The Role of Social Media Marketing in Influencer Marketing and Purchase Intention: A Systematic Literature Review

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Abstract. Social Media Marketing Activities (SMMAs) and Influencer Marketing play a crucial role in shaping purchase intention, enhancing brand awareness, and fostering consumer engagement. Background Problems: The mediating roles of brand image, brand awareness, and product quality in this relationship remain underexplored, requiring a structured analysis. Novelty: Unlike previous studies, this research integrates these mediators into a comprehensive model, offering new insights into their collective impact on purchase intention. Research Methods: A Systematic Literature Review (SLR) methodology was employed, analyzing 37 journal articles retrieved from Google Scholar, Scopus, ScienceDirect, Taylor & Francis, and Sage Journals. Additionally, VOSviewer was used to conduct a bibliometric analysis, mapping keyword relationships and research trends. Findings indicate that SMMAs and Influencer Marketing positively influence purchase intention, with brand image, brand awareness, and product quality acting as key mediators. These factors enhance brand credibility and trust, significantly impacting consumer purchase behavior. Conclusion: This research underscores the strategic importance of a well-integrated approach, suggesting that businesses should strengthen brand image, increase brand awareness, and emphasize product quality to optimize SMMAs and Influencer Marketing. Future studies should explore AI-driven strategies to enhance digital marketing efficiency.

Keywords: Social Media Marketing, Influencer Marketing, Purchase Intention, Brand Awareness, Brand Image.

1 Introduction

Domestic The evolution of Social Media Marketing (SMM) and Influencer Marketing has significantly reshaped the digital marketing landscape, particularly within the tourism and travel sectors. Social media platforms are essential for businesses to engage with consumers, enhance brand awareness, and drive purchase intention. The interactive nature of social media facilitates real-time communication between brands and consumers, fostering a sense of community and brand loyalty [1]. Additionally, structured marketing communication models such as AIDA (Attention, Interest, Desire, Action) have proven effective in increasing brand awareness and purchase intention

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through social media [2]. Furthermore, consumer-generated content on social media has often exhibited a more profound influence than traditional marketing strategies [3].

One of the primary advantages of social media marketing over traditional marketing channels lies in its cost-effectiveness and extensive reach. Many businesses are shifting toward social media as their primary promotional tool due to its ability to minimize marketing costs while maximizing audience engagement [4]. This trend is particularly prominent in the tourism industry, where companies leverage social media to enhance brand visibility and attract potential tourists [5]. Other studies have demonstrated that effective social media marketing strategies can yield substantial profits for companies that successfully build high levels of audience engagement [6].

Influencer Marketing has emerged as a powerful brand strategy to establish consumer connections as social media marketing expands. By leveraging the credibility and reach of influencers, brands can effectively penetrate niche markets and foster consumer trust [7]. This aligns with research by [8], highlighting that strategic partnerships between brands and influencers significantly enhance brand engagement and strengthen consumer loyalty. Moreover, influencer marketing effectiveness is primarily supported by the social proof principle, where consumers are more likely to trust recommendations from individuals they admire [8].

Furthermore, integrating artificial intelligence (AI) in social media marketing transforms how brands analyze consumer behavior and optimize marketing strategies. AI enhances predictive analytics, enabling marketers to craft campaigns that align more closely with consumer preferences [9].These advancements complement traditional marketing strategies by offering more profound insights into con-sumer engagement and brand loyalty.

The impact of social media marketing on purchase intention has been extensively discussed in academic research. Studies indicate that well-executed social media marketing strategies can enhance consumer purchase intention by strengthening brand image and trust [10] Additionally, combining social media marketing with electronic word-of-mouth (e-WOM) further reinforces its influence on consumer purchasing decisions [11]. Consumers increasingly rely on social media as part of their decision-making process, making it a dominant factor in shaping purchase intention [12].

Brand image plays a crucial role in mediating the effects of social media marketing on purchase intention. A strong brand image cultivated through social media marketing significantly enhances consumer purchase intention. Effective social media communication strategies contribute to positive brand perceptions, ultimately influencing purchase decisions. Additionally, user interactions on social media platforms significantly impact brand awareness and purchase intention, as [13] demonstrated.

As digital marketing continues to evolve, Influencer Marketing is further amplifying the impact of social media marketing on purchase intention. [14] demonstrated that influencer-product alignment is a critical determinant of marketing effectiveness moreover, [15] Highlighted that even the virtual presence of influencers engaging with audiences can enhance brand evaluations and drive purchase intention. Furthermore, the credibility of influencers, influenced by transparency in advertising disclosures, plays a pivotal role in shaping consumer purchase intentions [16].

Moreover, customer trust has been identified as a key mediator between SMM and purchase intention. Consumer trust significantly mediates the effectiveness of social media marketing strategies on purchase decisions. [17], who emphasized that trust is a fundamental factor influencing consumer purchasing behavior in social media marketing.

Thus, social media and influencer marketing significantly influence purchase intention through multiple mechanisms, including brand image, brand awareness, customer trust, and consumer engagement. The high interactivity of social media enables brands to establish more personal relationships with consumers, ultimately reinforcing purchase intentions. As the digital landscape evolves, integrating social media marketing with influencer marketing and AI-driven analytics will be crucial in shaping future marketing strategies [9]. The development of Social Media Marketing Activities (SMMAs) and Influencer Marketing has significantly trans-formed digital marketing strategies, particularly in enhancing brand-consumer inter-actions. However, the effectiveness of these strategies in increasing purchase intention remains a subject of debate, especially concerning the role of mediating variables such as brand image, brand awareness, and product quality, which may influence this relationship.

While numerous studies have explored the impact of SMMAs and Influencer Marketing on purchase intention, there is still a gap in understanding how these two strategies function simultaneously in shaping consumer purchasing decisions. Most existing research primarily focuses on the direct relationship between SMMAs or Influencer Marketing and purchase intention, often overlooking the complex interactions involving multiple mediating factors. One critical aspect that has not been extensively examined is the role of brand image, brand awareness, and product quality as mediators in strengthening the effectiveness of digital marketing strategies. Additionally, previous research has been limited in developing a comprehensive integrative model that combines multiple digital marketing factors to enhance purchase intention.

To address this gap, a more in-depth exploration is required to understand how digital marketing strategies can be optimized to boost consumer engagement and reinforce purchase intention. This study analyzes the relationship between Social Media Marketing Activities (SMMAs) and Influencer Marketing in influencing purchase intention. Furthermore, it seeks to investigate the mediating roles of brand image, brand awareness, and product quality in the relationship between SMMAs, Influencer Marketing, and purchase intention. By doing so, this research provides deeper insights into how brands can develop more effective digital marketing strategies.

Additionally, this study aims to systematically understand how social media marketing and influencer-based marketing strategies can be optimized to maximize purchase intention. With a structured approach, this research aspires to contribute to academic literature and industry practices, offering valuable guidance for businesses to implement more effective digital marketing strategies.

To bridge the identified research gap, this study addresses the following key research questions:

1. How do Social Media Marketing Activities (SMMAs) and Influencer Marketing influence purchase intention?

2. To what extent do brand image, awareness, and product quality mediate the relationship between SMMAs, Influencer Marketing, and purchase intention?
3. What are the most effective digital marketing strategies for optimizing the impact of SMMAs and Influencer Marketing on purchase intention?

This study offers several key contributions to the digital marketing literature by providing a systematic approach to understanding the relationship between Social Media Marketing Activities (SMMAs), Influencer Marketing, and purchase intention. Unlike previous research that often examines these factors in isolation, this study integrates multiple marketing elements into a comprehensive research model, allowing for a more holistic and in-depth analysis. Additionally, this research explores the mediating roles of brand image, brand awareness, and product quality, which have been underexplored in digital marketing. The study offers new insights into the complex dynamics of digital marketing effectiveness by investigating how these factors influence consumer purchase decisions. Furthermore, this research goes beyond merely identifying relationships by evaluating broader digital marketing strategies. It offers practical guidance on how businesses can optimize their social media and influencer marketing efforts to enhance consumer engagement and purchase intention. With these contributions, the study aims to provide a fresh perspective for academics and industry practitioners, equipping them with a data-driven, strategic, and impactful approach to developing more effective digital marketing strategies in today's competitive market.

2. Methods

A This study employs a Systematic Literature Review (SLR) approach following the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines [18,19]. The PRISMA frame-work ensures that literature identification, screening, and inclusion are conducted systematically, transparently, and without bias. Given the evolving landscape of digital marketing, particularly the intersection of Social Media Marketing Activities (SMMAs), Influencer Marketing, and Purchase Intention, this methodology is essential for synthesizing existing research to identify patterns, research gaps, and emerging trends.

PRISMA 2020 provides a structured framework that facilitates the analysis and synthesis of diverse studies. Implementing this methodology enables a rigorous examination of prior research, ensuring that only high-quality and relevant studies are included in the review. This study systematically reviews the academic literature on how SMMAs and Influencer Marketing influence Purchase Intention, focusing on the mediating roles of brand image, brand awareness, and product quality. The research follows a structured process that involves defining research questions, establishing inclusion and exclusion criteria, systematically searching databases, screening rele-vant studies, and synthesizing the findings.

To formulate the research focus systematically, this study employs the PICOC framework. The PICOC approach ensures clarity in defining the research question and contributes to the precise selection of relevant studies. This framework consists of key components, including defining the population, intervention, comparison, outcome, and context, ensuring that all essential study aspects are addressed. Using PICOC allows

for a more structured approach to extracting relevant information from the literature, making it easier to identify key themes and research gaps.

The research focus is defined using PICOC, which clarifies the primary components of the study and ensures alignment with the research objectives. Using PICOC also aids in refining keyword selection, enabling a more targeted search for relevant literature. After identifying the key elements through PICOC, relevant search terms are selected, including synonyms and related terminology. These keywords are then utilized to construct search strings that facilitate an effective literature search across academic databases. Boolean operators such as AND and OR are employed to com-bine keywords strategically. The following table presents the PICOC framework used in this study.

Table 1. Key Research Elements Identified Using PICOC.

Component	Description
Population (P)	Studies focusing on Social Media Marketing Activities (SMMAs) and Influencer Marketing influencing purchase intention, particularly within digital marketing and consumer behavior.
Intervention (I)	The impact of SMMAs and Influencer Marketing strategies on purchase intention, with mediating effects of brand image, brand awareness, and product quality.
Comparison (C)	Studies comparing digital marketing effectiveness with and without the consideration of mediating variables.
Outcome (O)	Examining how SMMAs and Influencer Marketing influence purchase intention while considering the mediating roles of brand image, brand awareness, and product quality.
Context (C)	The study includes peer-reviewed journal articles from 2020 to 2025, focusing on digital marketing strategies across multiple industries.

Source: Author's Work

Based on Table 1. Key Research Elements Identified Using PICOC, this framework defines the study's scope by examining SMMAs and Influencer Marketing in shaping purchase intention. It highlights the mediating roles of brand image, awareness, and product quality while ensuring a systematic selection of relevant studies from 2020 to 2025. The literature search was conducted across multiple academic databases to review relevant studies comprehensively. The search strings were developed using Boolean operators and keywords derived from the PICOC framework. The following search strategies were employed.

The search string used in Google Scholar was:

"Social Media Marketing" OR "Social Media Marketing Activities" OR "SMM" AND "Influencer Marketing" AND "Purchase Intention" OR "Buying Intention" AND "Brand Image" OR "Brand Awareness" OR "Product Quality". This search retrieved 4,850 journal articles after filtering for 2020–2025.

For Scopus, two versions of the search string were applied. The first version used the query: "Social Media Marketing" OR "Social Media Marketing Activities" OR "SMM" AND "Influencer Marketing" AND "Purchase Intention" OR "Buying Intention" AND "Brand Image" OR "Brand Awareness" OR "Product Quality", retrieving

three journal articles after filtering for 2020–2025. The second version, using the TITLE-ABS-KEY field in Scopus, applied the query:

"Social Media Marketing" OR "SMM" OR "Social Media Marketing Activities" AND "Influencer Marketing" AND "Purchase Intention" OR "Buying Intention", retrieving 133 journal articles after applying filters for final articles in English from 2020–2025.

The search conducted in Science Direct used the string: "Social Media Marketing" OR "SMM" OR "Social Media Marketing Activities" AND "Influencer Marketing" AND "Purchase Intention" OR "Buying Intention". This search resulted in 120 journal articles filtered for final English-language articles from 2020–2025.

The search in Taylor & Francis used the exact search string: "Social Media Marketing" OR "SMM" OR "Social Media Marketing Activities" AND "Influencer Marketing" AND "Purchase Intention" OR "Buying Intention" yielded 77 journal articles filtered for final, English-language publications from 2020–2025. The SAGE Journals search used the same strategy and retrieved 40 journal articles, filtered for final, English-language articles from 2020–2025.

Following the search process, the study selection adhered to PRISMA 2020 guidelines to ensure the inclusion of high-quality and relevant literature. The selection process followed four key phases: identification, screening, eligibility assessment, and inclusion. The identification phase involved retrieving 5,223 articles from multiple databases, followed by duplicate removal, which reduced the count to 4,473 records for screening. During the screening phase, 3,920 records were excluded based on irrelevance to the research focus. The eligibility assessment phase evaluated 455 studies, applying predefined inclusion and exclusion criteria.

The exclusion criteria were based on specific conditions to ensure the relevance of the selected studies. Non-English articles and non-final publications, such as conference abstracts and preprints, were excluded. Additionally, studies without open access or those analyzing digital marketing strategies broadly without addressing the specific relationship between SMMAs, Influencer Marketing, and Purchase Intention were removed. Research focusing solely on one variable without considering the mediating roles of brand image, brand awareness, and product quality was also excluded. After applying these criteria, 37 studies were finalized for inclusion in the review.

The PRISMA 2020 flow diagram visually represents the study selection process, illustrating each step in the inclusion and exclusion of studies. The figure below presents the PRISMA flowchart for this study.

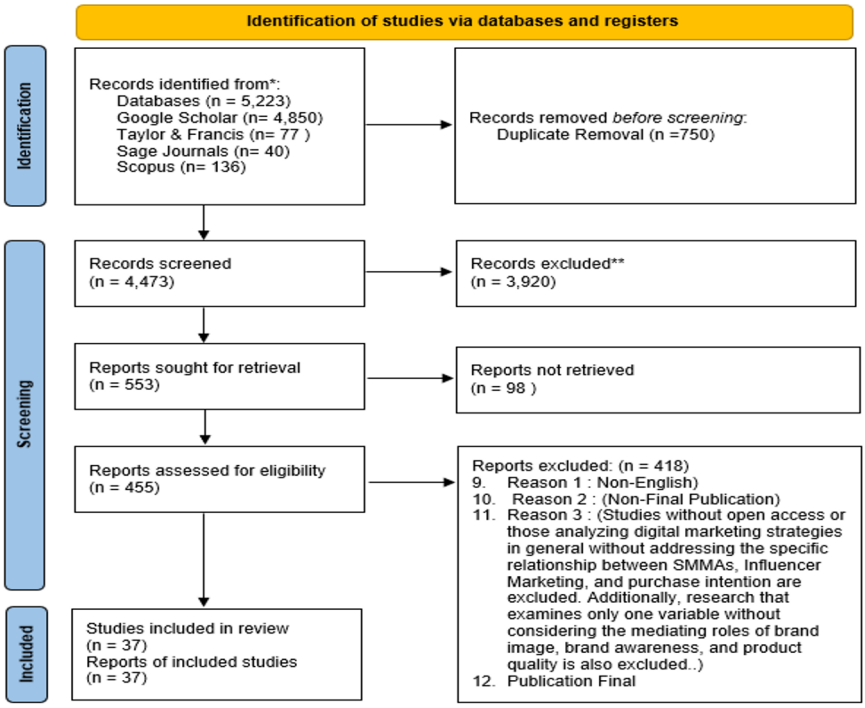

Fig. 1. PRISMA 2020 Flow Diagram for Systematic Literature Review Process.

This methodology ensures that the literature review is conducted rigorously, allowing for an unbiased synthesis of existing research. The structured approach facilitates the identification of significant trends, theoretical developments, and research gaps in the study of Social Media Marketing Activities, Influencer Marketing, and Purchase Intention. The final selection of 37 studies provides a strong foundation for analyzing how digital marketing strategies influence consumer behavior, emphasizing key mediating factors such as brand image, awareness, and product quality.

Table 2. Inclusion and Exclusion Criteria.

Criteria	Inclusion	Exclusion
Timeline	2020–2025	< 2020
Document Type	Peer-reviewed journal articles, systematic reviews	Conference papers, doctoral theses, books, and book chapters
Publication Stage	Final, published articles	Articles in progress or preprints
Language	English	Non-English

Criteria	Inclusion	Exclusion
Research Focus	Studies examining the relationship between Social Media Marketing Activities (SMMAs), Influencer Marketing, and Purchase Intention, with mediating roles of Brand Image, Brand Awareness, and Product Quality	General studies on digital marketing strategies without addressing the specified relationships

Source: Author's Work

Based on Table 2. Inclusion and Exclusion Criteria: This selection framework ensures that only the most relevant and high-quality studies are included in this systematic review. The study prioritizes research published between 2020 and 2025 in peer-reviewed journals to maintain an up-to-date analysis of Social Media Marketing Activities (SMMAs) and Influencer Marketing in influencing purchase intention. The inclusion of only English-language studies ensures accessibility and consistency in interpretation. The focus is directed toward research that examines the mediating roles of brand image, brand awareness, and product quality, allowing for a more structured understanding of their impact on consumer purchase behavior. Studies that do not explore these key relationships or broadly discuss digital marketing strategies without empirical validation are excluded.

Data extraction highlights key variables such as consumer engagement, influencer credibility, and brand perception to enhance the analysis.

This study employs a Systematic Literature Review (SLR) and bibliometric analysis using VOSviewer to analyze the relationship between social media marketing activities (SMMAs), influencer marketing, and purchase intention. This approach enables the identification of key recurring keywords in the 37 selected journal articles, allowing for a deeper understanding of the conceptual structure within this research domain. By leveraging VOSviewer, this study generates two primary visual representations: Network Visualization and Overlay Visualization. These visualizations illustrate the interconnections among key concepts and highlight emerging research trends.

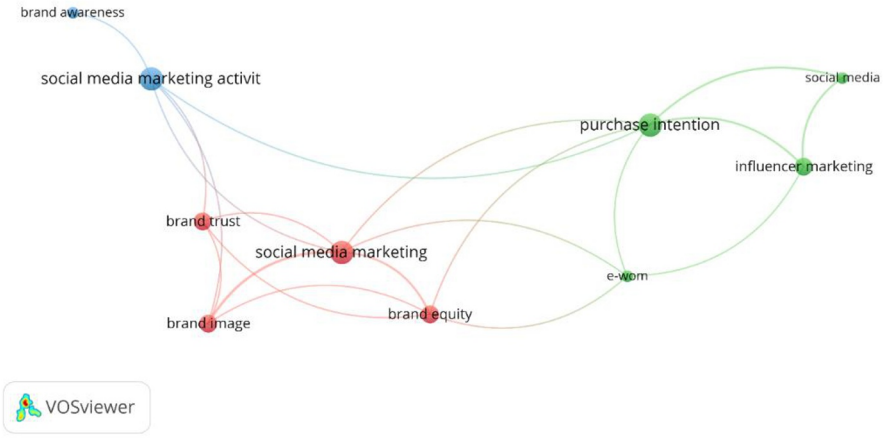

Fig. 2. Network Visualization of Keywords in SMMAs and Influencer Marketing Studies.

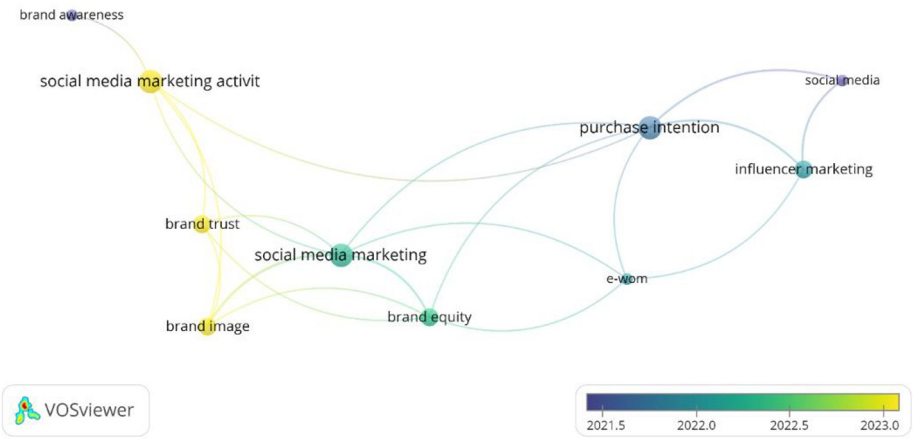

Fig. 3. Overlay Visualization of Keywords in SMMAs and Influencer Marketing Studies.

The Network Visualization (Figure 2) illustrates how various concepts related to Social Media Marketing are interconnected. Larger nodes and thicker connecting lines indicate the frequency of keyword occurrences and the strength of their associations across the analyzed studies. This visualization reveals that Purchase Intention is closely linked with Influencer Marketing, Brand Image, and Brand Trust, emphasizing their crucial role in shaping consumer purchase decisions. Additionally, the network structure suggests that digital marketing efforts must integrate these factors cohesively to enhance their impact.

The Overlay Visualization (Figure 3) provides insights into the temporal evolution of research topics in this domain. Brighter colors represent more recent research trends, while darker shades indicate topics that have been explored for longer. The findings suggest that Brand Awareness and Social Media Marketing Activities have gained increasing attention in recent studies. This shift reflects a growing academic focus on understanding how brand perception and consumer trust influence purchase behavior rather than merely examining social media marketing strategies in isolation. This study enhances its comprehension of conceptual linkages by applying bibliometric analysis, offering valuable insights for designing more effective digital marketing strategies.

3. Results And Discussion

The growing integration of Social Media Marketing Activities (SMMAs) and Influencer Marketing has significantly reshaped digital consumer behavior, particularly in driving purchase intention. As brands increasingly leverage social media platforms to enhance consumer engagement, understanding the effectiveness of these marketing strategies becomes crucial. This section presents a comprehensive analysis of 37 journal articles, systematically examining the impact of SMMAs and Influencer Marketing on Purchase Intention, the mediating role of brand image, brand aware-ness, and product quality, and the most effective digital marketing strategies in optimizing consumer

responses. By synthesizing insights from multiple studies across various industries and geographical contexts, this discussion provides a nuanced perspective on the mechanisms that drive consumer purchase intention in digital marketing environments. The findings offer theoretical contributions to marketing research and practical implications for businesses seeking to refine their social media marketing strategies. The following subsections explore key themes from the literature, structured to address the study's research questions comprehensively.

3.1 Study Characteristics

This section presents the key characteristics of the 37 journal articles analyzed in this Systematic Literature Review (SLR) to provide a structured overview of the existing literature. The analysis includes information on research methodology, key variables examined, mediation and moderation mechanisms, industry focus, and primary findings. By synthesizing these elements, this study establishes a foundation for understanding the relationships between Social Media Marketing Activities (SMMAs), Influencer Marketing, and Purchase Intention while identifying trends and research gaps in the field. The details of the reviewed studies are summarized in Table 3. Study Characteristics below.

Table 3. Key Characteristics of Reviewed Studies on Social Media Marketing and Influencer Marketing.

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
(Moslehpour et al., 2022)	Quantitative (Survey-based)	SMMAs, Influencer Marketing, Purchase Intention	Brand Trust as Mediator	Ride-hailing industry, Indonesia	SMMAs significantly enhance purchase intention through brand trust, highlighting the role of social engagement in consumer decision-making.
(ElSayad, 2024)	Mixed-Methods (Survey and Case Study)	Influencer Marketing, Customer Equity, Purchase Intention	Brand Loyalty as a Mediator	Digital marketing, Global	Influencer marketing positively impacts purchase intention through brand loyalty, emphasizing the importance of sustained engagement.
(Kumar & Devi, 2024)	Experimental (Structural Equation Modeling)	SMMAs, Brand Equity, Repurchase Intention	Brand Image, Awareness, and Loyalty as Sequential Mediators	High-tech products, India	SMMAs drive repurchase intention through brand equity, with brand image, awareness, and loyalty playing crucial mediating roles.

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
(Hazari et al., 2024)	Quantitative (Survey-based, Social Influence Theory)	TikTok Influencers, Social Influence, Purchase Intention	Consumer Engagement as Mediator	Social Media, TikTok, Global	Brand influencers on TikTok significantly affect purchase intention by enhancing consumer engagement and perceived authenticity.
(Kulikovskaja et al., 2023)	Mixed-Methods (Survey and Case Study)	Social Media Marketing, Customer Engagement, Marketing Outcomes	Brand Trust as Mediator	Digital Marketing, Various Industries	Effective social media strategies drive positive marketing outcomes through enhanced customer engagement and trust.
(Saima & Khan, 2021)	Quantitative (Structural Equation Modeling)	Influencer Marketing, Purchase Intention, Credibility	Influencer Credibility as a Mediator	E-commerce, Consumer Goods, Global	The credibility of social media influencers plays a crucial role in shaping consumer purchase intention, with trust being a key determinant.
(Aji et al., 2020)	Quantitative (Survey-based)	Instagram Marketing, Purchase Intention	Brand Engagement as Mediator	The ready-to-drink beverage industry, Indonesia	Instagram marketing significantly influences purchase intention, with brand engagement playing a critical mediating role.
(Nguyen et al., 2024)	Quantitative (Structural Equation Modeling)	Social Media Marketing Activities, Perceived Value, Brand Engagement, Brand Loyalty	Perceived Value as a Mediator	Digital Marketing, Various Industries	SMMAs enhance brand loyalty through perceived value and online brand engagement, emphasizing the importance of interactive marketing strategies.
(Febriyantoro, 2020)	Mixed-Methods (Survey and Case Study)	YouTube Marketing, Brand Awareness, Brand Image, Purchase Intention	Brand Awareness as a Mediator	Millennial Consumer Behavior, Global	YouTube marketing communication strengthens brand awareness, positively impacting brand image and ultimately driving purchase intention.
(Koay et al., 2023)	Structural Equation Modeling (SEM)	Social Media Marketing Activities, Purchase Intention	Brand Engagement and Brand Trust as Sequential Mediators	Digital Marketing, Multiple Industries	SMMAs foster purchase intention through a sequential mediation effect, where brand engagement enhances brand

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
					trust, increasing consumer purchase behavior.
(Sánchez-Fernández & Jiménez-Castillo, 2021)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Influencers, Behavioral Intentions, Emotional Attachment, Information Value	Emotional Attachment and Information Value as Mediators	Digital Marketing, Global	Social media influencers shape behavioral intentions towards recommended brands through emotional attachment and perceived informational value.
(Pradisti et al., 2024)	Quantitative (Survey-based, Regression Analysis)	Social Media Marketing Activities, Purchase Intention, Consumer Decision-Making	Brand Engagement as Mediator	Digital Consumer Behavior, Various Industries	Social media marketing activities significantly influence purchase intentions and consumer decisions, with brand engagement as a crucial mediator.
(Hanaysha, 2021)	Quantitative (Survey-based)	Social Media Marketing, Price Information, Corporate Social Responsibility, Word of Mouth	Word of Mouth as a Mediator	Retail and Corporate Social Responsibility, Global	Combining price information and corporate social responsibility in social media marketing enhances word-of-mouth marketing, ultimately influencing purchase intention.
(Masuda et al., 2022)	Quantitative (Survey-based, Structural Equation Modeling)	Influencer Attributes, Social Media Influencer Marketing, Purchase Intention	Influencer Characterization as Mediator	Social Media Marketing, Global	Influencer attributes such as credibility, attractiveness, and expertise significantly influence purchase intention, with influencer characterization as a key mediator.
(Valmohammadi et al., 2025)	Mixed-Methods (Survey and Case Study)	Influencer Marketing, EWOM, E-Brand Experience, Retail E-Brand Loyalty	E-Brand Love as Moderator	Retail Marketing, Global	Influencer marketing and electronic word-of-mouth (EWOM) enhance e-brand experience and retail e-brand loyalty, with e-brand love strengthening these relationships.

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
(Qin et al., 2024)	Experimental (Consumer Behavior Analysis)	Influencer Marketing Platforms, Purchase Intention, Consumer Behavior	Platform Trust as Mediator	Light Meal Industry, China	Influencer marketing platforms affect purchase intention in the light meal industry, with platform trust mediating the consumer decision-making process.
(Ahmed et al., 2024)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Influencers, Brand Loyalty, Customer Brand Engagement	Customer Brand Engagement as Mediator	Multi-industry Digital Marketing, Global	Social media influencers contribute to brand loyalty by fostering customer engagement and demonstrating the critical role of interactive engagement strategies.
(Koay et al., 2024)	Quantitative (Survey-based)	Instagram Influencer Marketing, Social Media Marketing Activities (SMMAs), Online Impulse Buying	Perceived Social Media Marketing Activities as a Mediator	Fashion and Lifestyle, Instagram, Global	Instagram influencer marketing influences impulse buying behavior, mediated by perceived SMMAs, indicating the power of visually driven social commerce.
(Ibrahim et al., 2024)	Mixed-Methods (Survey and Case Study)	Social Media Marketing, Intention to Follow Advice, Active Participation, Voice Trust	Active Participation and Voice Trust as Mediators	Online Consumer Decision-Making, Global	Social media marketing influences consumers' intention to follow advice through active participation and trust in shared opinions, highlighting the importance of engagement-driven marketing strategies.
(Peng et al., 2024)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Marketing Activities (SMMAs), Word of Mouth (WOM), Brand Image, Brand Equity	Brand Image and WOM as Mediators	Multi-sector Digital Marketing, Global	SMMAs positively influence brand equity through brand image and WOM, highlighting the importance of brand perception and consumer advocacy.
(Bushara et al., 2023)	Quantitative (Survey and	Social Media Marketing, Perceived Value, E-	Perceived Value as a Mediator	Restaurant Industry, Global	Social media marketing enhances purchase intention through perceived value, e-WOM,

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
	Regression Analysis)	WOM, Brand Experience, Purchase Intention			and brand experience, emphasizing the role of experiential marketing.
(Jamil et al., 2022)	Quantitative (Survey-based)	Social Media Marketing Activities (SMMAs), Purchase Intention, Customer Intentions	Customer Intentions as Mediator	Emerging Digital Markets, Global	SMMAs significantly impact customer purchase intentions, with customer perception mediating online purchasing behavior.
(Anas et al., 2023)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Marketing Activities (SMMAs), Satisfaction, Online Buying Intention, Purchase Intention	Satisfaction as Mediator	Fashion Retail Industry, Saudi Arabia	SMMAs positively impact purchase intention through consumer satisfaction, emphasizing the role of engaging online brand interactions in driving sales.
(V et al., 2021)	Mixed-Methods (Survey and Content Analysis)	Social Media Advertisements, Consumer Perception, Purchase Intention	Consumer Perception as Mediator	Digital Advertising, Global	Social media advertisements significantly shape purchase intention through consumer perception, demonstrating the persuasive power of well-targeted ads.
(Jakwatanahaam et al., 2022)	Quantitative (Experimental Study)	Social Media Marketing, Facebook Live Streaming, Consumer Engagement, Purchase Intention	Consumer Engagement as Mediator	E-commerce and Live Streaming, Thailand	Facebook Live Streaming drives higher consumer purchase intention, mediated by consumer engagement, highlighting the importance of interactive marketing tools.
(Lima et al., 2024)	Quantitative (Survey-based, Regression Analysis)	Social Media Marketing Efforts, Buying Intentions, Brand Awareness	Brand Awareness as Mediator	Brewing Sector, Portugal	Social media marketing enhances brand awareness, which positively influences buying intentions in the brewing industry. This demonstrates the effectiveness of digital engagement in traditional markets.

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
(Salhab et al., 2023)	Quantitative (Structural Equation Modeling)	Social Media Marketing, Brand Trust, Brand Image, Purchase Intention	Brand Trust and Brand Image as Mediators	Multi-industry Digital Marketing, Middle East	Social media marketing increases purchase intention by strengthening brand trust and improving brand image, highlighting the role of credibility in digital branding.
(Khoa & Huynh, 2023)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Marketing Activities (SMMAs), Customer Loyalty, E-commerce Engagement	Customer Engagement as Mediator	E-commerce Industry, Vietnam	SMMAs drive customer loyalty by enhancing engagement, emphasizing the importance of interactive digital experiences in online consumer retention.
(Sheak & Abdulrazak, 2023)	Quantitative (Survey-based, Regression Analysis)	Social Media Marketing Activities (SMMAs), TikTok, Brand Awareness	Engagement as Mediator	Social Media Marketing, TikTok, Global	Social media marketing activities on TikTok significantly enhance brand awareness through consumer engagement, emphasizing the role of short-form content in brand visibility.
(Kurnia et al., 2022)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Marketing, Social Media Influencers, Purchase Intention	Influencer Credibility as a Mediator	Fashion Industry, Instagram, Indonesia	Influencer marketing on Instagram significantly drives purchase intention, with influencer credibility playing a key mediating role in shaping consumer trust.
(Hasan & Sohail, 2020)	Mixed-Methods (Survey and Case Study)	Social Media Marketing, Local vs. Non-local Brands, Purchase Decision	Brand Familiarity as a Mediator	Multi-industry Digital Marketing, Global	Social media marketing influences consumer purchase decisions, with brand familiarity crucial in differentiating local and nonlocal brands.
(Pintol & Hadziahmetovic, 2023)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Marketing Activities (SMMAs), Brand Trust, Brand Equity	Brand Trust as Mediator	Bottled Water Industry, Bosnia and Herzegovina	SMMAs positively impact brand equity through brand trust, emphasizing the importance of credibility and consumer confidence in the beverage market.

Authors and Year	Methodology	Key Variables Studied	Mediation/ Moderation Mechanism	Industry Focus & Geographical Context	Findings and Implications
(Jiménez-Castillo & Sánchez-Fernández, 2019)	Quantitative (Survey-based, Structural Equation Modeling)	Digital Influencers, Brand Recommendation, Engagement, Expected Value, Purchase Intention	Engagement and Expected Value as Mediators	Social Media and Influencer Marketing, Global	Digital influencers significantly impact brand recommendations, with engagement and expected value mediating their effect on purchase intention.
(Hu et al., 2024)	Quantitative (Survey-based, Regression Analysis)	Social Media Marketing, Green Products, Repurchase Intention	Environmental Awareness as Moderator	Green Consumerism, Sustainable Products, Global	Social media marketing enhances repurchase intention for green products, with environmental awareness moderating the consumer response.
(Hafez, 2022)	Quantitative (Survey-based, Structural Equation Modeling)	Social Media Marketing Activities (SMMAs), Brand Equity, Brand Experience, Perceived Uniqueness	Brand Experience as Mediator, Perceived Uniqueness as Moderator	Banking Sector, Bangladesh	SMMAs strengthen brand equity, with brand experience mediating the effect and perceived uniqueness moderating the relationship, highlighting differentiation strategies in financial services.

Source: Author's Work

3.2 The Influence of Social Media Marketing Activities (SMMAs) and Influencer Marketing on Purchase Intention

Social media has revolutionized consumer behavior, making Social Media Marketing Activities (SMMAs) and Influencer Marketing essential tools for brands to engage with their audiences and drive purchase intention. The rise of platforms like Instagram, TikTok, Facebook, and YouTube has enabled businesses to establish interactive and immersive marketing strategies that influence consumers' purchasing decisions. Various studies have demonstrated that engagement-driven marketing, influencer credibility, emotional connection, and electronic word-of-mouth (e-WOM) significantly impact how consumers perceive brands and make purchasing decisions. This section explores the mechanisms through which SMMAs and Influencer Marketing contribute to purchase intention, highlighting insights from recent empirical studies across diverse industries and regions.

One of the primary drivers of purchase intention is consumer engagement, which is strengthened through interactive social media content and brand-consumer interactions. Studies such as [14, 20, 21] highlight that interactive content, personalized advertise-

ments, and real-time consumer engagement significantly enhance consumer-brand relationships, leading to stronger purchase intent. Moreover, [22] found that Facebook Live Streaming facilitates real-time interaction, fostering trust and increasing consumers' likelihood of making purchase decisions. Similarly, [23] found that TikTok's engaging short-form content model enhances brand awareness and directly influences purchase intention.

In addition to SMMAs, Influencer Marketing plays a crucial role in shaping consumer trust, emotional connection, and perceived authenticity, all of which drive purchase intention. Influencer credibility is a key determinant of consumer purchasing behavior, as highlighted in studies by [24-26]. These studies emphasize that influencers with high credibility, expertise, and relatability significantly impact consumer trust, leading to higher purchase intentions. Research by [27] further confirms that Instagram influencers significantly impact consumer purchase decisions through credibility and personal brand alignment, particularly in the fashion industry. Furthermore, [25] explore how emotional attachment to influencers fosters consumer loyalty, translating into higher purchase intention.

Beyond engagement and trust, emotional and cognitive responses triggered by SMMAs and Influencer Marketing significantly influence purchase decisions. [28] found that emotional engagement and perceived informational value from influencer marketing impact consumer decision-making, reinforcing the importance of psychological factors in marketing strategies. Additionally, [25] highlighted that expected value perception plays a critical role in consumer motivation to purchase products recommended by influencers. This finding aligns with [29], who argue that customer brand engagement, influenced by social media influencers, fosters brand loyalty and enhances purchase behavior.

Another major contributor to purchase intention is the role of electronic word-of-mouth (e-WOM). Social media lets consumers share their experiences and recommendations, significantly influencing brand perception and trust. e-WOM increases perceived brand value, leading to greater consumer confidence and a more substantial likelihood of purchase [30]. Moreover, [23] revealed that TikTok-driven e-WOM significantly enhances brand reputation and contributes to higher consumer engagement, thereby increasing purchase intention. These findings highlight brands' need to actively encourage and manage e-WOM strategies to strengthen consumer-brand relationships and improve conversion rates.

The influence of SMMAs and Influencer Marketing on Purchase Intention also varies across industries, demonstrating the importance of industry-specific digital marketing strategies. For example, [31] found that SMMAs are crucial in promoting green product repurchase intention, as environmentally conscious consumers rely on social media for product information and reviews. Similarly, [32] found that local and non-local brands employ different social media marketing tactics to target specific consumer demographics, further reinforcing that marketing effectiveness is highly contextual. In the health and beauty sector, [33] emphasize that brand equity is significantly influenced by social media marketing efforts, which drive purchase intention through consumer trust and brand awareness.

The findings from these studies underscore the significant role of SMMAs and Influencer Marketing in shaping consumer purchase intention. Key factors such as consumer engagement, influencer credibility, emotional and cognitive influences, and e-WOM contribute to stronger brand-consumer relationships, leading to increased purchasing behavior. Moreover, industry-specific insights highlight that digital marketing strategies should be tailored to consumer expectations and preferences within each market segment. These insights provide academic contributions to marketing research and practical implications for businesses looking to optimize their digital marketing strategies to maximize purchase intention.

3.3 The Mediating Role of Brand Image, Brand Awareness, and Product Quality in Enhancing Purchase Intention

In digital marketing, brand image, awareness, and product quality are crucial mediators linking Social Media Marketing Activities (SMMAs) and Influencer Marketing to purchase intention. These factors shape consumer perceptions, build trust, and influence purchasing decisions. Studies have shown that effective social media marketing and influencer campaigns enhance brand awareness, strengthen brand image, and reinforce product quality, ultimately increasing purchase intention [34, 35]. The brand image reflects consumer perceptions of a brand and is significantly influenced by social media engagement and influencer-driven marketing. A well-established brand image fosters trust and emotional connection, leading to higher purchase intention [36] highlights that brand image mediates the relationship between SMMAs and purchase intention, proving that strong brand perception enhances consumer decision-making. Similarly, [35] finds that in the banking sector, brand experience and uniqueness strengthen trust and consumer engagement, reinforcing the role of brand image in digital marketing.

Brand awareness is vital in influencing consumer choices, as it determines how easily a brand is recognized. SMMAs and Influencer Marketing significantly contribute to brand awareness through interactive content and influencer collaborations [23]. Highlights that YouTube marketing effectively builds millennial brand recognition and engagement [37]. Instagram influencers drive brand awareness in the fashion industry, influencing purchase decisions [27]. Emphasize that brand awareness mediates social media marketing and purchase intention and enhances brand engagement, making it a fundamental component of digital marketing success [34].

Perceived product quality significantly influences consumer trust and purchase behavior. Research by [33] reveals that influencer testimonials and user-generated content shape perceptions of product quality in the beauty industry. Additionally, Hu et al. (2024) find that green product repurchase intention depends on perceived quality, reinforced through social media marketing strategies. Further highlight that influencer marketing enhances product quality perception through detailed reviews, increasing consumer confidence and purchase likelihood [33].

This section demonstrates that brand image, awareness, and product quality mediate the relationship between SMMAs, Influencer Marketing, and purchase intention. Businesses must integrate these elements into digital marketing strategies to build consumer

trust, enhance engagement, and optimize marketing effectiveness (Koay et al., 2024; Valomahmadi et al., 2025).

3.4 Effective Digital Marketing Strategies for Optimizing the Impact of SMMAs and Influencer Marketing on Purchase Intention.

The rapid evolution of Social Media Marketing Activities (SMMAs) and Influencer Marketing has transformed how brands engage with consumers, making digital strategies essential for maximizing purchase intention. Effective digital marketing involves engagement-driven social media interactions, strategic influencer collaborations, AI-driven personalization, electronic word-of-mouth (e-WOM), and multi-channel integration. These strategies enhance consumer trust, strengthen brand relationships, and create a compelling digital presence that drives purchasing behavior. Various studies highlight the role of interactive and personalized marketing efforts in increasing consumer engagement, ultimately leading to higher purchase intention [20,14].

Engagement-driven social media strategies are fundamental in fostering strong consumer-brand relationships. Consumers are more likely to purchase products from brands they engage with on social media. Research by [20, 14] found that interactive features such as live streaming, Q&A sessions, and user-generated content significantly enhance engagement levels, creating deeper emotional connections with brands. Similarly, [22] emphasize that Facebook Live Streaming strengthens brand trust and facilitates real-time consumer interaction, increasing the likelihood of purchase decisions. These findings suggest that brands must continuously create engaging, interactive content that resonates with their target audiences.

Another essential approach in digital marketing is strategic influencer collaborations. Influencers act as trusted intermediaries, bridging the gap between brands and consumers by providing authentic product recommendations. Research by [25, 26] suggests that micro-influencers drive higher engagement rates than macro-influencers due to their strong niche audience connections. In industries such as fashion and beauty, influencer credibility plays a critical role in purchase decisions, as shown in studies by [38] where Instagram and YouTube influencers effectively build brand trust and reinforce product quality through detailed product reviews. Therefore, brands should select influencers whose values align with their brand identity to maximize credibility and influence consumer behavior.

Personalization is another key strategy, leveraging AI-driven marketing to tailor content to individual consumer preferences. Data analytics, machine learning, and predictive algorithms allow brands to provide targeted recommendations, enhancing consumer experience and purchase likelihood. Studies by [39] highlight the importance of sentiment analysis and AI-powered recommendation engines in identifying consumer preferences and delivering relevant content. Personalized advertising significantly increases consumer engagement and trust, leading to stronger purchase intention [36]. These findings suggest that brands should integrate AI-based analytics to refine their marketing approaches, ensuring that messages are aligned with consumer expectations and behavior patterns.

In addition to engagement and personalization, the role of electronic word-of-mouth (e-WOM) in influencing purchase intention cannot be overlooked. Consumers increasingly rely on online reviews, testimonials, and recommendations before purchasing. Research by [30,40] shows that e-WOM amplifies brand credibility and enhances perceived value, making consumers more likely to purchase a product after reading positive online feedback. Similarly, [23] demonstrate that viral content on TikTok significantly improves brand awareness and drives e-WOM discussions, reinforcing brand reputation and increasing purchase rates. Given these insights, brands must actively encourage user-generated content, customer testimonials, and online discussions to strengthen their presence in the digital marketplace.

Finally, multi-channel digital marketing integration is essential for expanding reach and maintaining brand consistency across different platforms. Studies by [24, 41] highlight that combining Instagram, YouTube, and Facebook allows brands to optimize consumer engagement through various content formats, including video, images, and interactive posts. Additionally, [30] found that cross-channel marketing increases brand recognition and consumer retention, particularly in sustainability-focused industries, where consistent messaging reinforces brand identity. These findings suggest that brands adopt an omnichannel approach to ensure a seamless and engaging consumer experience across all digital touchpoints.

In conclusion, effective digital marketing strategies that optimize the impact of SMMAs and Influencer Marketing must focus on interactive engagement, strategic influencer partnerships, AI-driven personalization, e-WOM, and multi-platform integration. These approaches create authentic brand experiences, build consumer trust, and enhance purchase intention, leading to stronger customer relationships and increased brand loyalty. As digital marketing continues to evolve, businesses must continuously refine their strategies to adapt to emerging trends and shifting consumer expectations in the highly competitive online marketplace.

4. Conclusion

This study has explored the relationship between Social Media Marketing Activities (SMMAs), Influencer Marketing, and Purchase Intention, demonstrating that digital marketing strategies significantly impact consumer behavior. Findings indicate that engagement-driven marketing, influencer credibility, and interactive content influence purchase intention. Additionally, consumer trust and perceived brand authenticity are strengthened when SMMAs and influencer partnerships effectively communicate a brand's value proposition. The research also highlights that platforms like Tik-Tok, Instagram, and YouTube provide unique opportunities for brands to engage their audiences through immersive digital experiences. Ultimately, the study confirms that SMMAs and Influencer Marketing are essential components in modern consumer decision-making, driving brand engagement and conversions.

The mediating role of brand image, awareness, and product quality further explains the connection between SMMAs, Influencer Marketing, and purchase intention. A strong brand image, cultivated through well-designed social media campaigns, enhances consumer perception and loyalty, reinforcing the likelihood of purchase. Simi-

larly, brand awareness bridges digital marketing strategies and purchase intention, ensuring consumers recognize and recall a brand during their decision-making process. Furthermore, product quality perception, shaped by influencer endorsements and consumer reviews, is a key determinant in reinforcing trust and purchase confidence. These findings suggest that brands must strategically integrate these mediating factors into their marketing efforts to maximize consumer engagement and conversion rates.

Based on these insights, businesses should implement engagement-driven marketing, AI-powered personalization, and cross-platform integration to optimize the effectiveness of SMMAs and Influencer Marketing. Encouraging electronic word-of-mouth (e-WOM) through customer testimonials and user-generated content can further enhance credibility and brand trust. Future research should explore the long-term impact of influencer marketing strategies on brand loyalty and examine the role of emerging technologies, such as AI-driven chatbots and virtual influencers, in enhancing purchase intention. Additionally, studies focusing on cross-cultural differences in digital marketing effectiveness can provide valuable insights for global brands seeking to tailor their strategies to diverse consumer segments.

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