiences. However, besides these factors, there are other factors, such as informativeness, entertainment, credibility, and social media advertising value from an advertising perspective. These factors can influence customer loyalty and hence repurchase intention. The fact that this review included publications with low and moderate risk of bias suggests that the review is reliable.

Limitations: While this systematic review sheds light on several facets of SMM and consumer behavior, it is essential to acknowledge certain limitations associated with the current study. First and foremost, the study included articles for systematic review only from 2018 to 2022. Secondly, despite the thorough and continuous review of Scopus, which is one of the most prominent databases, it is still possible that some critical and relevant articles may have been inadvertently overlooked. The chosen keywords were based on personal perspective. The search terms included Social media marketing, social media advertising, e-commerce, e-WOM, Online marketing, social commerce, e-advertising, Repurchase intention, Purchase intention, and purchase decision. However, this thorough literature review may have missed some related terms.

Besides the other risk of bias, publication bias is also a limitation since the study excluded published and unpublished grey literature.

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