



A Critical Literature Review of Social Media Marketing and Consumer Purchase Behaviour

Course: Critical Literature Review for Doctoral Research

Course Code: LCDB7009

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Abstract

This report evaluates various methodological approaches to literature reviews while exploring the relationship between social media marketing strategies and consumer purchase behaviour. Part 1 provides a background for the review, describes the characteristics of systematic review, meta-analysis and critical narrative review, specifies relevant gap categories, and formulates four research objectives. Part 2 presents an evidence matrix with 105 sources, the objective the source relates to, and its brief appraisal. In Part 3, using the evidence matrix, comparisons of advertising, influencer marketing and consumer-generated communication are done based on the theoretical perspective of persuasion, credibility, engagement, and information adoption. Variations depending on the platform, product, and population are discussed, and limitations of the current research are considered. A critical narrative synthesis is suitable for this topic due to multiple concepts, methods, and outcomes involved. Causal evidence, connection between intention and behaviour, integrated consumer journey, and ethical effectiveness constitute the main gaps in the current research.

Table of Contents

<i>1.1 Background and purpose</i>	3
<i>1.2 Three literature review approaches</i>	3
<i>1.3 Gaps and the choice of a narrative review</i>	5
<i>1.5 Conclusion</i>	7
<i>Part 1 References</i>	8
<i>Part 2 Annotated Bibliography</i>	10
<i>Part 2 References</i>	15
<i>3.1 Introduction</i>	25
<i>3.2 Literature review and theoretical foundation</i>	25
<i>3.3 Methodology and source retrieval</i>	26
<i>3.4 Analysis and discussion</i>	27
3.4.1 Advertising and platform conditions	27
3.4.2 Influencers credibility and disclosure	28
3.4.3 Consumer content and information adoption	28
3.4.4 Mechanisms and variations	29
<i>3.5 Research gaps and contribution</i>	30
<i>3.6 Conclusion and limitations</i>	31
<i>Part 3 References</i>	32

Part 1

A Guide to the Literature Review

1.1 Background and purpose

A literature review is an organized, critical collection of research publications relating to a specific subject or research question. It summarizes what is already known and what is not yet known about the research area. The purpose of the literature review at doctoral level is also to make explicit the context of the intended research, establishing the importance of the research project as necessary and justifying a further enquiry as an addition to existing knowledge (Snyder, 2019; Xiao and Watson, 2019). In the current subject, review needs to clarify the effect of social media marketing on buy response of customers on other side, advertising, influencer marketing, user generated content, and electronic word of mouth(eWOM) activity each work based on their various sources, and reasons, as well as platform conditions. Please compare their theories, and methodologies and result of study, not social media marketing work as one intervention. A key literature review establishes the significance of the subject, clarifies the research issue, contrasts explanations, evaluates the evidence quality. It will indicate where the facts agree and disagree and why research is justified (Cottrell, 2017; Snyder, 2019). Time sensitive references are relevant because online platforms evolve and vary, and because conceptual frameworks can apply to underlying same processes over different contexts. The 105 references in Part 2's annotated bibliography inform this comparison.

1.2 Three literature review approaches

The lectures introduce narrative, systematic, scoping, mapping, rapid, mixed method and meta-analytic approaches. Table 1 shows where these fit; as systematic review, meta-analysis and narrative review are covered in more detail as they have different question scope, evidence selection, and evidence synthesis method (Grant and Booth, 2009).

Table 1. Comparison of Literature Review Approaches

Approach	Primary purpose	Relevance to this topic
Narrative	Interpret themes, theories and debates across varied evidence	Best overall fit for broad conceptual synthesis
Systematic	Answer a focused question through explicit and reproducible procedures	Useful procedures, but too narrow as the sole approach
Scoping	Map the breadth, concepts and available evidence in an emerging field	Useful for locating platforms, constructs and under researched areas

Approach	Primary purpose	Relevance to this topic
Mapping	Classify evidence numerically and thematically to show patterns and gaps	Supports the evidence matrix and gap identification
Meta analysis	Pool comparable quantitative effect sizes and test heterogeneity	Suitable only for a tightly bounded sub question
Rapid	Apply shortened systematic procedures where decisions are time constrained	Not suitable for a doctoral review requiring depth
Mixed method systematic	Integrate quantitative and qualitative review components	Potential later option when both evidence streams are sufficiently developed

Systematic literature review involves an established methodology for addressing a particular research question. It is characterized by listing the databases searched, search terms, date ranges, inclusion criteria, screening process, critical appraisal, and data extraction. The use of PRISMA reporting framework makes the process from the number of identified studies to the selected studies clear (Page et al., 2021). However, problems including database comprehensiveness, changing terminologies, publication bias, and narrow inclusion criteria could still impact the knowledge base. In addition, limiting the study to one particular question could hinder the inclusion of all the marketing activities, strategies, and factors needed in this portfolio (Tranfield, Denyer and Smart, 2003).

Meta-analysis involves the systematic combination of similar quantitative results through an effect size that is common for all. It can measure the strength of association, describe uncertainty, study heterogeneity, and analyse moderators (Borenstein et al., 2009). Meta-analysis might be used to find out if influencer credibility predicts purchase intention and if there is any difference in the relationship depending on the platform or the product. The quality of a meta-analysis depends upon the presence of comparable data. Purchase intention, click through, recommendation, and purchase completion are separate outcomes, while surveys and experiments provide a basis for separate arguments. The combination of these disparate outcomes might lead to an accurate result with little conceptual significance.

Narrative review is a type of literature review which brings together varied sources of evidence based on theories, concepts, issues, and controversies. It includes the inclusion of theoretical articles, surveys, experiments, qualitative studies, and previous literature reviews, thus providing a platform for conducting analysis on credibility, trust, engagement,

persuasion knowledge, and social commerce in one review (Baumeister and Leary, 1997; Green et al., 2006). One of the most important weaknesses associated with it is the bias associated with it, especially with respect to the reviewer. This is because without a systematic method of conducting the review and appraising the literature, selection will be biased.

Each type is relevant for answering specific research questions. A scoping and mapping review specifies the topics covered, the contexts explored, and the techniques utilized, while a rapid review sacrifices coverage or rigor for speed. A systematic review ensures the replicability of the process of selecting studies for a specific research question, but the meta-analysis further needs similar outcome variables. Narrative review allows for a wider explanation, although it entails more responsibility to justify the selection of evidence and handling of conflicting evidence (Munn et al., 2018; Xiao and Watson, 2019).

1.3 Gaps and the choice of a narrative review

The lecture framework identifies gaps between evidence, knowledge, practicality, methodology, concept, empirical and population dimensions. One taxonomy classifies gaps according to the reasons for disagreement, context and methods used. These are interrelated because a discrepancy could be based on a difference in the platform, the product used or even how outcomes were measured. Credibility is achieved through comparative analysis of the literature and the reasoning behind the significance of the gap created by the lack of evidence rather than just claiming something has not been studied before (Müller-Bloch and Kranz, 2015).

In the context of the current topic, the gaps identified are those related to the effect of disclosing sponsorship, the use of purchase intention instead of actual purchasing behaviour, the overlap between trust and authenticity, and a concentration on young people, Instagram and fashion products. The existence of the evidence gap is due to either inconsistencies or absence of findings. In terms of the conceptual gap, it is about whether there is enough clarity on the constructs and their relationships, while methodological gap refers to whether the research designs used in the study can be applied to test the claim. The population gap becomes important only if the missing group would behave in a different way – like using different platforms or having different level of advertising knowledge.

Critical narrative review is used because the research topic is wide and explanatory. It examines how different types of social media marketing affect purchasing decisions, the

underlying mechanisms of such an impact and the weaknesses of the existing literature. It includes different theories, techniques, tools, products, and indicators. In spite of the advantages brought by the diversity of evidence sources, it prevents calculation of one pooled estimate. On the other hand, a highly specified systematic review cannot include necessary evidence needed for the comparison of the ideas as well as identification of several gaps. Although the scoping or mapping review can help in highlighting the evidence clusters, the mere description would fail to provide a clear understanding of how marketing activities affect decision making processes. Narrative approach chosen can use mapping method alongside with comparative evaluation of theories, assessment of evidence quality, and building arguments relevant to the research questions.

The approach chosen includes the interpretation of comparisons together with the recording of the search terms, screening process, and evidence codes. The sources were found using academic databases, Google Scholar, and references searching. Then, the evidence was coded in part 2 according to the theories, marketing activities, mechanisms, results, and objectives covered.

The review proceeds from a wide range of sources to narrowing the questions. Firstly, theory and definitions are used to define what constitutes a marketing activity and the purchase outcome. Secondly studies are compared across advertising, influencer marketing and peer communication. Thirdly the review asks whether discrepancies between the results can be accounted for by source credibility, disclosure, platform, product involvement or sampling. This order aids a thematic argument while not suggesting all sources are of the same quality or having a lengthy bibliography indicates extensive coverage. Appraisal should connect a source's question, sample, method and result to the effect. A conceptual article can locate a construct without finding an effect, and a recent experiment can isolate a cue without predicting repeat purchases. Consider what these differences mean in the context of the findings.

1.4 Research aim and objectives

Aim: The purpose of conducting this critical review and synthesis of literature on social media marketing and consumer buying behaviour is to determine the effect of social media marketing practices on consumer purchasing behaviour.

- **O1:** To explore the fundamental concepts and theories that form the basis of social media marketing and consumer purchase behaviour.

- **O2:** To investigate the impact of certain social media marketing tactics, such as advertising, influencer marketing, and user generated content on consumer purchase intention.
- **O3:** To identify the importance of trust, brand engagement, and electronic word of mouth (eWOM) in influencing consumer purchase behaviour in social media
- **O4:** To identify gaps in the existing literature and establish clear frameworks for future inquiry, focusing on variations across product categories, digital platforms, and demographic age groups.

The objectives connect concepts, activities and mechanisms with gaps in Part 3. The matrix links each source to its objective.

1.5 Conclusion

The aims of the research require comparisons of activities, theories, and outcomes that are different from one another. A critical narrative review achieves this scope while source coding and explicit appraisal increase transparency. Part 3 employs the evidence reviewed in Part 2 to examine agreements and disagreements among the theories, effects of context, and questions that remain unanswered.

Part 1 References

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11. Xiao, Y. and Watson, M. (2019) 'Guidance on Conducting a Systematic Literature Review', *Journal of Planning Education and Research*, 39(1), pp. 93-112. Available at: <https://doi.org/10.1177/0739456x17723971>.

PART-2

Annotated Bibliography

Part 2 Annotated Bibliography

BE means Brand Engagement and eWOM means electronic Word Of Mouth. Symbols: ● central, ○ related, and × not addressed.

No.	Title	Author(s)	Year	Journal	Theory	Concept	Activity	Factor	BE	eWOM	Key finding	Keyword	Objective
1	Setting the future of digital and social media marketing research: Perspectives and research propositions	Dwivedi et al.	2020	International Journal of Information Management	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
2	Influencers on Instagram: Antecedents and consequences of opinion leadership	Casaló et al.	2018	Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
3	Consumer Brand Engagement in social media: Conceptualization, Scale Development and Validation	Hollebeek et al.	2014	Journal of Interactive Marketing	Engagement	Engagement	Engagement	Connection	●	○	Validates multidimensional brand engagement.	Brand-engagement	O3
4	Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns	Hughes et al.	2019	Journal of Marketing	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
5	The future of social media in marketing	Appel et al.	2019	Journal of the Academy of Marketing Science	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
6	Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product Endorser fit	Schouten et al.	2019	International Journal of Advertising	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
7	Advances in Social Media Research: Past, Present and Future	Kapoor et al.	2017	Information Systems Frontiers	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
8	Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing	Vries et al.	2012	Journal of Interactive Marketing	Engagement	Engagement	Interaction	Value	●	●	Content value encourages engagement.	engagement	O3
9	The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors	Rosario et al.	2015	Journal of Marketing Research	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
10	Determinants of consumer engagement in electronic word of mouth (eWOM) in social networking sites	Chu et al.	2011	International Journal of Advertising	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
11	Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda	Li et al.	2020	Journal of the Academy of Marketing Science	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
12	The impact of online reviews on hotel booking intentions and perception of trust	Sparks et al.	2011	Tourism Management	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
13	Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions	Sokolova et al.	2019	Journal of Retailing and Consumer Services	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
14	Social presence, trust, and social commerce purchase intention: Empirical research	Lu et al.	2015	Computers in Human Behavior	Presence	Presence	Livestream	Trust	●	○	Trust strengthens purchase intention.	commerce	O2
15	How live streaming influences purchase intentions in social commerce: An IT affordance perspective	Sun et al.	2019	Electronic Commerce Research and Applications	Presence	Presence	Livestream	Trust	●	○	Trust strengthens purchase intention.	commerce	O2
16	Impacts of Luxury Fashion Brand’s Social Media Marketing on Customer Relationship and Purchase Intention	Kim et al.	2010	Journal of Global Fashion Marketing	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
17	Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand	Kim et al.	2011	Journal of Business Research	Equity	Equity	Brand-posts	Relevance	●	○	Communication strengthens brand equity.	equity	O2
18	Investigating the impact of social media advertising features on customer purchase intention	Ali Abdallah Alalwan	2018	International Journal of Information Management	Advertising	Value	Advertising	Relevance	●	○	Relevance improves advertising response.	advertising	O2
19	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behaviour	Godey et al.	2016	Journal of Business Research	Equity	SMM	Multiple	Equity	●	●	SMM builds brand equity.	Social media marketing	O2
20	The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention	Castillo et al.	2019	International Journal of Information Management	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
21	The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention	Chen et al.	2023	Journal of theoretical and applied electronic commerce research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
22	Understanding influencer marketing: The role of congruence between influencers, products and consumers	Belanche et al.	2021	Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2

No.	Title	Author(s)	Year	Journal	Theory	Concept	Activity	Factor	BE	eWOM	Key finding	Keyword	Objective
23	Trust me, trust me not: A nuanced view of influencer marketing on social media	Kim et al.	2021	Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
24	The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude	Lim et al.	2017	Asian Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
25	Why do travellers trust TripAdvisor? Antecedents of trust towards consumer generated media and its influence on recommendation adoption and word of mouth	Filieri et al.	2015	Tourism Management	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
26	Conceptualizing the electronic word of mouth process: What we know and need to know about eWOM creation, exposure, and evaluation	Rosario et al.	2019	Journal of the Academy of Marketing Science	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
27	Social eWOM: does it affect the brand attitude and purchase intention of brands?	Kudeshia et al.	2017	Management Research Review	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
28	‘You really are a great big sister’ – parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing	Reinikainen et al.	2020	Journal of Marketing Management	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
29	The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook	Hutter et al.	2013	Journal of Product & Brand Management	Engagement	Engagement	Interaction	Value	●	●	Content value encourages engagement.	engagement	O3
30	Social media as a destination marketing tool: its use by national tourism organisations	Hays et al.	2012	Current Issues in Tourism	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
31	Influencer Marketing Effectiveness	Leung et al.	2022	Journal of Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
32	Influencer advertising on social media: The multiple inference model on influencer product congruence and sponsorship disclosure	Kim et al.	2020	Journal of Business Research	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
33	Social Media Influencers and Followers: Theorization of a Trans-Parasocial Relation and Explication of Its Implications for Influencer Advertising	Chen Lou	2021	Journal of Advertising	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
34	Influencing Green Purchase Intention through Eco Labels and User Generated Content	Panopoulos et al.	2022	Sustainability	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
35	Engagement with social media and Social Media Advertising: The Differentiating Role of Platform Type	Voorveld et al.	2018	Journal of Advertising	Advertising	Value	Advertising	Relevance	●	○	Relevance improves advertising response.	advertising	O2
36	The effect of social media communication on consumer perceptions of brands	Schivinski et al.	2014	Journal of Marketing Communications	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
37	When less is more: the impact of macro and micro social media influencers’ disclosure	Kay et al.	2020	Journal of Marketing Management	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
38	What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research	Veirman et al.	2019	Frontiers in Psychology	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
39	“This Post is Sponsored” Effects of Sponsorship Disclosure on Persuasion Knowledge and Electronic Word of Mouth in the Context of Facebook	Boerman et al.	2017	Journal of Interactive Marketing	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
40	The effects of the standardized Instagram disclosure for micro and meso-influencers	Sophie C. Boerman	2019	Computers in Human Behavior	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
41	THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY	Yusuf Bilgin	2018	Business And Management Studies An International Journal	Equity	Equity	Brand posts	Relevance	●	○	Communication strengthens brand equity.	equity	O2
42	Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users	Djafarova et al.	2016	Computers in Human Behavior	Affordances	Platform	Platform posts	Format	○	○	Platform features shape responses.	platform	O2
43	Unreal influence: leveraging AI in influencer marketing	Sands et al.	2022	European Journal of Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
44	Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioural responses toward the influencer	Belanche et al.	2021	Journal of Retailing and Consumer Services	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
45	‘To trust or not to trust’: The impact of social media influencers on the reputation of corporate brands in crisis	Singh et al.	2020	Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2

No.	Title	Author(s)	Year	Journal	Theory	Concept	Activity	Factor	BE	eWOM	Key finding	Keyword	Objective
46	Social media influencer marketing: foundations, trends, and ways forward	Joshi et al.	2023	Electronic Commerce Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
47	Influencer marketing on TikTok: The effectiveness of humour and followers' hedonic experience	Barta et al.	2022	Journal of Retailing and Consumer Services	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
48	Meta-analysis of social media influencer impact: Key antecedents and theoretical foundations	Han et al.	2023	Psychology and Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
49	Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity	Lee et al.	2016	International Journal of Information Management	Advertising	Value	Advertising	Relevance	●	○	Relevance improves advertising response.	advertising	O2
50	Virtual influencers and pro-environmental causes: The roles of message warmth and trust in experts	Gerrath et al.	2024	Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
51	How, why, and when disclosure type matters for influencer marketing	Karagür et al.	2021	International Journal of Research in Marketing	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
52	Micro, macro and mega-influencers on Instagram: The power of persuasion via the parasocial relationship	Conde et al.	2023	Journal of Business Research	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
53	Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post	Lee et al.	2020	Journal of Global Fashion Marketing	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
54	Consumer resource integration and service innovation in social commerce: the role of social media influencers	Wu et al.	2022	Journal of the Academy of Marketing Science	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
55	Are social media replacing traditional media in terms of brand equity creation?	Bruhn et al.	2012	Management Research Review	Equity	Equity	Brand-posts	Relevance	●	○	Communication strengthens brand equity.	equity	O2
56	Virtual influencer marketing: the good, the bad and the unreal	Mouritzen et al.	2023	European Journal of Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
57	Disclosing Influencer Marketing on YouTube to Children: The Moderating Role of Para-Social Relationship	Boerman et al.	2020	Frontiers in Psychology	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
58	Mapping Internet Celebrity on TikTok: Exploring Attention Economies and Visibility Labours	Crystal Abidin	2020	Cultural Science Journal	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
59	Influencer marketing effectiveness: A meta-analytic review	Pan et al.	2024	Journal of the Academy of Marketing Science	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
60	Asymmetric effects of online consumer reviews	Park et al.	2014	Annals of Tourism Research	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
61	Revenue Generation Through Influencer Marketing	Beichert et al.	2023	Journal of Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
62	The Mobilizing Power of Influencers for Pro-Environmental Behaviour Intentions and Political Participation	Dekoninck et al.	2022	Environmental Communication	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
63	How High-Arousal Language Shapes Micro- Versus Macro-Influencers' Impact	Rizzo et al.	2023	Journal of Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
64	The Importance of Influencer-Message Congruence When Employing Greenfluencers to Promote Pro-Environmental Behaviour	Boerman et al.	2022	Environmental Communication	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
65	Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention	Cabeza-Ramírez et al.	2022	Technological Forecasting and Social Change	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
66	Will virtual influencers overcome the uncanny valley? The moderating role of social cues	Gutuleac et al.	2024	Psychology and Marketing	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
67	Making and breaking relationships on social media: the impacts of brand and influencer betrayals	Reinikainen et al.	2021	Technological Forecasting and Social Change	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
68	Customer engagement and social media: Revisiting the past to inform the future	Lim et al.	2022	Journal of Business Research	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
69	Brand Communication in social media: A Research Agenda	Hilde Voorveld	2019	Journal of Advertising	Advertising	Value	Advertising	Relevance	●	○	Relevance improves advertising response.	advertising	O2
70	A stage to engage: Social media use and corporate reputation	Dijkmans et al.	2014	Tourism Management	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
71	A scoping review of personalized user experiences on social media: The interplay between algorithms and human factors	Eg et al.	2022	Computers in Human Behaviour Reports	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4

No.	Title	Author(s)	Year	Journal	Theory	Concept	Activity	Factor	BE	eWOM	Key finding	Keyword	Objective
72	Social media and sports: driving fan engagement with football clubs on Facebook	Vale et al.	2017	Journal of Strategic Marketing	Affordances	Platform	Platform-posts	Format	○	○	Platform features shape responses.	platform	O2
73	How social media live streams affect online buyers: A uses and gratifications perspective	Bawack et al.	2023	International Journal of Information Management	Presence	Presence	Livestream	Trust	●	○	Trust strengthens purchase intention.	commerce	O2
74	Effects of Disclosing Sponsored Content in Blogs	Reijmersdal et al.	2016	American Behavioural Scientist	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
75	The theory of planned behaviour	Icek Ajzen	1991	Organizational Behaviour and Human Decision Processes	TPB	Intention	Conceptual	Attitude	×	×	Attitudes and norms predict intention.	Theory-of-planned-behaviour	O1
76	Users of the world, unite! The challenges and opportunities of social media	Kaplan et al.	2010	Business Horizons	Classification	Classification	Conceptual	Conceptual	×	×	Defines social media categories.	Social media	O1
77	The influence of eWOM in social media on consumers' purchase intentions: an extended approach to information adoption	Erkan et al.	2016	Computers in Human Behaviour	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
78	Influence of social media marketing communications on young consumers' attitudes	Rodney G. Duffett	2017	Young Consumers	Attitude	Advertising	Advertising	Age	○	○	Advertising shapes youth attitudes.	Social-media-marketing	O1
79	Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude	Veirman et al.	2017	International Journal of Advertising	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
80	Influencer marketing: how message value and credibility affect consumer trust of branded content on social media	Lou et al.	2019	Journal of Interactive Advertising	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
81	Instafamous and social media influencer marketing	Jin et al.	2019	Marketing Intelligence and Planning	Credibility	Credibility	Influencer	Credibility	●	○	Credibility strengthens purchase response.	influencer	O2
82	Introducing COBRAs: exploring motivations for brand-related social media use	Muntinga et al.	2011	International Journal of Advertising	Engagement	Engagement	Interaction	Value	●	●	Content value encourages engagement.	engagement	O3
83	Electronic word of mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the Internet?	Hennig-Thurau et al.	2004	Journal of Interactive Marketing	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
84	The impact of electronic word of mouth communication: a literature analysis and integrative model	Cheung et al.	2012	Decision Support Systems	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3
85	Social commerce constructs and consumer online purchase intentions	Nick Hajli	2015	International Journal of Information Management	Presence	Presence	Livestream	Trust	●	○	Trust strengthens purchase intention.	commerce	O2
86	Measuring consumer perception of social media marketing activities in e-commerce industry: scale development and validation	Yadav et al.	2017	Telematics and Informatics	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
87	Social media in marketing: a review and analysis of the existing literature	Alalwan et al.	2017	Telematics and Informatics	Integrative	Gaps	Multiple	Context	●	●	Effects vary by context.	review	O4
88	The role of digital and social media marketing in consumer behaviour	Andrew T. Stephen	2016	Current Opinion in Psychology	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
89	Social media: the new hybrid element of the promotion mix	Mangold et al.	2009	Business Horizons	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
90	Social media? Get serious! Understanding the functional building blocks of social media	Kietzmann et al.	2011	Business Horizons	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
91	Consumers' use of persuasion knowledge: the effects of accessibility and cognitive capacity on perceptions of an influence agent	Campbell et al.	2000	Journal of Consumer Research	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
92	The persuasion knowledge model: how people cope with persuasion attempts	Friestad et al.	1994	Journal of Consumer Research	Persuasion	Disclosure	Sponsorship	Disclosure	○	○	Disclosure changes trust judgements.	disclosure	O3
93	Branding in the digital age: you are spending your money in all the wrong places	David C. Edelman	2010	Harvard Business Review	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
94	Marketing Management	Kotler et al.	2016	Pearson	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
95	Social cognitive theory of mass communication	Albert Bandura	2001	Media Psychology	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
96	Communication and Persuasion: Central and Peripheral Routes to Attitude Change	Petty et al.	1986	Springer	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
97	Communication and Persuasion	Hovland et al.	1953	Yale University Press	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
98	Possessions and the extended self	Russell W. Belk	1988	Journal of Consumer Research	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1

No.	Title	Author(s)	Year	Journal	Theory	Concept	Activity	Factor	BE	eWOM	Key finding	Keyword	Objective
99	Credibility assessments of online health information: the effects of source expertise and knowledge of content	Matthew S. Eastin	2001	Journal of Computer-Mediated Communication	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
100	Attitudes and Customer Behaviour: A Decision Model	Alan R. Andreasen	1965	New Research in Marketing	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
101	Social media and consumer engagement: a review and research agenda	Barger et al.	2016	Journal of Research in Interactive Marketing	Engagement	Engagement	Interaction	Value	●	●	Content value encourages engagement.	engagement	O3
102	Creative strategies in social media marketing: an exploratory study of branded social content and consumer engagement	Ashley et al.	2015	Psychology and Marketing	Engagement	Engagement	Interaction	Value	●	●	Content value encourages engagement.	engagement	O3
103	From social to sale: the effects of firm-generated content in social media on customer behaviour	Kumar et al.	2016	Journal of Marketing	Advertising	Value	Advertising	Relevance	●	○	Relevance improves advertising response.	advertising	O2
104	Exploring social media engagement behaviours in the context of luxury brands	Pentina et al.	2018	Journal of Advertising	Behaviour	Response	Social media	Context	○	○	Explains consumer response mechanisms.	Social media	O1
105	How credibility affects eWOM reading: the influences of expertise, trustworthiness, and similarity on utilitarian and social functions	Reichelt et al.	2014	Journal of Marketing Communications	Adoption	Quality	Reviews	Credibility	○	●	Credible reviews support purchasing.	eWOM	O3

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Part 3

Review of Related Literature

3.1 Introduction

This section analyses patterns in the 105 sources matrix in Part 2 against objectives O1 to O4. The focus is how advertising, influencer communication and user generated content may shape purchase decisions, what explains those relationships, and how confidently the available designs support the claims. Its purpose is thematic synthesis and critical appraisal, rather than another annotated bibliography. Part 1 sets out the background, review choice, aim and objectives.

3.2 Literature review and theoretical foundation

Social media marketing combines these: Firms' Content, Paid media, Creators, Consumers 'generated content'. The seminal Kaplan and Haenlein (2010) contribute a classic analysis of user generated media, but Li, Larimo and Leonidou (2020) explore a pay off beyond an individual upload. The same now applies to a family of hybrid Media that beguile users with combined entertainment, socializing, and sell. According to the definition of a message, it is defined based on its origin, environment, and resulting consumer reaction; see Part 2 for the relevant codebook.

Theory of Planned Behaviour includes attitude, perceived norms, perceived control and intention (Ajzen, 1991). It provides a way to understand the potential mechanism whereby a review or ad might shape a) evaluation or b) perceived social approval. Intention is perhaps too distal a measure to serve as an accurate predictor of purchase. Cost, distribution, competing signals and location/time constraints are likely to be intermediaries. The stimulus reactive behaviour chain can help organize the literature, but cross-sectional associations can be next to meaningless in terms of temporal precedence. The apparently solid model may just reflect a pattern of concurrent self-report.

Credibility, trust, and engagement are more accurate constructs. According to Schouten, Janssen, and Verspaget (2019), identification, credibility, and fit relate to endorsement response; meanwhile, according to Hollebeek, Glynn, and Brodie (2014), engagement can be cognitive, emotional, and behavioral. For example, use of the [name withheld] platform might suggest curiosity, critical thinking, or even a habit that does not necessarily imply positive consumer brand relationships. Similarly, electronic word of mouth (eWOM) involves creation, exposure, and evaluation stages (Rosario, de Valck, and Sotgiu, 2019). The difference between exposure and information adoption allows for a better understanding of why certain people can be affected by visibility of a conversation.

The theoretical frameworks should not be aggregated as a set of random predictors. The Theory of Planned Behaviour (Ajzen, 1991) is most relevant in the case of a stated intention as an outcome. Credibility and information adoption reflect how a specific channel gains its persuasiveness. Engagement is a relation with the brand and can be seen as both a reaction on marketing and a cause of future action. This needs to be defined prior to estimating any model. Such a review would include the reporting of several correlations while neglecting the process underlying the decision-making process.

3.3 Methodology and source retrieval

As argued in Part 1, this is an important narrative review based on structured coding. The working matrix includes 105 entries obtained via database searching of academic sources, Google Scholar and reference chasing. Keywords were used in combination of such concepts as social media marketing, purchase intention, advertising, influencer marketing, user generated content, eWOM, trust and engagement. The matrix captures information about sources, theories, activities, enabling factors, results and the objective in question; its evaluation column points to scope and transferability assessment of each entry. Articles from journals prevail with older publications included in cases when they provide certain theory or concept.

The search log does not always contain dates, exact keywords, screening statistics and methodological assessment of full texts. Thus, the process described above could hardly be considered as an exhaustive systematic review and risk of bias assessment procedure. In the analysis below matrix is analysed in terms of objectives and sources; the agreement and contradictions are identified, and conclusions are limited when the data relates to one specific platform, product or self-reported intention.

The matrix assigns each source one main objective: 21 for O1, 49 for O2, 27 for O3, and eight for O4. It follows that the selected sources are skewed towards the issues of marketing, while there is little in terms of direct synthesis of research questions. The code according to one primary objective works well as a pragmatic organizing principle; however, it does not mean that a given source is limited to one research question only. Thus, one source coded for O2 might also provide evidence regarding trust that is, O3. The comparison will then take place among all codes, with the objective acting as a guide.

Reliability and validity each need their own assessment. A reputable journal article and a clear conceptual contribution make something relevant, but it does not necessarily mean that

the specific sample, measurement, or methodology helps address the current research question. While older theoretical literature is important for articulating the mechanism, older literature about the platform might not be very helpful. Reviews and meta-analyses provide a broader scope but rely on the primary research they use. This is what the appraisal highlights; one still needs to verify the full text.

More sources should not necessarily mean balanced evidence either. The literature matrix is replete with articles on influencer marketing and purchase intention, but examples of transactions, elderly customers and omnichannel journeys are much fewer in the coded material. There are both conceptual articles, individual empirical works and reviews in this matrix, each providing a different kind of evidence. Conceptual articles are useful for concept development, empirical work tests a relationship within a specific context, and a review may show a general trend. Therefore, the analysis considers the significance of each of these kinds of evidence in relation to the research question posed, instead of counting positive statements.

3.4 Analysis and discussion

3.4.1 Advertising and platform conditions

Evidence from ads studies prove that reaction is linked to the value of the content. Interactivity, informativeness and relevancy have been linked with purchase intentions by Alalwan (2018), while emotional appeal and creativity were linked to positive responses by Lee & Hong (2016). In this case, there is a mechanism in which good content can earn attention for its value. The effect would be dependent on context. According to Voorveld et al. (2018), advertising engagement may vary across different platforms. For instance, an observation in Instagram may not apply to TikTok or live shopping.

A second problem arises regarding targeting and native placement. While relevance can help achieve immediate response, intrusive personalization or lack of clear commercial origin harms trust. Research based on one impression and a measure of immediate intention isolates the effects of creative features but fails to provide reliable results on sustained purchase behaviour. Reporting the conditions of placement, frequency and targeting would facilitate comparison. Field experiments and transaction data could help separate the short-term responses from the commercial effect.

This presents an empirical challenge in measurement. Click through rate, time on impression and intention to buy signal different steps of response. Engagement with an

entertaining advertisement may lead to greater awareness but leave purchase decision unaffected. On the other hand, an informative advertisement may influence a future purchase without having any measurable impact on the post. Comparison of studies should be done by considering the suggested mechanism and the resulting outcome, the period of exposure and the possibility for purchase.

3.4.2 Influencers credibility and disclosure

The research on influencers tends to support the relational perspective. Identification, credibility, and product fit are highlighted by Schouten, Janssen and Verspaget (2019), while credibility and parasocial interaction have been associated with purchase intention by Sokolova and Kéfi (2019). This finding is conditional in that influencer recommendations operate through a credible relationship between creator, consumer, and product, and not simply consumer size. Leung et al. (2022) and Pan et al. (2024) provide more comprehensive comparisons, though the combined results should be considered in relation to their respective findings and categories.

Commercial disclosure testing measures that relationship. Boerman, Willemsen, and Van der Aa (2017) study sponsorship awareness and persuasion knowledge, while Karagür et al. (2021) illustrate the importance of disclosure form and context. Labeling can help to minimize covert persuasion; however, the effect on trust will depend on authenticity and congruence. Research on children or younger consumers introduces an additional issue related to consumer protection (Boerman and van Reijmersdal, 2020). Comparing disclosures versus nondisclosures is a simplistic way to overlook many factors.

The example of creator size can be a very illustrative one when it comes to proving that ranking is not sufficient. A larger number of viewers will help in widening the reach, while a small creator may have more of a follower status or specialize in a product more. The crucial point here is the final objective, which might include gaining recognition, building a brand image, engaging people, or even making sales, as well as the specific target audience in mind. Beichert et al. (2023) are concerned about income generation and thus bring the conversation to a more practical level. Nevertheless, a single case or type of products cannot be used as a criterion to define the ideal influencer.

3.4.3 Consumer content and information adoption

Consumer reviews, comments, videos and recommendations provide an experience that a brand claim can never offer. Trust, tie strength and reciprocity have been associated with

eWOM activities by Chu and Kim (2011); Rosario, de Valck and Sotgiu (2019) have classified the process of sending, receiving and evaluating a message. A credible message might affect intention, whereas the quantity of reviews has little bearing on usefulness. Negative messages can prove more useful for risky choices. However, evidence from hotels (Sparks and Browning, 2011) cannot be applied unconditionally to incidental information from a social feed.

There is also disparity in consumer involvement. Highly active individuals will provide a lot of content, while passive consumers may consume without contributing anything. The incentivized posting, as well as the ranking algorithm used, could make it difficult to distinguish between independent and commercial messages. The coding scheme includes eWOM and brand engagement as related variables; however, the observable, useful, favourable and purchasing decision-making processes are separate steps. Considering them as equivalent measures will overestimate the impact of social media advertising.

More precision is needed when distinguishing the source of the information rather than making a general brand and user classification. A recommendation coming from a friend involves relational trust. An anonymous review is expected to prove its usefulness through high-quality reasoning and consistency with other reviews. The content producer could play a dual role in case of paid partnership placed next to regular posts. The ranking algorithm will determine whose voice is heard by the consumer first, whereas the consumer might have sought the message consciously or come across it incidentally.

3.4.4 Mechanisms and variations

Trust could involve an influencer, seller, platform, brand, or even the claim. According to Lu et al. (2015), social presence and trust can lead into social commerce purchase intention, whereas Godey et al. (2016) indicate the relationship between marketing efforts and brand equity in luxury products. These aspects can also act together because good content motivates users to engage with it, credible information helps build their trust, and in turn, the trust builds the intentions. On the other hand, the same thing may happen since a customer who likes the brand is more likely to follow it.

This alters the conditions for platform design, product category and target user base. Short videos for discovery and interactions in a livestream environment are different from reviews that consumers read while searching deliberately (Sun et al., 2019; Barta et al., 2022). Demonstrations work for experience products, while higher risk products might need more

evidence and reassurance. Student and younger users may over represent the extent of extensive platform use. The matrix reflects both classical theory and the more recent research on platforms, but a wide variety of literature sources does not automatically solve geographical and demographic imbalance issues.

The differences between cultures, regulatory environment and disclosure practices provide even greater limitations for transfer. A sponsored mark which is recognizable in one context can go unnoticed in another one. There can also be a platform feature which exists in only one country. This research area evolves at a higher speed compared to most publication cycles, so a recently published piece of research may describe a fleeting platform interface. Data collection period should be disclosed along with the year of publication in comparative analysis, and reasons for choosing certain platforms or target users should be provided.

3.5 Research gaps and contribution

The first gap is related to causality and behaviour. There is extensive use of cross-sectional studies in most approaches and the substitution of intention to purchase with purchase itself. Testing the persistence of answers and intention as a predictor of actual behaviour could be performed by using controlled exposure, longitudinal observations and transaction records. The second gap is conceptual. Credibility, authenticity, trust, identification and engagement may be very similar notions, and a click and an actual purchase require different efforts.

Measurement should occur along an identified path through consumer experience. At least, there should be a difference made between the exposure to the message, assessment of it, interaction with it, intention to purchase and making the purchase. Longitudinal panels will be able to measure if the same consumer evolves over time, whereas experiments will enable measurement of something that is clearly manipulated like disclosure visibility. Both approaches require attention because experiments might be contrived, and transactional data might not include transactions made elsewhere.

The third gap has to do with the consumer journey. Messages through paid posts, influencer recommendations and social media peers are typically studied in isolation, despite being encountered sequentially by the same person. Comparative analysis of the order in which these are received and the way they work together, including the effects of algorithms on rankings, is required. The fourth has to do with the testability and ethics of results. Findings generated for one culture, one platform like Instagram and one product category such as luxury fashion must be tested for different demographics and contexts.

One potential area of research design is one that begins with a qualitative study of the journey of consumers as they transition from one form of message to another, then test a particular order of messages through experimental or observational designs based on the panel approach, with behavioural results. That design would help determine the consumer who had prior trust in the brand versus the one who had gained trust after receiving a recommendation. It must preregister the primary variables, and compare a few selected mediators based on theory.

3.6 Conclusion and limitations

These are the pathways through social media marketing that may lead to purchase intentions in relevance, credibility, and valuable peer information. Their relative strengths differ depending on content source, channel, product, and target population. There is more need for stronger causal and behavioural evidence to determine actual purchases and interaction between marketing activities. This review is based on a 105 sources matrix. However, its search log and quality appraisals are not complete. Therefore, its narrative interpretation must be used for targeted research, rather than being interpreted as an effect size pooling or an exhaustive map of the literature.

Part 3 References

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