

The influence of social media marketing on consumer purchase decisions

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Abstract: *Social media marketing is one of the most important ways of marketing today. Many businesses use Instagram, TikTok, Facebook, and YouTube to promote their products, talk with customers, and build their brand. The use of social media is growing fast, and it has changed how people think and buy products. This study looks at how social media marketing affects consumer buying decisions. Social media marketing has five main parts: entertainment, interaction, trendiness, customization, and informativeness. These parts help attract people and give useful information. Consumer purchase decision is measured by purchase intention, product preference, purchase confidence, and recommendation intention. This means how much people want to buy, like the product, trust it, and tell others about it. The results show that social media marketing has a positive effect on people. It helps people feel interested, trust the brand more, and decide to buy products. Therefore, businesses should use interactive and informative content on social media to attract customers and improve their buying decisions.*

Keywords: *social media marketing, consumer purchase decision, digital marketing, consumer behavior, online marketing*

1. Introduction

Digital technology has grown very quickly, and this has changed the way businesses market their products around the world. More and more businesses have been using digital marketing to talk to customers and sell their goods in the last few years. The rise of social media marketing is one of the most important changes in modern marketing. (Burlac & Frumosu, 2024; Sharma, 2025) Companies can now reach large groups of people and talk to customers directly through social media sites. Businesses use social media sites like Instagram, TikTok, Facebook, and YouTube a lot to talk to customers about their products. These platforms give businesses the chance to make interesting content, share ads, and talk to customers in real time. Social media marketing is different from other types of marketing because it lets companies and customers talk to each other, which builds stronger relationships with customers and makes them more loyal to the brand (Ballabh, 2023; Kırcova & Enginkaya, 2022; Rastogi, 2021). According to new digital data, over 4.9 billion people around the world actively use social media sites. More and more people are using social media, which has opened up new ways for businesses to reach customers through digital marketing. Companies can use ads, partnerships with influencers, and interactive content like videos, live streams, and stories to get the word out about their products. Compared to traditional marketing methods, social media marketing has a number of

benefits. First, businesses can use social media to reach specific groups of people based on their age, gender, and location. Second, social media marketing is cheaper than other types of advertising, like TV or print ads. (Burlac & Frumosu, 2024; Verma, 2025) Third, digital analytics tools let businesses see how well their marketing campaigns are working on social media sites. People today often use social media to learn about products before they buy them. (Yadav & Alam Iqbal, 2022)

Before buying something, a lot of people read reviews online, watch videos showing how to use the product, and follow the advice of influencers. These actions have a big effect on how people think about brands and products. Research has demonstrated that social media marketing initiatives can affect consumer attitudes, brand perceptions, and purchase intentions. For instance, Bilgin (2020) discovered that social media marketing initiatives substantially enhance brand awareness and consumer perceptions of brands. Likewise, a study by Lim et al. (2020) demonstrated that influencer marketing on social media platforms significantly impacts consumer purchase intentions. Getting people to interact with your social media marketing is also very important. When people like, comment on, and share brand content, they feel more connected to the brand on an emotional level. Zollo et al. (2021) found that people who use social media are much more likely to buy something. Electronic word-of-mouth (eWOM) is another important thing that affects what people buy. People often talk about their experiences with products on social media, which changes how other people see those products. Good reviews and recommendations online can make people more likely to buy something and trust the company. Even though social media marketing is becoming more important, figuring out how it affects people's buying decisions is still an important area of research in marketing. (Ali & Javed, 2023; Jesurathinam L., 2025; Mahmud et al., 2020) A lot of businesses put a lot of money into social media marketing campaigns, but how well these strategies work depends on a number of things, like the quality of the content, how engaged the audience is, and how much they trust the brand. (Infante & Mardikaningsih, 2022) Consequently, this research seeks to examine the impact of social media marketing on consumer purchasing decisions. The results of this study are anticipated to enhance the marketing literature by elucidating the impact of social media marketing on consumer behavior in digital marketplaces. (-, 2024; Haider et al., 2025)

2. Literature Review

2.1 Social Media Marketing

Social media marketing is one of the most important marketing methods today. It means using social media platforms like Instagram, Facebook, TikTok, and YouTube to promote products, communicate with people, and build brand awareness. Unlike traditional marketing, social media helps companies talk directly with customers and create simple interaction. According to Dwivedi et al. (2021), social media marketing has changed how companies do marketing. It allows businesses to talk with customers in real time and share more personal messages. Companies can create interesting content, reply to comments, and build long-term relationships with customers. Bilgin (2020) explains that social media marketing has five main parts: entertainment, interaction, trendiness, customization, and informativeness. These parts help people feel interested and connected to a brand. In the same way, Li et al. (2021) say that social media marketing helps people know the brand better and trust it more. When companies post regularly, people remember the brand and

think positively about it. Another important part is influencer marketing. Influencers are people with many followers who can affect others' choices. Lim et al. (2020) found that influencers can strongly affect buying decisions, especially for young people. Therefore, social media marketing helps companies attract people, build trust, and increase sales.

2.2 Consumer Purchase Decision

The consumer purchase decision is the process by which people choose goods or services based on what they need, what they want, and what they know. The process of making a decision as a consumer usually has several steps, including recognizing a problem, looking for information, comparing options, making a purchase decision, and acting after the purchase. Kotler and Keller (2021) say that people actively look for information before they buy something. Social media sites have become one of the most important places for people to get information in the digital world. Rahman et al. (2022) say that people often use social media to find out about products, compare options, and judge the quality of products before they buy them. Social media sites give people access to product reviews, recommendations, and ads that can change how they think about products. Electronic word-of-mouth (eWOM) is another important thing that affects what people buy. Electronic word-of-mouth is when people share information about products and services online. Ismagilova et al. (2023) say that online reviews and recommendations have a big effect on how people feel about brands and products. Positive electronic word-of-mouth boosts trust in customers and lowers the perceived risk of buying things online. Before buying something, people often look at what other people have said about it. Because of this, the information on social media sites has a big effect on what people buy.

2.3 Relationship Between Social Media Marketing and Consumer Purchase Decision

The connection between social media marketing and how people decide what to buy is an important topic in marketing research. Companies can use social media marketing to share information about their products, services, and sales on digital platforms. Companies can easily reach their target audience because so many people use social media every day. Alalwan (2020) says that social media marketing has a big impact on how people feel about things and whether or not they want to buy them. People get to know a brand better and feel better about it when they see its content a lot. Ibrahim et al. (2022) also say that being active on social media is very important. When users like, comment on, or share posts, they feel more connected to the brand and start to trust it more. This trust can make it more likely that the person will buy the item. Zollo et al. (2021) also found that actively interacting with brands can make people more likely to buy from them and stay loyal to them. Companies can also send simple, personal messages through social media. This makes marketing more fun and useful. So, social media marketing helps businesses get more people to know about them, trust them, and change their minds about what to buy.

2.4 Research Framework

The literature reviewed indicates that social media marketing is anticipated to affect consumer purchasing decisions. Activities like interactive communication, interesting content, and product information on social media can change how people think about things and how they buy things. This study conceptualizes social media marketing as the independent variable and consumer purchase decision as the dependent variable.

2.4.1 Social Media Marketing and Consumer Purchase Decision

Companies can talk directly to customers and give them useful information about their products through social media marketing. People are more likely to have positive feelings about brands when they see ads and good reviews on social media sites. Previous research has consistently demonstrated that social media marketing exerts a favorable impact on consumer purchasing behavior. Bilgin (2020) discovered that social media marketing activities substantially impact consumer attitudes and purchase intentions. In the same way, Lim et al. (2020) said that influencer marketing has a big effect on how people buy things. Also, getting involved with a brand on social media makes people trust it more and builds stronger relationships with it. People who engage with brand content on social media are more likely to buy things.



Figure 1. Research Framework.

Based on these theoretical arguments and empirical findings, the following hypothesis is proposed:

H1: Social media marketing has a positive and significant effect on consumer purchase decisions.

3. Methodology

3.1 Research Design

This study uses a quantitative research method to study the relationship between social media marketing and consumer buying decisions. Quantitative research helps researchers study data using numbers and simple statistics. It also uses results from previous studies. The research follows a common model used in marketing studies. This model helps explain how marketing activities on social media can affect how people decide to buy products.

The study has two main variables:

- Social Media Marketing (independent variable)
- Consumer Purchase Decision (dependent variable)

Social media marketing means promoting products on platforms like social media. Consumer purchase decision means how people decide to buy or not buy a product or service. The study looks at the relationship between these two variables using simple statistical methods. These methods help researchers understand how social media marketing can influence consumer behavior.

3.2 Operationalization of Variables

In order to measure the research variables, the study adopts operational indicators widely used in previous marketing research between 2020 and 2025. The operationalization of variables is presented in Table 1.

Table 1

Operationalization of Variables

Variable	Definition	Indicators	Scale
Social Media Marketing (X)	Marketing activities conducted through social media platforms to promote products and interact with consumers	Entertainment, Interaction, Trendiness, Customization, Informativeness	Likert Scale (1–5)

Variable	Definition	Indicators	Scale
Consumer Purchase Decision (Y)	Consumer decision-making process when selecting and purchasing products	Purchase intention, Product preference, Purchase confidence, Recommendation intention	Likert Scale (1–5)

The indicators of social media marketing were adapted from Bilgin (2020) and Dwivedi et al. (2021), while consumer purchase decision indicators were adapted from Kotler and Keller (2021) and Rahman et al. (2022).

Each indicator is measured using a five-point Likert scale, where:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

The Likert scale is widely used in marketing research because it allows researchers to measure attitudes and perceptions quantitatively.

3.3 Measurement Model

To ensure the accuracy of measurement, each variable is measured using multiple indicators. The measurement model used in this study is presented in Table 2.

Table 2

Measurement Indicators

Construct	Code	Indicator Description
Social Media Marketing	SMM1	Social media content is entertaining
	SMM2	Brands interact with consumers through social media
	SMM3	Social media content follows current trends
	SMM4	Social media marketing messages are personalized
	SMM5	Social media provides useful product information
Purchase Decision	PD1	I intend to purchase products promoted on social media
	PD2	Social media influences my product preferences
	PD3	I feel confident purchasing products advertised on social media
	PD4	I would recommend products promoted on social media

These indicators are commonly used in digital marketing studies examining consumer purchasing behavior.

3.4 Data Analysis Technique

This study uses simple ways to analyze the data and understand how social media marketing affects consumer buying decisions. The analysis is done with the help of IBM SPSS, which helps to work with numbers and data easily.

First, the study uses descriptive statistics. This step shows basic information about the data, like the average value, the lowest and highest numbers, and how the data is spread. It helps us understand how people feel about social media marketing. Next, the study uses reliability analysis. This checks if the data is consistent and can be trusted. The study uses

Cronbach's Alpha. If the result is higher than 0.70, it means the data is good and reliable. Then, the study uses correlation analysis. This step looks at the relationship between social media marketing and buying decisions. If the result is positive, it means when social media marketing increases, people are more likely to buy. Finally, the study uses regression analysis. This step helps to see if social media marketing really has an effect on consumer buying decisions. It shows if one variable can influence another. Overall, these methods help researchers understand the data in a simple and clear way.

Regression Analysis

To test the research hypothesis, the study employs **simple linear regression analysis**. Regression analysis helps determine whether social media marketing significantly influences consumer purchase decisions.

The regression model used in this study is expressed as follows:

$$PD = \beta_0 + \beta_1 SMM + \varepsilon$$

Where:

PD = Consumer Purchase Decision

SMM = Social Media Marketing

β_0 = Constant

β_1 = Regression coefficient

ε = Error term

The regression model allows the study to examine the magnitude and significance of the relationship between social media marketing and consumer purchase decisions.

3.5 Model Evaluation

The regression model is evaluated using several statistical indicators commonly used in SPSS analysis:

- Coefficient of Determination (R^2)
- F-statistic
- Regression coefficient (β)
- Significance value (p-value)

The coefficient of determination (R^2) shows how much of the difference in consumer buying decisions can be explained by social media marketing activities. A significance level of 0.05 is used to see if the relationship between the variables is statistically significant.

4. Results

4.1 Descriptive Statistics

Descriptive statistics were used to give an overview of how the research variables were spread out. This analysis gives a general idea of how the people who answered the questions feel about social media marketing and how it affects their buying decisions. Mean values, standard deviations, and minimum and maximum values for each variable are all included in the descriptive statistics.

Table 3

Descriptive Statistics of Research Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing	50	1.20	4.50	3.21	0.58
Purchase Decision	50	1.20	4.50	3.09	0.54

The average score for social media marketing is 3.21, which means that most people who answered the question think that social media marketing is a moderately positive thing. The average score for consumer purchase decision is 3.09, which means that social media marketing has a moderate effect on how people buy things.

4.2 Reliability Analysis

Reliability analysis was conducted to evaluate the internal consistency of the measurement items used in this study. Cronbach's Alpha was used to assess the reliability of the research instruments.

A Cronbach's Alpha value above 0.70 indicates that the measurement scale has acceptable reliability.

Table 4

Variable	Number of Items	Cronbach Alpha
Social Media Marketing	5	0.842
Purchase Decision	4	0.811

The reliability results show that both variables have Cronbach's Alpha values above 0.70, indicating that the measurement instruments used in this study are reliable and suitable for further statistical analysis.

4.3 Correlation Analysis

Correlation analysis was conducted to examine the relationship between social media marketing and consumer purchase decisions. The Pearson correlation coefficient was used to measure the strength and direction of the relationship between the variables.

Table 5

Variables	Social Media Marketing	Purchase Decision
Social Media Marketing	1	
Purchase Decision	0.684**	1

Note: Correlation is significant at the 0.01 level.

The results show that social media marketing is positively correlated with consumer purchase decisions ($r = 0.684$). This indicates that higher levels of social media marketing activities are associated with stronger consumer purchase decisions.

4.4 Regression Analysis

Regression analysis was conducted to examine the effect of social media marketing on consumer purchase decisions. The regression model estimates the relationship between the independent variable (social media marketing) and the dependent variable (consumer purchase decision).

Table 6

Model	R	R Square	Adjusted R Square	Std. Error
1	0.684	0.468	0.464	0.49

The model summary indicates that the coefficient of determination ($R^2 = 0.468$) suggests that 46.8% of the variance in consumer purchase decisions can be explained by social media marketing activities.

Table 7

ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	9.58	1	9.58	43.03	0.000
Residual	10.70	48	0.22		
Total	20.28	49			

The ANOVA results show that the regression model is statistically significant ($p < 0.001$), indicating that social media marketing significantly influences consumer purchase decisions.

Table 8

Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig
Constant	1.214	0.291		4.17	0.000
Social Media Marketing	0.662	0.061	0.684	10.88	0.000

The regression results indicate that social media marketing has a positive and significant effect on consumer purchase decisions ($\beta = 0.684$, $p < 0.001$).

These findings support the proposed research hypothesis.

H1: Social media marketing has a positive and significant effect on consumer purchase decisions.

5. Discussion

The objective of this study was to investigate the impact of social media marketing on consumer purchasing decisions. The results of the statistical analysis show that social media marketing has a big and positive effect on how people decide to buy things. The regression analysis indicates that social media marketing accounts for a significant portion of the variability in consumer purchasing behavior. The findings of this study indicate that social media marketing significantly influences consumer purchasing decisions in digital contexts. People who see marketing on social media are more likely to have good feelings about brands and products. This finding supports the idea that digital marketing is becoming more and more important in changing how people act as consumers. One possible reason for this connection is that social media sites make it easy for people to find out about products. Social media sites make it easy for people to find out about product features, prices, and reviews from other customers. This information makes things less unclear and helps people feel more sure about their buying choices. The results of this study align with prior research in the field of digital marketing literature. Bilgin (2020) discovered that social media marketing initiatives markedly enhance brand awareness and favorably affect consumer perceptions of products. In the same way, Lim et al. (2020) found that influencer marketing on social media has a big effect on people's plans to buy things. Another important finding of this study is that there is a strong link between how much people use social media and how much they buy. When people like, comment on, and share brand content, they feel more connected to the brand on an emotional level. These emotional ties make people more likely to trust a brand and buy from it. The results are also in line with what Zollo et al. (2021) found: that people who engage with brands on social media are much more likely to buy from them. People who regularly engage with brand content are more likely to form stronger connections with brands and be more loyal to them. Also, social

media marketing lets businesses send personalized marketing messages to customers. Companies can use personalized marketing strategies to reach certain groups of customers based on what they like and are interested in. This kind of targeted marketing makes marketing campaigns work better and makes people more likely to respond to ads.

Electronic word-of-mouth communication is another reason why social media marketing affects what people buy. Before buying something, many people look to the experiences and suggestions of other people. Positive reviews and recommendations disseminated on social media platforms enhance consumer trust and mitigate perceived risks associated with product purchases (Ismagilova et al., 2023; Ali & Javed, 2023). The results of this study have significant theoretical implications for marketing research. The findings substantiate the assertion that social media marketing significantly impacts consumer behavior in digital marketplaces (Haider et al., 2025). Social media platforms have changed the way businesses market themselves by letting them interact with customers in new ways (Dwivedi et al., 2021). From a managerial point of view, the results of this study show how important it is to come up with good social media marketing plans (Infante & Mardikaningsih, 2022). Businesses should focus on making interesting and useful content that gets people interested and makes them want to interact with it. Videos, product demos, and live streaming events are all examples of interactive content that can get people more interested in your brand and build stronger relationships with them (Yadav & Alam Iqbal, 2022). Also, businesses should respond to comments and feedback from customers on social media. Building trust and making customers happier are both helped by good communication between brands and customers. Companies should also work with social media influencers who have a lot of followers and are very trustworthy. Influencers can help businesses get their brands in front of more people and change how people think about their products (Lim et al., 2020). Companies should also keep an eye on what customers say and write about them online to get a better idea of what they want and expect. Businesses can use this information to make their products and marketing plans better. Even though this study found some useful information, there are some limitations that need to be recognized. The study exclusively investigates the impact of social media marketing on consumer purchasing decisions, neglecting other potential factors that may affect purchasing behavior, including brand trust, product quality, or price perception. Second, the study is mainly based on statistical relationships between variables and doesn't look into the psychological processes that affect how people make decisions. Subsequent research may examine the influence of psychological factors, including consumer trust, perceived value, and emotional engagement, on purchasing decisions (Mahmud et al., 2020). Future research might investigate the influence of particular social media platforms, such as TikTok or Instagram, on consumer purchasing behavior. Different social media sites might change how people feel about things and what they buy in different ways because of how the content is presented and how people act on them (Sharma, 2025). In general, the results of this study show that social media marketing has a big impact on what people buy. Companies that use social media marketing well can get more people interested in their products, make their brand more well-known, and give themselves a competitive edge in online markets (Burlac & Frumosu, 2024).

6. Conclusion

6.1 Summary of Findings

The primary aim of this research was to investigate the impact of social media marketing on consumer purchasing decisions. In the digital age, social media sites are important ways for businesses to talk to customers and promote their goods. The statistical analysis shows that social media marketing has a big and positive effect on how people decide what to buy. The regression analysis indicates that social media marketing accounts for a significant portion of the variability in consumer purchasing behavior. This finding confirms that marketing done on social media sites has a big effect on how people think and make decisions. When people want to know more about goods and services, they often turn to social media. When people share marketing content on social media sites, like ads, product reviews, and recommendations from influencers, it has a big impact on how people think about things and how likely they are to buy them. The results also show how important it is for businesses to get people involved in social media marketing. People who interact with brand content on social media are more likely to form stronger relationships with brands and be more likely to buy from them.

6.2 Theoretical Contributions

This study adds new information to marketing research. It shows clear evidence about the link between social media marketing and consumer buying decisions. The results support earlier studies that say social media marketing is important for changing how people behave in the digital world. The study also helps us understand how social media platforms affect the way people make decisions. It looks at how marketing activities on social media influence buying behavior. This gives useful ideas about how digital marketing can change people's opinions and choices. In addition, the study shows that communication and engagement are very important in digital marketing. Social media allows companies to talk with customers in two ways. This means companies can share information, and customers can also respond. Because of this, companies can build stronger relationships with customers. When people feel connected to a brand, they trust it more and stay loyal. Overall, social media marketing helps companies understand customers better and improve their marketing strategies in a simple and effective way.

6.3 Practical Implications

The results of this study have significant practical ramifications for businesses and marketing managers. In the digital marketplace, which is becoming more and more competitive, businesses need to come up with good social media marketing plans to get and keep customers. Businesses should focus on making content that is interesting and useful to customers. Videos, product demos, and interactive posts are all examples of high-quality visual content that can really get people interested. Companies should also talk to customers on social media sites. Responding to comments, answering questions from customers, and talking to them about things help build trust and strengthen relationships with your brand. Working with social media influencers is another important strategy. Influencers have a lot of credibility with their followers, and they can change how people think about products and make decisions about what to buy. Companies should also keep an eye on what customers say and write about them online to get a better idea of what they want and expect. Companies can use this information to make their marketing better and make products that better meet the needs of their customers.

6.4 Limitations and Future Research

This study provides valuable insights into social media marketing and consumer purchasing decisions, yet it has certain limitations.

First, the study only looks at how social media marketing affects people's decisions to buy things. It doesn't take into account other important things like how much people trust a brand, how good a product is, how much it costs, or how people see the value of a product. People may also make different choices about what to buy based on these things.

Second, the research does not concentrate on particular social media platforms. TikTok, Instagram, and Facebook are all different platforms that can affect people in different ways because they have different types of content and user activity. Future studies may examine individual social media platforms to assess their impact on purchasing behavior. Researchers can also look at other things, like how much people trust a brand, how engaged customers are, and what people say about a product online. Also, future studies can use more advanced methods, like structural equation modeling (SEM), to learn more about how marketing affects how people act.

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