



## Influence of Social Media Marketing on Purchasing Decision

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### ABSTRACT

The present study seeks to investigate the influence of social media on purchasing decision-making, as understanding the role of social media in the context of marketing is extremely important for researchers, companies, and customers alike. Social media platforms play an increasingly significant role in shaping customers' purchasing decisions, as they provide customers with access to information about products and services, the ability to share their experiences with others, and direct communication with brands. The data were analyzed using statistical software SPSS v.26 and AMOS v.26. The findings indicated a robust positive correlation between social media and purchasing decision-making. The practical results revealed a significant impact of social media on the marketing purchase decision.

**Keywords:** Social media, entertainment, interaction, Trendiness, Customization, word of mouth, purchase decision.

### INTRODUCTION

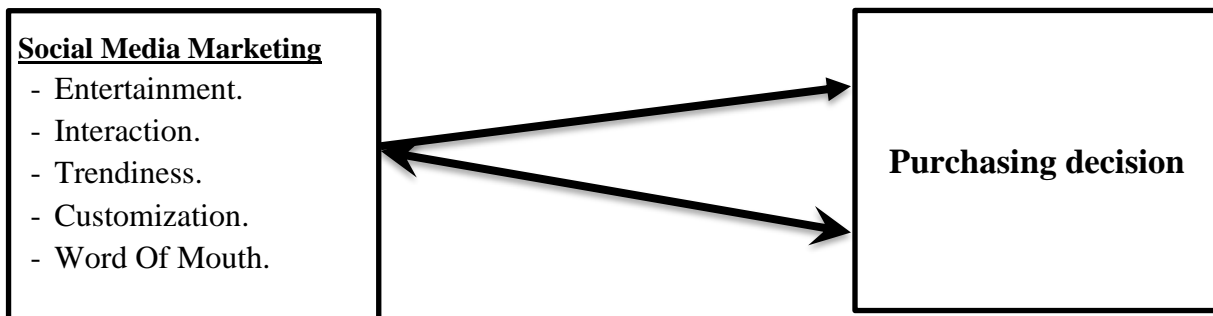
This research involves defining the role of social media in influencing the customer's purchasing decision. The role of e-marketing has significantly increased due to the current development in internet usage and digital tools for promoting products or services. Additionally, there has been a rise in activities aimed at attracting customers and increasing sales. Marketing has taken a different turn nowadays, and the means used have evolved to target customers while they are at home, without the need to spend money and time using traditional methods by the organization. Furthermore, the intensity of internet promotion and advertisements, particularly on social media platforms like Facebook, Instagram, YouTube, and TikTok, has sped up decisions regarding a product or service. This has increased interest in this field, one of the most important e-marketing methods, on which many researchers focus. The research

addressed the basic the various aspects of social media, such as entertainment, interaction, trendiness, customization, and word of mouth, play a significant role in influencing and guiding consumers' purchasing decisions for products and services, as it enables companies to connect directly with a broad audience of potential buyers.

### METHODOLOGY

**The Problem of research:** Organizations are witnessing intense competition among themselves to win customers and gain their loyalty, which drives the purchasing decision-making process, especially through electronic marketing by using social media platforms and their content that may influence the customer's decision-making regarding a product or service. This prompts us to examine and comprehend the ways in which these sites and platforms impact the decision-making process. These organizations employ a variety of

promotional strategies to present themselves, their brand, and their offerings. They also employ persuasive methods to sway customer behavior, such as raising awareness and gathering essential information that aids in the decision-making and purchase process. **Research Problem:** Organizations are witnessing intense competition among themselves to win customers and gain their loyalty, which achieves the process of purchase decision-making, especially through electronic marketing by using social media and its content that may influence the customer's decision-making process regarding a product or service. This leads us to research and understand how these sites and means affect the decision-making process and how these organizations use various promotional methods to introduce themselves, their brand, and what they offer, as well as the persuasive methods that influence customer behavior, including awareness and obtaining the necessary information that achieves the decision-making and purchasing process. Therefore, the research focuses on the role of social media in influencing the purchasing decision.



**Figure 1: Research Hypothesis**

**The Research hypothesis:** Based on the path of the hypothetical model upon evaluating its variables, the subsequent hypothesis was established: A substantial correlation exists between social media marketing and its characteristics of customer purchasing decisions.

**Statistical analysis:** For data analysis, the researcher used a series of statistical procedures provided by the statistical software (Amos v.24) and (SPSS v.26) to analyze the data and obtain accurate results that can help achieve the goal and precision. Conclusions, among these methods are the following:

Cronbach's alpha and descriptive statistics (mean, standard deviation). the coefficient of simple linear regression and the equation of structural equation

**The significance of the study:** The significance of the study is reflected in the following:

1. We need to clarify the importance of the research variables represented by social media marketing and its impact on the purchasing decision.
2. Examining the definition of social media marketing and its influence on companies and customers, particularly on their interaction through these platforms, is crucial.
3. Highlighting what social media platforms provide in terms of data and information that assist in making purchasing decisions.

**Research objectives:** The research is designed for achieving the following goals:

1. Identify the research variables and the role of social media marketing in the decision-making process for purchasing.
2. Diagnosing the fundamental dimensions of Variables of social media marketing and their influence on purchasing decision-making.
3. Evaluating the linkages and correlations among the research variables .

**The hypothetical scheme of the research:**

modelling (SEM).

**Measurement tool:** We used a five-point Likert scale and two main variables as the research 's measurement tool. We formulated the scale items with clarity and precision to enhance comprehension of the variables and the objective.

**Research Population & Sample:** The research population was represented by the group of consumers from online shopping sites, with a sample size of (151) valid for analysis.

**Theoretical framework:**

**Social Media Marketing:** Our society often advocates for and extensively utilizes technology. Furthermore, the advantageous effects of technology across many sectors are apparent including enhancements in healthcare business

and manufacturing increased access to information and the implementation of innovative educational systems and methodologies (Moslehpour et al., 2021, p. 89). Social media constitutes a digital platform where persons with shared interests convene to exchange thoughts, remarks, and concepts the utilization of online communication platforms, leveraging internet and mobile technology in marketing strategies by corporations, is essential in shaping consumer perceptions of their products, brands, and the engagement they foster among other consumers (Bilgin, 2018, p. 130). Social media is characterized as a medium employed by users to disseminate information through text, photos, audio, and video to other individuals and entities. Kotler and Keller (2016, p. 642).

Social networks are a digital platform where people with common interests gather to exchange opinions, remarks, and viewpoints. Social media has impacted various facets of consumer behaviour in the 21st century, encompassing awareness, information gathering, opinion sharing, purchasing patterns, and post-purchase conduct. Social media enables companies to contact with customers and obtain feedback, while customers may interact with one another and share information regarding products and services (Tatar & Eren-Erdogmus, 2016: 250). The distinctive features of social media and its vast popularity have transformed business strategies, including advertising and promotion. Social media has impacted consumer behaviour, encompassing information acquisition and post-purchase actions, including dissatisfaction metrics and internet usage patterns (Vinerean et al., 2013, p. 67).

Social media implements marketing intelligently for each of its members. By filtering out extraneous information and data, we can offer relevant search content, shielding users from irrelevant information, enabling them to locate and investigate the necessary topics with ease. (Pareto, 2011). By providing relevant content, one can experience a high level of mental engagement towards the brand, thereby fostering loyalty (Mehrabani et al, 2014:483). While social media marketing provides a means for consumers to interact socially, he said that consumers now expect access to information around the clock through online applications and many other digital methods. They also expect 24-hour customer service along with self-service options through online sources. Consumers now prefer to use the latest technologies instead of the traditional

system for obtaining information (Ali et al, 2016:71). Social media marketing includes the following dimensions:

**1. Entertainment:** Social networking platforms have increased in significance over time due to their capacity to offer amusement, which acts as a mechanism for alleviating or escaping stress. Prior research has demonstrated that providing entertainment via social media elicits good emotions that affect brand perceptions by fulfilling users' desires for escapism, enjoyment, and anxiety alleviation. Social networking sites have integrated into daily life, including activities such as publishing, commenting, talking, and uploading photos/videos, which serve as sources of pleasure and relaxation for users. Marketers currently utilize social media to engage, amuse, and cultivate enduring relationships with users, thereby influencing their perceptions of the brand (Sheth & Kim, 2017:65). For example, if the site has a higher entertainment value, users tend to adopt more positive attitudes towards the site, higher satisfaction with the site, and greater brand loyalty to the site (Choi et al, 2015:14). Entertainment is considered a means of escaping the pressures of life, leading to emotional integration and anxiety relief, which are positively associated with reading news and browsing what is available on the internet (Zolkepli & Kamarulzaman, 2015:193).

**2. Interaction:** The interaction of social media leads to a radical change in communication between brands and customers, as interaction is an important incentive for content creation, Social media enables assistance to customers through discussion spaces and idea exchange, Additionally, Social interaction allows users participating in brand-related social media platforms to connect with like-minded individuals and facilitates discussions about specific brand products (Godey et al., 2016:5832) The participatory nature of social media facilitates easy collaboration and content sharing, including information, videos, and images. Additionally, interaction through social media posts is important as it enhances customer feedback (liu et al, 2019:4). Interactions become more social and noticeable, improving the social presence of customers, which in turn leads to their engagement with the organization and brand (Salam & Chaknan, 2022:97).

**Trendiness:** This means modernity, containing contemporary knowledge that attracts public attention and that the brand considers appropriate and useful for its customers. Trend: This means modernity, containing contemporary knowledge

that attracts public attention and which the brand considers appropriate and useful for its customers (Khan et al,2019:4). Current trends in social media encompass four sub-motivators: observation, information acquisition, pre-purchase knowledge, and inspiration. Observation implies an individual's awareness of their social environment. Information refers to the knowledge that clients acquire about the organization, using the awareness of other clients to obtain more relevant information about the organization's product. Pre-purchase information refers to reviews, ratings, and product recommendations for brand communities to help customers make a well-informed purchasing decision. Finally, inspiration is related to customers who follow information about the organization and receive innovative ideas. Thus, relevant company information serves as a source of motivation or inspiration (Yadav & Rahman,2018:3886). Modernity expresses the extent to which a brand provides relevant, contemporary, and trendy information. The more contemporary the information presented on the brand's social media pages, the more effectively it motivates consumers to learn more about the brand. Therefore, marketers constantly update brand pages on social media to attract consumers' attention (Cheung et al,2020:3).

**Customization:** represents the extent to which social media provides brands tailored information or services. Social media enables marketers to engage their target audience through tailored approaches more economically than traditional media (Liu et al., 2019, p. 4). It influences consumer satisfaction, which subsequently has a considerable effect on purchase intention (Ebrahim, 2019, p. 293). Customization can be regarded as a solution specifically tailored for the customer's advantage (Ding & Keh, 2016, p. 17). Personalization in social media depends on engaging with individual users, distinguishing it markedly from traditional advertising media, where enhanced individual data can be supplied from several sources. Social media personalization serves as a mechanism for firms to communicate the distinctiveness of their brands and to foster preferences and loyalty towards those brands (Seo & Park, 2018, p. 37). Products, services, content, and personal communication are created and marketed in accordance with the requirements of individual customers or customer segments by analyzing their demands through personal data and purchasing inclinations (Adejuwon & Olawal,

2022, p. 2459).

**Word of mouth :** This is considered one of the most powerful ways of transmitting information between people, as it involves the transfer of opinions and perceptions from person to person, word of mouth of information usually associated with personal encounters and evaluations of the organization or its product. (Severi et al,2014:86). Word of mouth is defined as the exchange of comments, ideas, and opinions between two or more people, where none of the individuals act as a marketing source (Ismagilova et al,2017:6). Oral communication and plays an important role in the development and widespread use of technologies and social media, as technology makes their dissemination or reading easier than ever, while verbal communication is considered an important asset for organizations, as it allows them to attract more new customers and increase their profits (Sano,2015:26). Word of mouth is regarded as a crucial source of information in purchasing behaviors, significantly impacting companies' image, reputation, community relations, promotional activities, among other aspects (Durukan & Bozaci,2012:36). Word of mouth can effectively reduce risks and uncertainties when purchasing products, thereby increasing the impact on consumer purchase intention and decision-making. (Maria et al,2020:31). Sharma and Rehman (2012) discovered that both positive and negative information regarding a product or brand on social media significantly influences consumer purchase behaviour, leading customers to disseminate positive word of mouth (Yogesh & Yesha, 2014:46).

**Purchase decision:** The purchase decision process is broadly defined as a set of actions and dynamic factors that begin with identifying an incentive to move and end with a specific commitment to action. Many people treat organizational purchasing as a multi-stage decision process, where they don't solely focus on the outcome. Final purchase (Laios & Moschuris,2011:355). According to its definition, it refers to the process through which consumers make decisions when selecting goods or services. (Angelyn & Kodrat,2021:36). Consequently, when buyers have assessed the alternatives, the subsequent phase in their decision-making process is to execute a purchase. Customers are currently favouring specific brands, products, and services under consideration for purchase. Moreover, earlier phases of the decision-making

process affect purchasing choices, offering marketers the chance to sway clients who have progressed to the purchase stage. Marketers must provide their items to consumers and guarantee that the purchasing procedure is straightforward and convenient. Digital technology can augment marketing platforms via social media (Al-Azzam & Al-Mizeed,2021:457). Consumers describe purchase decisions as the choices they make before making a purchase, encompassing perceived needs and pre-purchase activities. Consumers make purchase decisions by evaluating multiple alternatives, guided by primary factors such as the method of purchase, the product, and the situation (Fadli et al,2022:2395). Therefore, the decision to purchase integrates knowledge to evaluate and select one of two or more alternative behaviors, resulting in a cognitively presented choice that reflects a desire to act. We also describe the purchase decision as a reflection of the consumer's autonomy, following their general decision to purchase a product or service (Maulid et al,2022:232). Therefore, purchase decisions are a prerequisite for the buying process of consumers who are already purchasing the product, as customers obtain approval, find information about

a specific product or brand, and improve each alternative that can solve the problems arising in relation to purchase decisions (Alfian & Nilowardono,2019:220).

#### **The Practical Side of Research:**

**Coding variables and stability analysis:** social media marketing and key purchase decisions. table (2) indicates the elements the measuring instrument, the quantity of items associated with each research variable, and their respective sources. A five-point Likert scale was used. To enhance the understanding of factors and objectives when drafting metric paragraphs, clarity and accuracy were taken into account. The researcher verified the dependability and stability of the research utilizing the Alpha-Cronbach index. approach. The reliability coefficient of the measurements was determined using the Cronbach's alpha coefficient. The values of Cronbach's alpha range from 0.744 to 0.865, indicating statistically acceptable values in administrative and behavioral research., as they exceed the threshold of 0.70. This indicates that the measurement instruments utilised in the research exhibit reliability and internal consistency.

**Table 2: Coefficient for Alpha Cronbach Research and Coding**

No .	main variables	code	Alpha Cronbach	sub-dimensions	number of paragraphs	code	Alpha Cronbach	Source
1.	Social media marketing	SM M	<b>0.843</b>	<b>Entertainment</b>	<b>2</b>	ENT	<b>0.796</b>	Godey al.,2016:5830
				<b>Interaction</b>	<b>3</b>	INT	<b>0.815</b>	
				<b>Trendiness</b>	<b>2</b>	TRE	<b>0.764</b>	
				<b>Customization</b>	<b>2</b>	CUS	<b>0.789</b>	
				<b>Word of mouth</b>	<b>2</b>	WOM	<b>0.744</b>	
2.	purchasing decision	PUD	<b>0.865</b>		<b>10</b>		-	ujri et al,2021:103

**Statistical description:** This paragraph will describe, analyze, and interpret the outcomes of the applied study by reviewing the answers of the research sample to all sections of the research instrument. Consequently, the researcher employed descriptive statistical analysis, including calculation methods and Standard Deviations, for assessing the level, direction, & relative

importance of the responses utilizing SPSS version 26. Amos 26. Table No. (3) presents the values categorized by the subjects of the research:

Table 3 shows that the mean value of the social media marketing variable is 3.32, and the standard deviation is 0.442. It shows the consistency of responses among individuals in the sample.



Moreover, the achieved consensus among the research participants on this variables particularly significant at the measurement. The first aspect, called Entertainment, consists of two paragraphs, and its mean value is 3.17, with a standard deviation of 0.534. This shows that there is significant agreement among the study sample members on this aspect, with the mean for the interaction measure being 3.48 and the estimated standard deviation being 0.488. Among the members of the research sample, significant agreement was achieved on this aspect; for the two-paragraph aspect of Trendiness, the mean was 3.28, and the estimated standard deviation was 0.556. The fourth aspect of personalization consists of two paragraphs, and its mean value is 3.32, with a standard deviation of 0.490. This shows that there is significant agreement among

the members of the studied sample on this aspect, as confirmed by the arithmetic mean. In contrast, the fifth dimension, One Rotom, contained two paragraphs, and the calculated mean value was 3.36, with a standard deviation of 0.449. This shows that among the participants in the study sample, there is significant agreement on this aspect, as confirmed by the arithmetic mean. Furthermore, it demonstrates that the individuals' agreement on this dimension was elevated, particularly concerning the variable related to the purchasing decision, with a total computed average of (3.83). This dimension and standard deviation of 0.508 show a high level of agreement among the research sample individuals about this measure.

**Table (3): Mean, standard deviations, levels, directions, and importance of components for measurements**

dimensions and variables	arithmetic mean.	standard deviation.	answer direction.	relative importance.
Entertainment	3.17	.534	Agree.	5
Interaction	3.48	.488	agree	1
Trendiness	3.28	.556	agree	4
Customization	3.32	.490	agree	3
Word of mouth (WOM).	3.36	.449	agree	2
variables social media marketing	3.32	.442	agree	2
variable purchasing decision	3.83	.508	agree	1

**Source:** Based on the outputs of SPSS vr.26, prepared by a researcher

**Hypothesis test:** the researcher used two statistical techniques to observe strength of correlations between the research variables, referring to the relationship matrix (simple Pearson correlation coefficients). Additionally, a structural equation modeling (SEM) approach is used, which is the primary statistical tool for assessing the fit of the data to the proposed research model across various statistical indicators.

**Correlation hypothesis test:** First hypothesis: The first hypothesis states: "There is a correlation

between social media marketing and purchasing decisions."The researcher, as shown in Table No. (4), uses statistical software to extract the correlation matrix between social media marketing variables and purchase preferences. (SPSS v. 26). Table 4 shows a direct and ethically

significant correlation at the 1% level between the social media marketing variable and the customer satisfaction variable. Simple correlation coefficients (0.870) were established. This result confirms the validity of the initial research hypothesis.

**Table: (4) Correlation Coefficient between Social Media Marketing Variables and Purchasing Decisions Variable**

	Entertainment	Interaction	Trendiness	Customization	Word of mouth	Social media marketing	Purchasing decision
Entertainment	1						
Interaction	.740**	1					

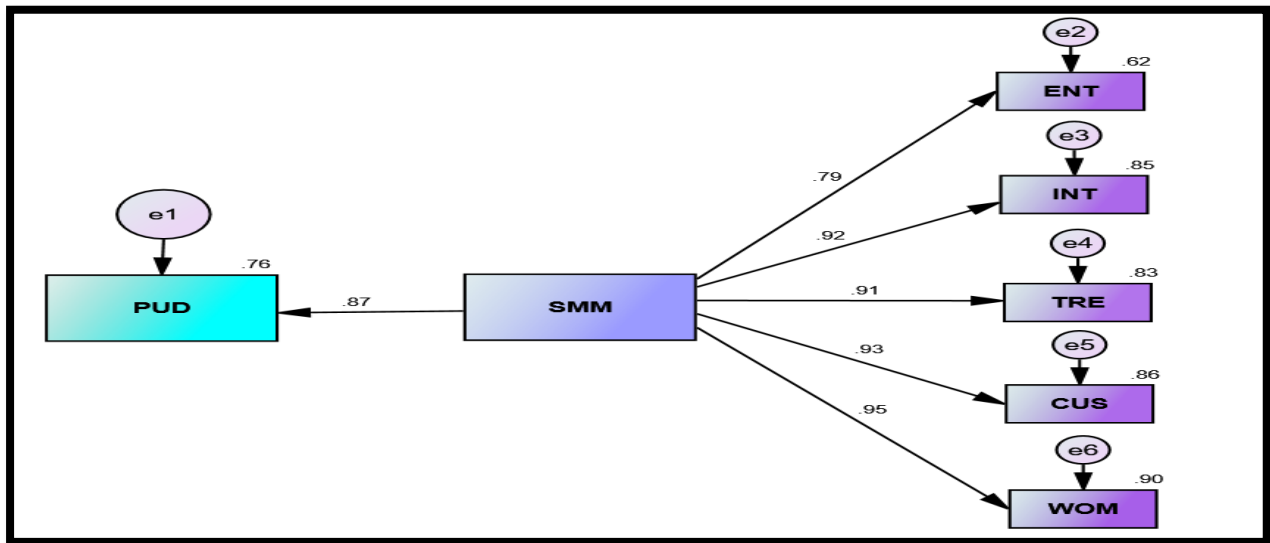
Trendiness	.718**	.874**	1				
Customization	.780**	.893**	.850**	1			
Word of mouth	.794**	.929**	.874**	.931**	1		
Social media marketing	.864**	.950**	.928**	.954**	.969**	1	
Purchasing decision	.713**	.804**	.784**	.810**	.852**	.870**	1

**Impact hypothesis:** For evaluating influence hypothesis. The researcher use a structural model applying the structural equation modeling (SEM.) methodology using AMOS version 26. as stated below:

The first hypothesis suggests that social media marketing influences purchase decisions. To

evaluate this hypothesis, a model was created showing the correlation between the social media marketing variable and the purchase decisions, using structural equation modelling in AMOS.v.26, as shown in Figure (2) below. In accordance with the subsequent sub-hypotheses:

**Figure 2: Impact of Social media marketing on Purchasing decision**



**The first hypothesis:** there is a statistically significant relationship between entertainment and purchase decisions; this is supported by the data presented in table (4) and figure (2). These data show a significant influence of the Entertainment dimension on the purchase decision variable, supported by an impact factor (.678) and a critical ratio. (12.480).

**The second hypothesis:** There is a statistically significant relationship between interaction and the purchase decision; this is supported by the data presented in table (4) and figure. (2). These data show a significant influence of the Entertainment dimension on the purchase decision variable, supported by an influence coefficient of (.837) and a critical ratio. (16.608).

**Table: 5 Impact of Social Media Marketing on Purchasing Decisions**

Variable		Variable/deminition	Standardized Regression Weights	Estimate	S.E.	C.R.	P
PUD	<---	Entertainment	.713	.678	.054	12.480	***
PUD	<---	Interaction	.804	.837	.050	16.608	***
PUD	<---	Trendiness	.784	.717	.046	15.534	***

<b>PUD</b>	<---	Customization	.810	.840	.049	16.985	***
<b>PUD</b>	<---	Word of mouth	.858	.972	.047	20.556	***
<b>PUD</b>	<---	Social media marketing	.870	.988	.046	21.478	***

**The Third hypothesis:** As shown in table (4) and figure (2), there is a statistically significant relationship between trendiness and purchase decisions; the influence factor (.717) and the critical ratio confirm this. (15.534).

**The Fourth sub-hypothesis:** There is a statistically significant relationship between customization and the purchase decision; this is supported by the data presented in table (4) and figure. (2). These data show a significant influence of the Pleasure measurement on the Purchase Decision variable, supported by an impact factor (.840) and a critical ratio. (16.985).

**The Fifth hypothesis:** There is a statistically significant relationship between verbal communication and purchase decisions. table (4) and figure (2) show data indicating a significant influence of the Entertainment measure on the Purchase Decision variable, with an influence coefficient of (.972) and a critical ratio. (20.556).

## CONCLUSIONS AND SUGGESTIONS

### Conclusions

1. We ascertain a significant consensus regarding the influence of social media marketing on consumer purchasing decisions, as evidenced by the information and statistics supplied by social media platforms.
2. The results show that customers significantly familiarize themselves with the company's brand and the products or services it offers through direct communication with the organization via its websites.
3. Motivate users to research products more thoroughly before making a purchase. This enables the customer to assess their options and decide whether to buy a product or service.
4. We conclude that social media not only enhances brand visibility and aids in the purchasing decision but also significantly shapes consumer behavior through engagement and interaction with the brand.
5. Social media platforms encourage completion of the purchase decision through the influence of reviews or recommendations from friends and other individuals regarding the product or service.
6. The results showed that targeted advertising campaigns aimed at specific customer interests

increase the likelihood of making a purchase decision.

### suggestions

1. Companies should concentrate their social media interactions on the various stages of the customer journey, particularly post-purchase, as this can serve as a strategy to attract both current and potential customers. It is crucial for companies to concentrate on the various stages of the customer journey when making purchasing decisions, particularly post-purchase, in their social media interactions, as this could serve as a strategy to attract both current and potential customers.
2. Companies must prioritize customer opinions and comments, as they can identify areas of confusion in product or service delivery and take action to resolve them.
3. The research recommends that brands innovate in disseminating information and engaging users to effectively leverage The influence of social media marketing on consumer purchasing decisions.
4. study recommends that companies focusing their sales operations on social media enhance their social media marketing strategies by improving content quality, ensuring engaging and informative posts, and utilizing all aspects of social media marketing through personalization, interaction, and the use of novelty. Additionally, it suggests fostering quick-response interactions with users, selecting trusted influencers to promote products, and creating attractive promotional offers that can influence purchase decisions.

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