

Social Media Marketing Activities and Online Purchase Intention: A Systematic Review and Future Research

Agenda

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Abstract

The rapid expansion of social media platforms has transformed marketing communication strategies and consumer decision-making processes in the digital marketplace. Social Media Marketing Activities (SMMA) have emerged as a strategic mechanism for influencing consumer perceptions, engagement, and online purchase intention. Although a substantial body of empirical research has examined this relationship, existing studies remain fragmented across theoretical frameworks, methodological designs, and contextual settings. This study conducts a systematic literature review to synthesize prior research on the impact of SMMA on online purchase intention and to develop a structured future research agenda. A comprehensive search protocol was applied to identify peer-reviewed articles from major academic databases based on predefined inclusion and exclusion criteria. The review identifies dominant SMMA dimensions—entertainment, interaction, trendiness, customization, and electronic word-of-mouth—and evaluates their direct and indirect effects through mediating constructs such as trust, brand attitude, and customer engagement. The findings reveal a strong methodological reliance on cross-sectional survey designs and limited exploration of longitudinal approaches, cross-cultural comparisons, and emerging technologies such as artificial intelligence–driven personalization. By consolidating theoretical perspectives and identifying critical research gaps, this study proposes a comprehensive future research framework to advance scholarly inquiry and guide empirical research in digital consumer behavior and social media marketing.

Keywords: Social Media Marketing Activities (SMMA), Online Purchase Intention, Customer Engagement, Digital Consumer Behavior, Systematic Literature Review

I Introduction

The rapid advancement of digital technologies has fundamentally transformed the global business environment, particularly in the field of marketing communication. The widespread proliferation of social media platforms such as Facebook, Instagram, YouTube, TikTok, and X (formerly Twitter) has reshaped how firms interact with consumers and influence their purchasing decisions. Unlike traditional marketing channels, social media enables two-way communication, real-time engagement, personalized content delivery, and user-generated interactions. As a result, Social Media Marketing Activities (SMMA) have emerged as a powerful strategic tool for building brand relationships, enhancing customer engagement, and driving online purchase intention.

Online purchase intention, defined as the consumer's conscious plan or willingness to purchase a product or service through digital platforms, has become a central concept in contemporary digital marketing research. In the social media context, purchase intention is influenced not only by product attributes and price considerations but also by factors such as entertainment value, interactivity, customization, trendiness, and electronic word-of-mouth (eWOM). These dimensions of SMMA shape consumers' perceptions, attitudes, trust levels, and engagement, ultimately affecting their decision making process in the online market place. Over the past decade, a substantial body of empirical research has examined the relationship between social media marketing activities and online purchase intention across diverse industries and cultural contexts. Various theoretical frameworks—including the Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), Stimulus-Organism Response (S-O-R) model, and Uses and Gratification Theory—have been employed to explain this relationship. While these studies provide valuable insights, the literature remains fragmented due to differences in research methodologies, sample characteristics, platform-specific analyses, and contextual variations. Furthermore, emerging developments such as influencer marketing, artificial intelligence-driven personalization, and short-form video platforms introduce new research dimensions that have not yet been comprehensively integrated.

Given the expanding and evolving nature of this research domain, there is a clear need for a systematic review to synthesize existing findings, identify dominant research themes, and highlight critical gaps in the literature. By consolidating prior studies, this paper aims to provide a comprehensive understanding of how social media marketing activities influence online purchase intention and to propose a structured future research agenda. In doing so, the study contributes to advancing theoretical discourse in digital consumer behavior and offers strategic insights for marketers navigating an increasingly competitive and technology-driven marketplace.

II Objectives of the Study

The primary objective of this study is to systematically review existing literature on the relationship between Social Media Marketing Activities (SMMA) and online purchase intention. The study seeks to synthesize prior research findings, examine key dimensions influencing consumer behavior, and identify gaps in the current body of knowledge. Based on this analysis, the study aims to propose a structured future research agenda to advance scholarly understanding in the field of digital marketing.

1. To review and synthesize existing research on the relationship between Social Media Marketing Activities (SMMA) and online purchase intention.
2. To examine the key dimensions, theoretical frameworks, and influencing factors associated with SMMA and consumer purchase intention.
3. To identify research gaps and propose a comprehensive future research agenda.

III Background of the Study

In recent years, marketing strategies have increasingly shifted toward relationship-based and engagement-driven approaches, where consumers actively participate in brand communication rather than passively receiving promotional messages. Social media platforms have enabled this transformation by allowing users to create, share, and evaluate content, thereby influencing collective opinions and purchase decisions. As a result, marketing activities conducted through these platforms have evolved beyond simple advertising to include interactive campaigns, influencer collaborations, user-generated content, and personalized communication strategies. Within this context, Social Media Marketing Activities (SMMA) have gained attention as multidimensional constructs encompassing entertainment, interaction, customization, trendiness, and electronic word-of-mouth. These dimensions

influence consumers' psychological and behavioural responses, including trust formation, brand attitude, and engagement levels, which ultimately affect their intention to purchase online. Despite the growing number of empirical studies examining these relationships, the literature lacks a consolidated understanding of how these dimensions operate across different contexts and theoretical perspectives. Therefore, establishing a structured background for reviewing and integrating existing research becomes essential for advancing knowledge in digital consumer behaviour and online marketing effectiveness

IV Review of Literature

The relationship between Social Media Marketing Activities (SMMA) and online purchase intention has been widely examined in recent digital marketing research. Scholars have recognized social media as a powerful platform that enables businesses to interact directly with consumers, build relationships, and influence purchasing decisions. Kim and Ko (2012) identified key dimensions of SMMA—such as entertainment, interaction, trendiness, customization, and electronic word-of-mouth—and found that these activities positively affect brand equity and consumer purchase intention. Their work laid the foundation for subsequent empirical studies in this domain. Building on this framework, later studies emphasized the mediating role of factors such as trust, brand attitude, and customer engagement in strengthening the relationship between social media marketing and online purchase intention. Research grounded in the Stimulus-Organism-Response (S-O-R) model suggests that social media marketing activities act as external stimuli that influence consumers' internal psychological states, which in turn shape their behavioral intentions. Similarly, the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM) have been used to explain how attitudes, perceived usefulness, and subjective norms impact consumers' online buying decisions in social media contexts. Several empirical studies across industries—including fashion, retail, hospitality, and e-commerce—have consistently reported a positive association between interactive social media content and purchase intention. Electronic word-of-mouth (eWOM) has been identified as a particularly influential factor in reducing uncertainty and enhancing consumer trust. However, despite the growing body of literature, research findings remain fragmented due to variations in methodologies, cultural contexts, and platform-specific analyses. Moreover, emerging trends such as influencer marketing, artificial intelligence-based personalization, and short-form video platforms require further scholarly exploration. Overall, the literature highlights the significant role of social media marketing activities in

shaping online purchase intention while indicating the need for a comprehensive synthesis and future research direction.

V Methodology

This study adopts a systematic literature review methodology to examine the relationship between Social Media Marketing Activities (SMMA) and online purchase intention. The research is descriptive and qualitative in nature, relying primarily on secondary data collected from peer-reviewed academic journals, conference proceedings, and reputable academic databases such as Scopus, Web of Science, and Google Scholar. A structured search protocol was developed using relevant keywords including “Social Media Marketing Activities,” “online purchase intention,” “customer engagement,” and “digital consumer behavior.” Predefined inclusion and exclusion criteria were applied to select relevant studies published within a specified time frame, ensuring the quality and relevance of the reviewed articles. The selected studies were carefully screened and analyzed to identify key dimensions of SMMA, theoretical frameworks, mediating and moderating variables, and methodological approaches used in prior research. A thematic analysis technique was employed to categorize recurring patterns, research trends, and conceptual relationships within the literature. This methodology enables a comprehensive synthesis of existing research findings and facilitates the identification of research gaps and future directions, making it appropriate for an academic study aimed at consolidating knowledge and advancing theoretical understanding in the field of digital marketing.

VI Findings

The findings of this study reveal that Social Media Marketing Activities (SMMA) play a significant role in influencing online purchase intention in the digital marketplace. The review indicates that dimensions such as entertainment, interaction, customization, trendiness, and electronic word-of-mouth positively shape consumer attitudes and behavioral intentions. Among these, interactive content and electronic word-of-mouth are identified as the most impactful factors, as they enhance trust, credibility, and brand perception. The analysis further shows that customer engagement, brand trust, and brand attitude frequently act as mediating variables that strengthen the relationship between social media marketing and purchase intention. The findings also highlight that most existing studies rely on quantitative cross-sectional survey methods, with limited longitudinal or experimental research designs.

Additionally, while platforms like Facebook and Instagram are extensively studied, emerging platforms and technologies such as influencer marketing and artificial intelligence–driven personalization remain comparatively underexplored. Overall, the review confirms that effective social media marketing strategies significantly enhance online purchase intention, while also indicating the need for broader contextual and methodological diversification in future research.

VII Research Gap

Despite the growing body of literature examining the relationship between Social Media Marketing Activities (SMMA) and online purchase intention, several important research gaps remain. First, most existing studies rely heavily on cross-sectional survey designs, limiting the ability to capture changes in consumer behavior over time. Longitudinal and experimental research approaches are comparatively underutilized, creating a gap in understanding the dynamic impact of social media marketing strategies. Second, a significant concentration of studies focuses on specific platforms such as Facebook and Instagram, while emerging platforms—including short-form video applications and AI-driven personalized marketing systems—remain insufficiently explored. Third, much of the existing research is conducted within limited geographical and cultural contexts, reducing the generalizability of findings across diverse markets. Furthermore, while mediating variables such as trust and customer engagement are widely examined, less attention has been given to emerging constructs such as influencer credibility, perceived authenticity, data privacy concerns, and digital literacy. Finally, there is limited integration of advanced technologies, including artificial intelligence, big data analytics, and immersive digital experiences, within the existing theoretical frameworks. These gaps highlight the need for more diversified, technology-oriented, and cross-cultural research to advance understanding in this evolving field.

VIII. Future Research Directions

Future research should adopt longitudinal and experimental research designs to better understand how Social Media Marketing Activities (SMMA) influence online purchase intention over time. Studying behavioral changes across different stages of the consumer decision-making process would provide deeper insights into long-term brand relationships and loyalty formation. Further studies should also expand the scope beyond commonly examined platforms such as Facebook and Instagram to include emerging digital platforms, short-form

video applications, influencer-driven marketplaces, and AI-powered personalized marketing systems. Additionally, future research can integrate emerging variables such as influencer credibility, perceived authenticity, data privacy concerns, digital trust, and technological adoption. The incorporation of advanced technologies like artificial intelligence, big data analytics, augmented reality, and immersive digital experiences into existing theoretical models would provide a more comprehensive understanding of evolving consumer behavior. Such research efforts will strengthen theoretical development and offer practical implications for businesses operating in the dynamic digital marketing environment.

X. Recommendations

Businesses should focus on creating engaging and interactive social media content to strengthen customer involvement. Managing electronic word-of-mouth through prompt responses and transparent communication can enhance trust and brand credibility. Companies should also adopt personalized marketing strategies using data analytics and AI to better match consumer preferences. Collaborating with credible influencers and ensuring data privacy will further improve online purchase intention. Adapting to emerging digital trends will help businesses remain competitive in the evolving marketplace.

XI Conclusion

This study highlights the significant role of Social Media Marketing Activities (SMMA) in influencing online purchase intention. The findings confirm that factors such as engagement, electronic word-of-mouth, personalization, and trust positively shape consumer behavior in the digital marketplace. Effective social media strategies not only enhance brand perception but also strengthen customer relationships. Overall, strategic and technology-driven marketing approaches are essential for increasing online purchase intention in today's competitive environment. Societies can accelerate the transition toward sustainable, inclusive, and resilient global economy, ensuring long-term benefits for present and future generations.

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