



Impact of social media on consumer buying behavior (Meta-analysis)

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ABSTRACT

The study reviews 60 empirical articles about the impact of social media and consumer purchase behavior from 2010 to 2021. This research would be one of the first studies that examine social media's effect on consumer purchase intention. These reviews identify various factors facilitating consumer purchase decisions and providing explanations for using social media to purchase goods and services. All the elements are unique and situational in nature and emerge as two significant determinants that affect the consumer buying behavior; these papers inform about the prominent forecasters of factors determining the consumer purchase decision. These papers will help practitioners and policymakers articulate and apply strategies to inspire people to use social media for making purchase decisions.

Keywords: Social media; Consumer buying behavior; purchase intention; Word of mouth; Social network

INTRODUCTION

Social media has risen as an internet-based media, which signifies quite compelling, vivacious, and valuable media. An individual can interact with the extent and expedite two-way exchange. It is one of the most modern and powerful technology-driven that provides lots of advantages. According to Brien (2011), Social Media is a technology-based program that expedites user generated content amongst the global society and discloses consumer's voices. It can likewise be described as an internet-based technology developed on the technical and scientific fundamentals of Web 2.0 that facilitate the generation and exchange of User Generated Content (Kaplan & Haenlein, 2010). Social media is the special equipment of knowledge of consumers' attitudes of a brand of one side. Concurrently, it generates social communication amongst consumers, which guides to greater faith on the other side, immediately affecting consumers' purchasing behavior (Hajli, 2014).

Moreover, social media can gain networking capacity to lead people collectively, image transferability, which allows marketers to develop the brand with more enormous viewers than ever before (Okazaki and Taylor, 2013). To build a successful relationship with consumers, marketers should be "emotionally engaged in customers' daily lives" to sustain their brand loyalty. Nowadays, customers obtain all the essential product knowledge and reviews immediately on the Internet. These online programs allow consumers to share personal experiences, feelings, and information with an interested consumer audience online (Caputo et al., 2018; Heinonen, 2011; Ramadani et al., 2014). People evermore own the ability to change an individual's buying decision by contributing their reviews and remarks; gratitude to social media sites, millions of people can practically affect an individual's buying decisions based on their compelling insight (Evans, 2008). These online users and reviewers accommodate a more prominent ability in interacting and distributing information (Kietzman et al., 2011) and influence other consumers' decisions by reviews and comments on products and services (Kozinets, 1999). Social media operates a crucial position in everyone's life, whether ordinary people or sectors like companies, academics, marketing, and advertising (Hennig-Thurau et al., 2010). It supports businesses in obtaining benefits and profits from communicating with consumers, retaining them, and inviting possible consumers. It also enables people to improve or degrade their buying practices with their crucial reviews concerning the products (Parson, 2013).

LITERATURE REVIEW

As social media has been changing and merging into the revolutionary improvement of new media, some discussions and research about the social media global definition evolving. (Solis, 2010). As Kaplan and Haenlein (2009) elaborated, social media is internet-based applications where consumers share their experiences, knowledge, ideas, and perspectives. Social media is a group of applications based on the internet that developed based on the technology and ideology of the 2.0 web; It helps the users create and exchange content (Kaplan & Haenlein, 2010). Connecting business to consumers and building and encouraging the relationship immediately in a cost-effective way is one of the advantages of social media amongst many, as Kaplan and Haenlein discovered (2010).

Consumer behavior is the study of behavior when individuals, groups of people, and organizations search, select, buy, use and dispose of goods and services to satisfy needs and wants. (Solomon et al., 2010). Consumer behavior is "The dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives" (Bennett, 1989).

Social media influences attitude, behavior, and perception when different people connect and share their knowledge (Williams & Cothrell, 2000; Hagel & Armstrong, 1997). Laroche et al. (2012) Elaborated that individuals like to share ideas, create content, and communicate with various communities to satisfy the needs of belongingness to become socially recognized and enjoy interactions with multiple members. Social media and social network sites are currently developing globally, like Facebook, which has more than one billion active users as per 2012 since 2004. Social and professional friends' networks to interact with are called social networking sites (Trusov et al., 2009). Indeed, social communications have significantly developed the era of information by presenting it incredibly easy to share and understand information on the Internet (Akrimi & Khemakhem, 2012). Marketing activities and practices like advertising and promotion have been changed with social media's unique perspective (Hanna, Rohm, & Crittenden, 2011). Social media has also influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors (Mangold & Faulds, 2009) and Internet usage patterns (Ross et al., 2009; Laroche et al., 2012). As Kozinets (2010) pointed out, social media is considered an objective source of information. All these communities have a real existence to their members and affect many aspects of behavior, including buying behavior. According to Brodie, et al. (2013) with social media's help, companies wish that it can enable them to engage with loyal consumers, stimulate people's perceptions of their product, share information, and understand more about the consumer. The viral spreading of information makes social media a popular tool as it has a great power to reach more people than traditional media (Keller, 2009; Oliver, 1999). There are two forms of social media communication: firm-created and user-generated social media communication (Godes & Mayzlin, 2009). Firm-created content, which the company creates, focuses mainly on word of mouth (WOM) and electronic word of mouth (eWOM) (Balasubramanian & Mahajan 2001; Chu & Kim 2011). On the other hand, based on the Organization for Economic Cooperation and Development definition, user-generated social media communication's content that can be accessed freely on the Internet provides a particular number of creative effort and is created not by the practices of professionals (OECD, 2007). Companies can use this type of content as market research to understand the consumers' trends, needs, and interests (Shenkan & Siche, 2007).

Previous studies have focused on describing the underlying values, attitudes, and consumer buying behavior toward social media, in the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975) and value-based adoption model (VAM) (Kim et al., 2007). Based on TRA, the antecedents of consumers' intention to purchase are perceived attitude, belief, and subjective norms (e.g., the influence that individuals can have on each other's

opinion, attitude, and behavior in different ways) (Fishbein and Ajzen, 1975). TRA is a broad theory, and it is not limited to a specific belief that may only apply to a particular situation. It mainly aims to explain the relationship between an individual's perceived value (PV) or thought and behavioral intention. Moreover, many studies commonly adopt it (Armitage and Conner, 2001; Gleim et al., 2013) in the marketing field to examine consumer's online shopping behavior. Social media can shape consumers' attitudes toward a particular service or product (Alalwan et al., 2017). In other words, marketers can facilitate communication and interaction through digital platforms with consumers. Ample studies clarified that marketers can influence consumers' buying behavior toward their products or services through social media (Alalwan et al., 2017).

METHODOLOGY

The purpose of this literature review is twofold: first, to examine existing empirical research and identify the various factors of social media affecting consumer buying behavior, and second, to determine the reasons behind the impact of social media characteristics and multiple factors of social media on consumer buying behavior. The methodology adopted for this literature review is explained in the following sections.

Scope

This study presents a review of empirical articles on social media's impact on consumer buying behavior published in reputed academic journals from 2010 to 2021. The year 2010 was selected as the first year of inclusion. This period from (2010 – 2021) chose because previous major studies (before 2010) related to social media and its impact on consumer buying behavior were discussed in the literature review. The study on social media and electronic word of mouth was carried out by Hennig-Thurau et al. (2004) in *Journal of Interactive Marketing* 18:38–52, and another study carried out by Dholakia et al. (2004) in *International Journal of Research in Marketing*, 21(3), 241e263. A review of studies falling in the period mentioned above will account for the recent empirical literature. This paper focuses only on studies that sought to identify social media's various factors affecting consumer buying behavior. Research papers were collected by performing an electronic search of the Google scholar, Elsevier, science direct, and Francis and Taylor databases were chosen to ensure the inclusion of only high-quality studies.

Selection of articles: The selection criteria and process followed for the study are given below.

Selection criteria

Social media includes an extensive series of Communication practices. This paper concentrates solely on studies that demonstrate social media's impact on consumer purchase intention and actual purchase behavior. For selecting relevant studies following criteria were followed: (1) The study should be throughout 2010-2021. (2) The research chosen must be empirical. (3) The study should examine social media's impact and various factors related to social media on consumer buying behavior, consumer purchase intention, and consumer buying decision.

Selection process

A systematic exploration method contained searching keywords in the title, abstract, and keywords section of the database (Elsevier, science direct, and Francis and Taylor) research articles selected. The keywords used (in several combinations) were: "social media along with buying behavior, consumer buying behavior, purchase behavior, purchase intention, consumer buying decision." through the above search, we found 103 studies on social media and buying behavior. This search gave 103 articles. Through cross-checking of the abstract was done for content analysis to assure that the database gave only related study items. Only empirical studies included investigating various motives, barriers, and factors related to social media affecting consumer buying behavior. The selection process above eliminated 42 unrelated studies, and next, another cross-reference check was done to

find any irrelevant articles; however, no such articles were found. Throughout the selection process at the end, 61 empirical articles were selected and included. A summary of studies. In addition, dependent variables is discussed in Table 1—these 61 studies are recorded sequentially. The limited number of articles related to social media and consumer buying behavior included due empirical. The specific reason behind the empirical research because they are less susceptible to bias. Therefore, such studies provide a clear and honest picture of consumer behavior in diverse societies and cultures. The primary research studies have been selected, which were conducted in Europe, the USA, Asia, Africa, and Australia, and the findings of the study can be generalized worldwide.

Table 1: Studies list: Social media affecting consumer buying behavior/intention /Decision

S. no	Year	Authors	Dependent Variables		
			Purchase/buying behavior	Purchase/ buying intention	Purchase/ buying decision
1	2010	Prendergast et al.		√	
2	2011	Power and PhillipsWren			√
3	2011	Schivinski		√	
4	2013	Kamal et al.		√	
5	2013	Vinerean et al.	√	√	
6	2013	Hutter et al.		√	
7	2013	Sandes and Urdan	√		
8	2014	Dhar and Jha	√		
9	2014	Hajli		√	
10	2014	Rehman et al.	√		
11	2014	Richard and Guppy		√	
12	2014	Gul et al.	√		
13	2014	Park et al.		√	
14	2015	Gunawan and Huang		√	
15	2015	Soewandi		√	
16	2015	Xie and Lee			√
17	2015	Dehghani and Tumer		√	
18	2015	Kim et al.		√	
19	2016	Dutta and Bhat		√	
20	2016	Zhu et al.		√	
21	2016	Ertemel and Ammoura			√
22	2016	Khatib			√
23	2016	Erkan and Evans		√	
24	2016	Tamam et al.	√	√	
25	2017	Wang			
26	2017	Prasad et al.			√
27	2017	Permatasari and Kuswadi		√	
28	2017	Gautam and Sharma		√	
29	2017	Shang et al.		√	
30	2018	He and Qu		√	
31	2018	Duan and Dholakia	√		
32	2018	Morra et al.		√	

33	2018	Sharma and Bhatt	√		
34	2018	Martín-Consuegra et al.		√	
35	2018	Bigne et al.	√		
36	2019	Almohaimmeed		√	
37	2019	POTURAK and SOFTIC		√	
38	2019	Hermanda et al.		√	
39	2019	Nurhandayani et al.		√	
40	2019	Ansari et al.			√
41	2019	Ringim and Reni	√		
42	2019	Xhema	√		
43	2019	Yoong and Lian		√	
44	2019	Byrum			√
45	2019	Galdeano et al.		√	
46	2019	Ceyhan		√	
47	2020	Palalic et al.	√		
48	2020	Donnellan et al.	√		
49	2020	Moslehpour et al.		√	
50	2020	Al Amin et al.	√		
51	2020	Mayrhofer et al.		√	
52	2020	Pop et al.		√	
53	2020	Febriyantoro		√	
54	2020	Lin et al.		√	
55	2020	Matin et al.		√	
56	2020	Saima and Khan		√	
57	2020	Zhao et al.		√	
58	2020	Copeland and Zhao		√	
59	2020	Hasan and Sohail			√
60	2020	Riaz et al.			√
61	2021	Park et al.		√	

The analysis method

For analyzing the literature review, the within-study and between the studies method have been selected. According to (Kaushik and Rahman, 2014; Salloum et al., 2011), both the studies are necessary; within and between studies, the literature analysis is crucial for this study. Elsevier, science direct, and Francis and Taylor databases were used to extract full-text researches. The research's entire content is examined within the study (including analysis and review of title, literature review, and the background of the study, methodology, implications, limitation, discussion, and conclusion). In between study comparing between two studies literature and vital information to find out the similarities and differences.

RESULTS

Extensively review 61 studies on social media and buying behavior, some studies failed to identify the factors related to social media that affect consumer purchase behavior. The specific problem was defining and measuring the dependent and independent variables. The primary dependent variables are consumer buying behavior, consumer purchase intention, consumer decision-making, and buying process. Many factors related to social

media affecting consumer purchase behavior, intention, and decision are independent variables in various studies. All the independent variables that influence consumer purchase behavior are listed (Table 2, 3, 4). The first column of these Tables discusses social media's various aspects affecting consumer purchase behavior, intention, and decision. The next column is the relation of the dependent and independent variables. The last two columns number of the studies as per table 1 and the total number of studies discussed the variables. The authors have further classified these factors under various broad categories: attitude, eWOM, social media marketing, social interaction, perceived (risk, value, usefulness, quality), the firm generated content, user-generated content, trust source credibility, social influence, information credibility, brand image, brand awareness, and entertainment, these factors are influencing consumer buying behavior in various ways.

Electronic word of mouth/WOM

As shown in Tables 2, 3, and 4, 7 studies reported a significant influence of eWOM on consumer buying intention (Erkan and Evan, 2016; Gautam and Sharma, 2017; Poturak and Softic, 2019; Tsai and Bui, 2020; Zhao et al., 2020; Park et al., 2021; Prendergast et al., 2010). One research reported that eWOM influencing consumer purchase behavior positively and negatively (Sandes and Urdan, 2013). Another study discussed that word of mouth has both positive and negative influences on consumer buying intention (Hutter et al., 2013). Palalic et al. (2020) discussed that electronic word of mouth has a significant impact on consumers' buying behavior. Parasad et al. (2017) elaborated that eWOM positively influence user buying decisions.

Social media marketing

As shown in Tables 2, 3, and 4, 3 studies reported that social media marketing significantly impacts consumer purchase intention (Amohaimed, 2019; Moslehpour et al., 2020; Saima and Khan, 2020). According to Vinerean et al. (2013) social media marketing positively influences consumer buying behavior. Another study reported that social media marketing has a positive effect on the consumer buying decision. Thus, social media marketing has a significant positive impact on consumer buying behavior, consumer purchase intention, and consumer buying decisions.

Attitude

The attitude was found to be the most studies variable (Table 2, 3), 6 studies described that attitude has a significant positive influence on user purchase intention (Prendergast et al., 2010; Kamal et al., 2013; Gunawan and Huarng, 2015; Dutta and Bhat, 2016; Pop et al., 2020; Lin et al., 2020). Two studies reported that attitude towards information and brand attitude significantly impacts consumer purchase intention (Erkan and Evan, 2016; He and Qu, 2018). Three studies reported that attitude positively impacts consumer buying behavior (Dhar and Jha, 2014; Bigne et al., 2018; Ringim and Reni, 2019). Thus, it can be understood that attitude positively effecting user buying behavior and consumer purchase intention.

Media entertainment

As seen in Tables 3 and 4, 4 studies elaborated that media entertainment significantly influences consumer purchase intention (Gautam and Sharma, 2017; Moslehpour et al., 2020; Tsai and Bui, 2020; Saima and Khan, 2020). Another study explained that media entertainment significantly influences the need recognition stage of the consumer buying decision process (Khatib, 2016).

Social interaction, social media usage, and social networking

As seen in table 2, 3, and 4, 5 studies reported that consumer buying decision, consumer buying behavior and consumer buying intention is positively influenced by interaction (Gul et al., 2014; Gautam and Sharma, 2017; Yoong and Lian, 2019; Moslehpour et al., 2020; Hasan and Sohail, 2020). Khatib (2016) discussed that social media usage and interaction positively influence the consumer buying decision. 2 studies described that consumer

buying intention is significantly influenced by social media usage (Copeland and Zhao, 2020; Kamal et al., 2013). Another study discussed that social networking usage significantly influences consumer buying behavior (Xhema, 2019).

Trend/ fashion and trend seeking

According to Tables 2 and 3, two studies reported that trend significantly influences consumer buying behavior and intention (Gul et al., 2014; Gautam and Sharma, 2017). Matin et al. (2020) discussed that fashion and trend seeking have a significant favorable influence on consumer purchase intention.

Perceived usefulness

As shown in Tables 2 and 3, Sharma and Bhat (2018) discussed that perceived usefulness positively affects consumer buying behavior. Another study reported that perceived usefulness has a significant positive impact on consumer purchase intention. One study examined that perceived quality positively impacts consumer purchase intention (Soewandi, 2015).

Perceived risk:

As shown in Tables 2 and 3, 2 studies reported that perceived risk negatively influences consumer purchase intention (Gunawan and Huarng, 2015; Permatasari and Kuswadi, 2017). One study discussed that perceived risk negatively impacts consumer buying behavior (Sharma and Bhat, 2018).

Perceived value

According to Tables 2 and 3, 3 studies elaborated that perceived value positively influences consumer purchase intention (Permatasari and Kuswadi, 2017; Moslehpour et al., 2020; Park et al., 2021). Sharma and Bhat (2018) discussed that perceived value has a significant favorable influence on consumer buying behavior.

Subjective norms

According to tables 2 and 3, 4 studies examined subjective norms influencing consumer buying behavior and consumer purchase intention. Out of these four studies, three studies discussed that subjective norms positively impact consumer purchase intention (Gunawan and Huarng, 2015; Pop et al., 2020; Copeland and Zhao, 2020). One study discussed that subjective norms positively influence consumer buying behavior.

Credibility content, information usefulness, information quality

As per Tables 2, 3, and 4, 6 studies examined high credibility, credibility content, information usefulness, and information quality. Two studies reported that information usefulness has a significant favorable influence on consumer purchase intention (Erkan and Evans, 2016; Gunawan and Huarng, 2015). Two studies said that information quality positively influences consumer buying intention (Saima & Khan, 2020; Zhao et al., 2020). One study discussed that content credibility significantly affects consumer buying behavior (Palalic et al., 2015). Another study elaborated that high credibility significantly influences consumer buying decisions (Khatib, 2016).

Personality type, Facebook ads, Facebook environment, cognitive identity, evaluative identity, and affective identity

As per Table 2, one study discussed that personality type, both introvert and extrovert, influences consumer buying behavior (Dhar and Jha, 2014). Facebook ads positively influence consumer buying behavior, and the Facebook environment negatively impacts consumer buying behavior. (Rehman et al., 2014). Wang (2017) elaborated that Evaluative identity and cognitive identity significantly influence consumer buying behavior and that affective identity has insignificance on consumer buying behavior.

Social media purchase type, online C2C info exchange, offline external influences, offline interpersonal influences, perceived behavior control, feedback loop, social network theory, social media ads exposure, Ads banner, and online value proposition:

As per table 2, Duan and Dholakia (2018) elaborated that social media purchase type significantly influences consumer buying behavior. Bigne et al. (2018) discussed that online C2C information exchange, offline external influences, and offline interpersonal influences positively influence consumer buying behavior. Perceived control behavior has significance influence on user buying behavior (Ringin and Reni, 2019). According to Palalic et al. (2020), the feedback loop and social network theory have no relation to consumer buying behavior. Social media Ads exposure, advertising, and Ads Banner positively influence consumer buying behavior (Donnellan et al., 2020; Ertemel and Ammoura, 2016). One study discussed that online value proposition directly affects consumer buying behavior (Al Amin et al., 2020).

The firm generated social media content

Table 3, 4 studies reported that consumer buying intention is positively influenced by firmcreated content (Schivinski, 2011; Soewandi, 2015; Morra et al., 2018; Poturak and Softic, 2019).

Consumer-generated social media content

It has been reported in 4 studies in table 3 that consumer purchase intention is positively influenced by consumer-created content through social media (Schivinski, 2011; Soewandi, 2015; Morra et al., 2018; Poturak and Softic, 2019).

Brand equity

Six studies (table 3) found that consumer buying intention is significantly influenced by brand equity (Schivinski, 2011; Soewandi, 2015; Morra et al., 2018; Poturak and Softic, 2019; Dehghani and Tumer, 2015; Galdeano et al., 2019).

Brand awareness

Five studies (table 3 and 4) found that brand awareness positively influences consumer purchase intention and consumer buying behavior (Ansari et al., 2019; Hasan and Sohail, 2020; Hutter et al., 2013; Soewandi, 2015; Fabriyantoro, 2020).

Trust, brand trust, trustworthiness

Trust was the most studied variable, and eleven papers examined trust, brand trust, and trustworthiness (table 3 and 4). Out of 11 studies, seven studies reported that trust influence the user purchase intention and consumer buying decision (Hajli,2014; Gautam and Sharma,2017; Shang et al., 2017; Moslehpour et al., 2020; Matin et al., 2020; Zhao et al., 2020; Prasad et al., 2017). One study reported that interpersonal trust significantly influences consumer purchase intention (Dutta and Bhat, 2016). Two studies said that brand trust substantially affects consumer purchase intention (He and Qu, 2018; Hasan and Sohail, 2020). Saima and Khan (2020) discussed that trustworthiness has a significant influence on consumer purchase intention.

Tie strength, homophily, perceived quality

As per Table 3, two studies found that tie strength and homophily significantly influence consumer purchase intention (Park et al., 2014; Shang et al., 2017). Two studies described that perceived quality positively affects user purchase intention (Park et al., 2021; Soewandi, 2015).

Social influence, Normative influence and believe and brand loyalty

According to tables 3 and 4, two studies stated that social influence positively impacts consumer buying intention (Gunawan and Huarng, 2015; Copeland and Zhao, 2020). While two more studies said that social influence has an insignificantly influence on user buying intention (Tamam et al., 2016; Nurhandayani et al., 2019). One study reported that social influence negatively influences consumer purchase intention (Hermanda et al., 2019). Two

studies discussed that normative influence and belief significantly affect consumer purchase intention (Shang et al., 2017; Copeland and Zhao, 2020). Three studies concluded that consumer-buying intention is positively influenced by brand loyalty (Soewandi, 2015; Ceyhan, 2019; Matin et al., 2020). One study elaborated that brand loyalty significantly influences consumer-buying decisions (Hasan and Sohail, 2020).

Brand image

As per Table 3, 7 studies reported that consumer buying intention is positively influenced by brand image (Martinconsuegra et al., 2018; Dehghan and Tumer, 2015; Hermanda et al., 2019; Nurhandayani et al., 2019; Galdeano et al., 2019; Ceyhan, 2019; Febriyantoro, 2020).

Hedonic motivation, Hedonic value, functional value, social value, and Advertising

According to table 3, 2 studies reported that user-buying intention is significantly influence by Hedonic value (Shang et al., 2017; Ceyhan, 2019). User purchase intention is significantly influenced by Hedonic motivation (Tamam et al., 2016). Two studies discussed that functional value positively affects user-buying intention (Ceyhan, 2019; Park et al., 2021). Ceyhan (2019) elaborated that social value has an insignificant impact on consumer purchase intention while, according to Park et al. (2021), user purchase intention is significantly influenced by social value

Source similarity, persuasiveness, brand page commitment, annoyance, argument quality, and social integration:

According to table 3, one study reported that source similarity and persuasiveness significantly influence user purchase intention (Prendergast et al., 2010). Hutter et al. (2013) elaborated that user purchase intention is positively influence by brand page commitment while annoyance negatively impacts consumer purchase intention. Argument quality and social integration significantly influence consumer purchase intention (Gunawan and Huarng, 2015).

Affective involvement, network density, cognitive involvement and network centrality

As shown in table 3, Park et al. (2013) elaborated that consumer purchase intention is significantly influenced by Affective involvement, network density, cognitive involvement and network centrality.

FB comment posting, friend likes, location-based check-in, FB likes, FB sharing:

Study (table 3) elaborated that Facebook likes, friends' likes, location-based check-in, and Facebook sharing influence consumer purchase intention. In contrast, Facebook comment posting negatively influences consumer purchase intention (Richard and Guppy, 2014).

Para social relationship, motives for using SNS, Celebrity reputation, Brand knowledge, reputation, and perceived store size

As per table 3, Kim et al. (2015) discussed that parasocial relationships, motives for using SNS, and celebrity reputation impact consumer purchase intention. One study found that brand knowledge, reputation, and perceived store size significantly influence consumer purchase intention (Dutta and Bhat, 2016).

User peer influence behavior, SNS performance expectancy, SNS effort expectancy, and perceived price

According to table 3, in one study, user peer influence behavior significantly influences user purchase intention (Zhu et al., 2016). One study reported that SNS performance expectancy significantly influences consumer purchase intention while SNS effort expectancy has an insignificance relation with consumer purchase intention. According to Permatasari and Kuswandi (2017), the perceived price has both positive and negative influences on consumer purchase intention.

Self-gratification, practical value, informative influence, customer resonance

As per table 3, Shang et al. (2017) discussed that self-gratification, utilitarian value, informative influence, and customer resonance significantly influence consumer purchase intention.

Perceptual Ad appeal, Rational Ad appeal, emotion, and brand credibility

As shown in Table 3, one study found that perceptual ad appeal, rational ad appeal, and emotion significantly influence consumer purchase intention (He and Qu, 2018). Martin-consuegra et al. (2018) discussed that brand credibility positively impact on consumer buying intention.

Social media antecedent, self-concept, Surveillance, sharing information, attraction, and customer engagement:

According to table 3, Almohaimeed (2019) discussed that social media antecedent influences consumer purchase intention. One study reported that self-concept significantly affects user-buying intention (Hermanda et al., 2019). Yoong and Lian (2019) elaborated that user purchase intention is positively influenced by Surveillance, sharing information, attraction, and customer engagement.

As per table 3, studies reported; Ceyhan (2019) discussed that creation value has insignificance on consumer purchase intention. According to Tsai and Bui (2020), information reliability significantly influences consumer purchase intention. Pop et al. (2020) elaborated that altruistic motivation significantly influences consumer purchase intention while egoistic motivation has insignificance on consumer purchase intention. Febriyantoro (2020) analyzed that youtube Ads have a positive influence on consumer purchase intention. Ambush marketing on social media has a significant positive influence on consumer purchase intention (Lin et al., 2020). Matin et al. (2020) elaborated that promotions, discounts, quality, and luxury-seeking significantly influence consumer purchase intention. Saima and Khan (2020) discussed that expertise and likeability have insignificance on consumer purchase intention. Social psychological distance and sense of power significantly influence consumer buying intention (Zhao et al., 2020). The brand community significantly influences consumer buying intention while emotional attachment has insignificance on consumer purchase intention (Hasan and Sohail, 2020). One study reported that perceived social status and personal value significantly influence consumer purchase intention (Park et al., 2021).

As per table 4, studies reported as; social media and web 2.0 have a significant influence on consumer buying decisions (Power and Philips, 2011). Activities through Social media positively influences user buying decisions (Xie and Lee, 2015). According to Khatib (2016), social media characteristics positively impact consumer buying decisions. Riaz et al. (2020) discussed that learning from forums and communities, rating and reviews, learning from social Ads, emotional support, and information support significantly influences consumer buying decisions.

Table 2. Factors Affecting Purchasing/Buying behavior

Factors Affecting Purchasing/Buying behavior				
No.	Independent variables	Direction	s.no	No. of studies
1	Social media marketing	positive	40, 5, 36, 49, 56	5
2	eWOM/WOM	positive/negative	1, 7, 47, 6, 23, 28, 37, 51, 57, 61, 26	11
3	Personality type toward social media	significance	8	1
4	Attitude	significance	1, 8, 35, 41, 4, 14, 19, 23, 30, 52, 54	11
5	Facebook advertisement	positive	10	1

6	Facebook Environment	negative	10	1
7	cultural conditions	significance	12	
8	social interaction/networking usage/SM use	significance	12, 42, 4, 28, 43, 49, 59, 22, 58, 44, 26	11
9	Trend	significance	12, 28, 55	3
10	Evaluative identity	significance	25	1
11	cognitive identity	significance	25	1
12	affective identity	insignificance	25	1
13	social media purchase type	significance	31	1
14	perceived usefulness	positive	33, 9, 15	3
15	perceived risk	negative	33, 14, 27	3
16	perceived value	positive	33, 27, 49, 61	4
17	online C2C information exchange	positive	35	1
18	offline external influences	positive	35	1
19	offline interpersonal influences	positive	35	1
20	subjective norms	positive	41, 14, 52, 58	4
21	perceived behavioral control	positive	41	1
22	feedback loop	no relation	47	1
23	social network theory	no relation	47	1
24	credibility content	significance	22, 23, 14, 47, 56	5
25	Social media Ads exposure	positive	48	1
26	Ads banner	positive	48	1
27	online value proposition	significance	50	1

Table 3. Factors affecting purchase/buying intention

Factors affecting purchase/buying intention				
No.	Independent variables	Direction	S. no.	No. of studies
1	source similarity	significance	1	1
2	attitude/ brand attitude	significance	1, 8, 35, 41, 4, 14, 19, 23, 30, 52, 54	11
3	Persuasiveness	significance	1	1
4	eWOM/WOM/ praise/ activities	positive/negative	1, 7, 47, 6, 23, 28, 37, 51, 57, 61, 26	12
5	firm generated SM content	significance	3, 15, 32, 37	4
6	consumer generated SM content/ post	significance	3, 15, 32, 37,	4
7	brand equity	positive	3, 15, 17, 32, 37, 45	6
8	brand page commitment	positive	6	1
9	Brand awareness	positive	40, 59, 6, 15, 53	5
10	Annoyance	negative	6	1

11	trust/ brand trust/trustworthiness	significance	9, 19, 28, 29, 30, 49, 55, 56, 57, 59, 26	11
12	perceived usefulness	positive	33, 9, 15	3
13	FB likes	significance	11	1
14	FB friend likes	significance	11	1
15	FB location based check in	significance	11	1
16	FB comment posting	insignificance	11	1
17	FB sharing	significance	11	1
18	Tie strength	significance	13, 29	2
19	network density	significance	13	1
20	network centrality	significance	13	1
21	homophily	significance	13, 29	2
22	affective involvement	significance	13	1
23	cognitive involvement	significance	13	1
24	argument quality	significance	14	1
25	subjective norms	positive	41, 14, 52, 58	4
26	social integration	significance	14	1
27	social influence/influencer	14 significance/ 24 insignificance/ 38 negative	14, 24, 38, 39, 58	5
28	perceived risk	negative	33, 14, 27	3
29	perceived quality	significance	15, 61	2
30	brand loyalty	significance	15, 46, 55, 59	4
31	FB Ads - brand image	significance	17, 34, 38, 39, 45, 46, 53	7
32	motives for using SNS	significance	18	1
33	Celebrity reputation	significance	18	1
34	Para-social relationship	significance	18	1
35	brand knowledge	significance	19	1
36	Reputation	significance	19	1
37	perceived store size	significance	19	1
38	user peers influence behavior	significance	20	1
39	information quality/ credibility content	significance	22, 14, 47, 23, 56, 57,	6
40	information credibility	significance	22, 23, 14, 47, 56	5
41	SNS performance expectancy	significance	24	1
42	SNS effort expectancy	insignificance	24	1

43	Hedonic motivation/ value	significance	24, 29, 46	3
44	perceived price	positive/negative	27	1
45	perceived value	positive	33, 27, 49, 61	4
46	customer relationship	significance	28	1
47	entertainment/enjoyment	significance	22, 28, 49, 51, 56	5
48	Customization	significance	28	1
49	Intimacy	significance	28	1
50	utilitarian value	significance	29	1
51	normative influence/ belief	significance	29, 58	2
52	informative influence	significance	29	1
53	customer resonance	significance	29	1
54	self-gratification	significance	29	1
55	perceptual Ad appeal	positive	30	1
56	rational Ad appeal	positive	30	1
57	emotion	significance	30	1
58	brand credibility	positive	34	1
59	social media marketing	significance	40, 5, 36, 49, 56	5
60	social media antecedent	significance	36	1
61	self-concept	negative	38	1
62	Surveillance	significance	43	1
63	sharing information	significance	43	1
64	social interaction/usage	significance	12, 42, 4, 28, 43, 49, 59, 22, 58, 44, 26	11
65	Attraction	significance	43	1
66	customer engagement	positive	43	1
67	Advertising	positive	21, 45	2
68	functional value	significance	46, 61	2
69	social value	significance 61/ insignificance 46	46, 61	2
70	creation value	insignificance	46	1
71	information reliability	significance	51	1
72	altruistic motivation	significance	52	1
73	egoistic motivation	insignificance	52	1
74	YouTube ads	positive	53	1
75	ambush marketing on social media	significance	54	1
76	promotions and discount	significance	55	1

77	Quality and luxury-seeking	significance	55	1
78	fashion and trend seeking	significance	12, 28, 55	3
79	Expertise	insignificance	56	1
80	Likability	insignificance	56	1
81	social-psychological distance	significance	57	1
82	sense of power	significance	57	1
83	SM use and perception	significance	12, 42, 4, 58, 28,43, 49, 59, 22	9
84	brand community	significance	59	1
85	emotional attachment	insignificance	59	1
86	perceived social status	significance	61	1
87	personal value	significance	61	1

Table 4. Factors affecting purchase/ buying decision

s. no	Independent variables	Direction	S. no.	No. of studies
1	Social media and web 2.0	significance	2	1
2	social media activities	positive	16	1
3	social media advertising	significance	21, 45	2
4	social media characteristics	significance	22	1
5	interaction and broad participation	significance	12, 42, 4, 28, 43, 49, 59, 22	8
6	Entertainment	significance	22, 28, 49, 51, 56	5
7	high credibility	significance	22, 23, 14, 47, 56	5
8	social media usage	positive	12, 42, 4, 28, 43, 49, 59, 22, 58, 44, 26	11
9	WOM	positive	1, 7, 47, 6, 23, 28, 37, 51, 57, 61, 26	12
10	Trust	significance	9, 19, 28, 29, 30, 49, 55, 56, 57, 59, 26	11
11	brand awareness	positive	40, 59, 6, 15, 53	5
12	social media marketing	positive	40, 5, 36, 49, 56	5
13	learning from forums and communities	significance	60	1
14	rating and reviews	significance	60	1
15	learning from social ads	significance	60	1
16	emotional support	significance	60	1
17	informational support	significance	60	1

Table 5: independent variables

NO.	Independent variables	Definitions
1	Social media marketing	Social media: group of people uses internet based application, which build on ideological and technological foundation where they connect and share their opinion, experience, knowledge and feelings (Kaplan & Haenlein, 1910).
2	affective identity	The emotional attachment of the person to a group is called affective identification. (Ellemers et al., 1999; Van Dick & Wagner, 1902).
3	affective involvement	Emotional hedonistic derived from affective motives and expressive value is called Affective involvement (Park & Young, 1986).
4	altruistic motivation	Behavior of individual that benefit others is called Altruism (Oda et al. 1914)
5	ambush marketing	Ambush marketing is defined as a situation in which a nonsponsor organization deliberately attempts to falsely suggest an association with a sports event to obtain commercial benefits without paying the costs of acquiring the event's official sponsorship rights (Mazodier et al., 1912).
6	Annoyance	Emotional reaction to subjective overexposure unpleasantly to a certain media (unwanted advertising) is called annoyance (McCoy et al., 1907).
7	argument quality	Persuasive strength of argument is called Argument quality (Bhattacharjee & Sanford, 1906).
9	Attitude	Gaining behavior change is called Attitude (Smith & Swinyard, 1983)
11	Attraction	Social media pages' richness and formal feature of brand post is called attraction (De Vries et al. 1912).
12	Brand awareness	BA "is related to the strength of the resulting brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions" (Keller, 1908).
13	brand credibility	Consumer belief in reliability of information provided by company is called Brand credibility (Swait & Erdem, 1907).
14	brand equity	The value of a brand that how consumer consider the brand itself (price, market share and profit is called brand equity (Kotler & Keller,1912).
15	brand image	Perception of the consumer regarding the brand is called Brand image (Keller, 1908).
16	brand knowledge	Combination of brand image and brand awareness is Brand Knowledge (Keller 1993).
17	brand loyalty	Oliver (1999) defines the commitment of consumer to rebuy the brand is called brand loyalty.
18	brand page commitment	Psychological attachment of interacting to build brand community in social media environment is called Brand page commitment (Kim et al., 1908).
19	cognitive identity	Categorization of person is as group member is called the cognitive dimension of social identity (Dholakia et al., 1904).
20	cognitive involvement	Enhancing rational thinking through cognitive motives is called Cognitive involvement (Park & Young, 1986).

21	consumer generated SM content/ post	The content created by internet users through social media is called user generated content (Kaplan and Haenlein, 1910).
22	creation value	Creating a sustainable value by consumer or company is called concretion value (See-To and Ho 1914).
23	credibility content	The ability to convince people to believe in something is called Credibility (Wathen and Burkell, 1902).
25	customer engagement	The participation and connection of the organization's offers through individual. (Vivek, Beatty, and Morgan 1912).
26	customer resonance	preconditional WOM behavior is Resonance.
27	egoistic motivation	Individual's concern about the health and family is called Egoistic value (Prakash et al. 1919)
29	emotional support	Emotional support mainly contributes to individuals' feeling of being loved and belonging. It is also indicative of compassion that an individual is a virtual communication member or network (Mai et al., 2015).
31	Evaluative identity	The self-worth assessment through a group membership is called the social identity evaluative aspect (Dholakia et al., 1904)
32	eWOM/WOM	eWOM as "phrases or comments (positive or negative) launched on the Internet by potential, current, or old consumers on a product or company (Hennig-Thurau et al.1904)."
33	Expertise	The communicator's capability to make true claims in a particular area of knowledge is known as expertise.
34	Facebook	Facebook is the plate form where people interact with each other and share ideas, experience, knowledge and comments through social media. (Weber, 1909).
36	FB comment posting	Posting comments and sharing information through a user's network of friends is feature of Facebook (Debatin et al., 1909).
37	FB likes	Allows individuals to share Facebook profile and content is Facebook 'like' (Harris and Dennis, 1911).
39	FB sharing	Consumers share information and content through Facebook (Branckaute, 1910).
40	feedback loop	Feedback loop social exchange theory that explore social exchange among people (Emerson, 1976).
41	functional value	Economic and rational assessment by people to elaborate the quality of using products (Carlson et al. 1919).
42	Hedonic motivation/ value	HM the desire originite from using the online buying services through SNSs.
43	homophily	Similarity of members' characteristics refer to social identity with externally of individuals is called Homophily (e.g., gender, race, or age) or internal states values, beliefs, or norms (Lazarsfeld & Robert, 1952).
44	information credibility	according to Wathen and Burkell (1902), the initial factor in the peoples' persuasion process.
45	information quality	The quality of information is positively associated with perceived information credibility (Cheung et al., 1912).

46	information usefulness	people's thought that gaining new information will enhance his/her performance (Bailey & Pearson, 1983).
47	informational support	The nature of informational support is practical, which referred to giving advice, sharing knowledge, providing information and recommendations that can help others in the virtual network (Hajli et al. 2015b)
48	informative influence	The acceptance of the information from others and the degree to search about products or brand. (Bearden et al., 1989).
49	Intimacy	Sternberg (1996) explained intimacy as feelings of closeness, connectedness, and bondedness.
51	Likability	The receiver's tendency to get drawn to the charm/personality of the communicator or friendliness/approachability is likability (Desarbo & Harshman, 1985).
54	network density	The average strength of relationship in network (Burt, 1992).
55	normative influence/ belief	Expectation from others that influence attitude, norms and values is called Normative influence (Burnkrant & Cousineau, 1975).
56	offline external influences	Opinion, report and other non-personal information consider in taking rational acceptance decision (Bhattacharjee, 1900, p. 403).
57	offline interpersonal influences	the influence of friends, family members, colleagues, and experienced individuals is called offline interpersonal influences (Bhattacharjee, 1900).
58	online C2C information exchange	online consumer interactions exchange information regarding products between consumers through social media (Gruen et al., 1905).
59	online value proposition	Consumers' willingness to use social media structure for various products is called Online value proposition services (Biyani, Nuruzzaman and Chowdhury, 1916).
60	parasocial relationship	parasocial relationships means virtual intimacies. (Rubin & Step, 1900).
61	perceived behavioral control	people's perceptions about their ability to behave in certain manners.
62	perceived quality	Perceived quality is "the customer's perception of the overall quality or superiority of a product or service concerning its intended purpose, relative to alternatives" (Zeithaml, 1988, p.3).
64	perceived risk	It can be described as the nature and amount of risk associated with products and services when purchasing online, perceived by consumers (Cox & Rich, 1961).
65	perceived usefulness	When individuals uses particular technology without any problem encountered is called perceived usefulness (Davis and Pennington, 1989).
66	perceived value	Thaler (1985) defined perceived value as "the combination of transaction utility and acquisition utility from specific social network".
67	Personality type toward social media	According to Donigan, the consumer personality divided into introverted and extroverted. (Leskovec et al., 1906).
68	persuasiveness	persuasiveness means when similarity influence the behavioral intentions.
69	Reputation	Reputation means buyer believes "the honesty and concerned of online store regarding its customers (Doney and Cannon 1997).

70	self-gratification	Self-presentation is the identity and social performance to ensuer self and group respect in social environment. (Jahn & Kunz, 1912).
71	sense of power	Power is the ability that influence individuals' attitude, emotion, and behavior (Jiang et al., 1918).
72	SNS effort expectancy	EE is affluence through the usage of online purchase through SNSs.
73	SNS performance expectancy	PE is level of satisfaction from service of online purchases through SNSs.
74	social influence/influencer	Weber (1945) defines social influence the behavior of influencing two or more people each other's.
75	social integration	According to Rubin, Watt, and Ramelli (1912), social integration refers to the transparency of personal belief and society communication in social media applications' merging world.
76	social interaction	Social interaction refers to the encouraging social media user to communicate with each other's. (Whiting and Williams 1913).
77	online social networking	The online social networks are the plateforms refers to online interaction and sharing reviews, comments, opinions and knowledge to decide certain way. (Heinrichs, Lim & Lim, 1911).
79	social media advertising	"An online Ad that incorporates user interactions that the consumer has to agree to display and be shared. The resulting Ad displays these interactions along with the user's persons (picture or name) within the Ad content.
84	social media usage	The facilities through which consumers interact with each other share information, opinions, and experiences through reviews and commets. (Heinrichs, Lim & Lim, 1911).
85	social network theory	Social network theory is the groups of people in society connected through social networks actors. (Krause et al., 1907).
86	social-psychological distance	According to Park (1948), social distance is the measurenemet of the degree one feels subjectively close to a group.
87	source credibility	The perception of consumer regarding information source which is trustworthy, believable, and competent to use. (Petty & Cacioppo, 1986).
88	source similarity	Source similarity or homophily refers to similiarity in terms of specific shared social characterisiticsto that individuals are similar and different. (Rogers 1983).
89	subjective norms	Perception of social pressure to be involved in certianbehavior or not is called Subjective norm, which is determined by normative beliefs through important referent expectations. (Ajzen, 1991).
90	Tie strength	Tie's characterization through combination emotional intensity, confidence (intimacy), and time is called the tie strenght. (Granovetter, 1983).
91	trust/ brand trust/trustworthiness	Trust means the benevolence, integrity, ability, competence, and empathy of one individual on others or from a group to another group. (Gefen, 1902)
92	utilitarian value	Bloch and Richins (1983) defined utilitarian value as collecting information out of necessity rather that creation through customer involvement process.

DISCUSSION

Through extensive literature review, consumer buying behavior has effect by numerous factors related to social media.

Previous researchers have used several theories to demonstrate the WOM impacts user behavior in regular life. There is a direct relation between attitude towards the online forum and consumer purchase intention discussed in the forum and indirect effect through forum's persuasiveness. (Prendergast et al.,2010). The strong arguments of social media engagement are the significant impact of social media in WOM, buying intention, brand awareness relevance, and brand management (Hutter et al., 2013). Sande and Urdan (2013) discussed that brand image is influenced by exposure to negative and positive comments. The negative comments management decreases the brand image impacts but does not change the purchase intention. Facebook facilitates public participation through the flow of information to exchange and obtain information; using WOM and viral marketing, Facebook can increase brand image and brand value, improving consumers' purchase intention (Dehghani and Tumer, 2015).

The purchase decision involvement is enhanced by the positive influence of social media and electronic word of mouth. It also found that trust has a significant mediating role between purchase buying decision and social media usage and electronic word of mouth and purchase decision involvement (Prasad et al., 2017). Interpersonal influences significantly influence rebuying intention and word of mouth, but interpersonal influences do not affect electronic word of mouth (Bigne et al., 2018). It also revealed that word of mouth praise and word of mouth activities significantly influenced by the reliability of the information. Therefore, word-of-mouth praise is positively influenced by enjoyment; and entertainment has an insignificant negative impact on word-of-mouth activities, therefore considering the path between WOM praise and WOM activities. Positive relation exists between WOM praise and WOM activities which influence purchase intention in the decision process stage. Both WOM praise and WOM activities significantly affect consumer purchase intention. (Tsai and Bui, 2020). Consumer luxury purchase intention is influenced by social media WOM due to perceived high-quality effects social value, practical value, functional value, and personal value influences social media WOM (Park et al., 2021).

Social media weakly influences user purchase behavior and fashion consciousness, showing weak significant positive relationships (Gul et al., 2014).

Social media instantly affects all the buyer decision-making stages, including information search, buying behavior, post-purchase communication, evaluation of alternatives, and influencing overall ideas and attitude formation (Khatib,2016).

Easy-to-use instruments like Facebook and YouTube have improved first and established connectedness exponentially. Web 2.0 and related technologies are expected to enhance the rationality and effectiveness of decision-making in some situations. Social media usage by the organization can influence consumer buying decisions, and it may result positively either negatively; social media has both positive and negative influences on consumer buying behavior. (Power and Philip, 2011). Brand equity and e-WOM are significantly influenced by the firm's created and user-generated content (Poturak and Softic, 2019). The impact of social media interaction on brand equity confirms that both firm-created and user-generated social media communication affects the consumers' mindset and brand evaluation (Schivinski, 2015). The previous finding confirms the positive influence of brand equity on purchase intention (Keller and Lehmann, 2006) and approve the theoretical model. Social media marketing enhances awareness and expenditure in social media (Winer, 2009); brand purchase intention is influenced by social media communication which is incredibly relevant. There is a partially mediated influence of firm-created social media content by brand equity on purchase intention (Vinerean et al., 2013). Both firm's generated content and user-generated content associated with the brand association, brand loyalty, and perceived

quality. Moreover, all three brand equity dimensions (brand awareness, brand loyalty, brand image) are positively correlated to consumer buying intention (Soewandi, 2015).

Two types of personality exist extrovert and introvert, and more social personality is extrovert, which is more involved in social media activities. People with less involvement in social media activities are introverted personalities. Organizations should target extrovert-related personality to enhance product purchase trends in social media compared to introvert personality people (Dhar and Jha, 2014). The research elaborated how social media and social factors affect trust and purchase intention through social media, showing the trust-building influence by social media (Hajli, 2014). Facebook advertisement and the Facebook environment influence young consumer's buying behavior. The Facebook advertisement has a positive influence on consumer buying behavior. In contrast, the Facebook environment negatively affects young consumer purchase behavior, and the female has a moderating impact on the Facebook advertisement and no moderating impact on the Facebook environment (Rehman et al., 2014). A trustworthy source of information for consumers is their friends and family. Therefore, there is a significant influence of friends' likes, check-in, and sharing activities on consumer purchase decisions of products and services. When individuals use Facebook like, check-in feature, and share information, consumers notice the product and organization from the above features of Facebook and, consequently, positively affect purchase intention (Richard and Guppy, 2014).

Social media's vital influence on green cosmetics buying intentions through motives, beliefs, and subjective norms as the predecessors of buying intention. Attitude and subjective norms affect green cosmetics' buying intention (Pop et al., 2020). Consumer behavior is influenced by social media-related factors (attitude, subjective norms, and perceived behavior control) intention to buy (Ringim and Reni, 2019). Attitudes are critically created by source credibility and social influence via information usefulness and subjective norms that guide user-buying behavior. Source credibility is expected to be assessed by consumers over argument quality due to credible reviews, which form a positive attitude toward purchase intention (Gunawan and Huarng, 2015). Social identity dimensions (affective, cognitive, and evaluative) influence user behavior in several ways. Affective identity affects consumer behavior, where cognitive and evaluative identity significantly influences buying behavior (Wang et al., 2017).

As suggested by IAM, information adoption is positively influenced by information usefulness, and information usefulness is positively influenced by information credibility and information quality (Sussman & Siegal, 2003). purchase intention is positively influenced by perceived usefulness and perceived value, although buying intention is negatively influenced by perceived risk purchasing through social media (Sharma and Bhat, 2018). Purchase intentions are significantly affected by social networking site marketing and customer relationship (Gautam and Sharma, 2017). Social media activities as an integrated marketing communication efficiently improve the brand image by providing value to customers rather than conventional marketing (Martin-Consuegra et al., 2018). The expanded consumer resonance on social networking sites may guide raise purchase intention (Shang et al., 2017). Galdearno et al. (2019) has confirmed that Social Media Ads, brand equity, and brand image has a significant relation with user purchase intentions. Social media affect brand image; therefore, brand image has positively influenced the user buying intention indifference with the self-concept influence (Hermanda et al., 2019). There has been weak positive relation between brand awareness and consumer buying decisions. Social media content communication has a strong, meaningful, moderate association with user buying decisions (Ansari et al., 2019). Brand awareness and brand image are influenced by youtube advertising, whereas brand image and brand awareness do not affect buying intention. Youtube ads have a direct relation with buying intention. Therefore, we

can say that brand awareness and brand image are not mediating variables due to no relation with buying intention (Febriyantoro, 2020).

Social networks have affected customers' behavior, and now there is two-way communication, where customers are less tolerant towards lousy service or overpricing (Xhema, 2019). According to the perception of consumer Marketing application consist of (functional value, social value, hedonic value, co-creation value, and self-brand image congruency) towards the development of brand's Instagram page as the level of engagement progresses with the following brand in Instagram page (Ceyhan, 2019). To acquire discounts and promotions, customers using social media show a high buying intention; customers with price orientation prioritize purchase in the decision-making process (Matin et al., 2020).

Influencer marketing is a relatively new marketing strategy in the current times, and many companies use it to shape the consumers' perception toward their brands positively; therefore, the effect of influencer's attributes in affecting the purchase intention of consumers through the mediation of credibility (Saima and Khan, 2020).

Perception of the consumer for high-quality information decreases the social-psychological distance between consumers and information producers; therefore, it increases trust in information (Zhao et al., 2020). Buying intention is influenced by various factors (brand trust, interaction, brand community, and brand awareness) significantly (Hasan and Sohail, 2020).

Social support constructs' significant predictors are social commerce constructs such as (learning from forums and communities, learning from rating and review, and learning from the social advertisement). Therefore, to predict consumer-buying intention in social networking sites, social support constructs such as (emotional and informational support) significantly contribute (Riaz et al., 2020).

Theoretical implications

Internet and various online socializing tools usage among potential consumers rapidly increasing, and consumer behavior analysis is the primary marketing success. The global market is booming by the online audience; social media and social networking sites' globalized nature required a level of segmentation cross-culturally. Theoretical implications of our results contribute to the field of internet marketing;

This study reviews social media and consumer buying behavior with numerous motives, attitudes, behaviors, and difficulties influencing consumer buying behavior. The study recognizes various factors and difficulties related to social media influencing consumer purchase behaviors and offers consumer buying behavior solutions with observed influence. Various studies were undertaken to provide a comprehensive view of extant literature; for future studies to investigate, the study presents critical constructs of independent variables and their influence on consumer purchase behavior and consumer purchase intention (dependent variables). No review paper addressed consumer buying behavior in the context of social media; however various dimensions of social media discussed by various empirical studies,

The description of various factors in this paper is based on various studies carried in multiple contexts and cultures; therefore, future research's appropriateness should empirically be examined. Researchers may also suggest various structures and paradigms based on their results, taking the present study's conclusions as a base.

Managerial implications

There is a significant managerial implication of this study. It provides information about the critical predictors of social media influence on consumer buying behavior to the policymakers and marketing managers. Marketers would properly learn about these drivers and factors related to social media and its effect on consumer buying behavior. With the knowledge, marketers will be enabled to formulate marketing strategies and offer products accordingly to influence consumer purchase behavior. Public policymakers also used this study to make policy

regarding consumer behavior and intention. This study discovered that social media interaction (consumer generated and firm generated), electronic word of mouth, and consumer attitude are the main factors that motivate consumers to make purchase decisions. By study social media marketing platforms, policymakers can moreover elaborate on this trend. Consumers generally remain skeptical of firm-generated communication by corporations and perceive it challenging to recognize content credibility. Thus, the conclusions indicate that consumers favor social media communication by favorable eWOM. A manufacturer must concentrate on the firm-generated content concerning social media communication and concentrate on consumer-generated content. Marketers should promote their products through social media marketing, advertising, eWOM, and firm-generated content to create brand awareness, brand image, and brand equity. The credibility of content carried by consumers and firms should be monitor by the government to assure the information quality and reliability.

CONCLUSION

The individual, group, and organizational decision-making are influenced by several variables, including social media and social network sites. Current enhancements in the regulation of social tools wireless mobile computing build the social network sites which largely independent, persuasive, immediate, and highly scattered.

New opportunities exist with the enhancement of information technologies. There is a critical need for a literature review study to analyze available literature to find the various factors behind the consumer's erratic behavior. The empirical study of 61 articles conducted through an extensive review of social media-related factors that influence consumer purchase behavior. The study identified all those variables related to social media that influencing consumer buying behavior and purchase intention.

They identified significant factors related to social media influencing consumer Buying behavior and purchase decisions. Besides, the authors suggest feasible solutions for the detected inconsistency in Consumer buying intention. Moreover, the factors that gained attention in this literature, so these variables were studied with deep concentration.

The significant elements toward consumer buying behavior such as Electronic word of mouth, attitude, trust, brand trust, trustworthiness, brand equity, brand awareness, brand image, consumer-generated content, the firm developed content, Social media marketing, social interaction, media entertainment, brand image, and perceived risk.

These results are consistent with those of (Erkan and Evan, 2016; Gautam and Sharma, 2017; Poturak and Softic, 2019; Tsai and Bui, 2020; Zhao et al., 2020; Park et al., 2021; Prendergast et al., 2010), who identified that electronic WOM affect consumer purchase intention. Social media marketing significantly impacts consumer purchase intention (Amohaimeed, 2019; Moslehpour et al., 2020; Saima and Khan, 2020). Attitude has a meaningful, genuine impact on user buying intention (Prendergast et al., 2010; Kamal et al., 2013; Gunawan and Huarng, 2015; Dutta and Bhat, 2016; Pop et al., 2020; Lin et al., 2020). Media entertainment significantly influences consumer purchase intention (Gautam and Sharma, 2017; Moslehpour et al., 2020; Tsai and Bui, 2020; Saima and Khan, 2020). the trust holds a substantial impact on consumer buying intention and consumer buying decision (Hajli, 2014; Gautam and Sharma, 2017; Shang et al., 2017; Moslehpour et al., 2020; Matin et al., 2020; Zhao et al., 2020; Prasad et al., 2017).

The impact of some variables (functional value, content credibility, social identity, perceived quality, tie strength, social value, network density and centrality, and advertising) endures limited studied. Moreover, the prospective study should examine these variables. Most practical articles about social media and consumer buying behavior depend on consumers' attitudes and habits; barely articles are based on observation of actual consumer behavior

in reality. Future studies may examine actual consumer behavior to obtain a solid understanding of how consumers act.

This study discovered that consumers are using social media, which significantly affects consumer-buying behavior; the factors, which have been discussed earlier in the study. The scholars believe that companies should use social media as marketing tools and influence consumer buying behavior towards their products. The impact of consumer-created content of social media communication on brand equity mediation significantly influences consumer purchase intention. Therefore, it is recommended that companies encourage consumers to positively generate content about the brand to leverage consumer-based brand equity among social media users.

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