

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION MEDIATED BY ELECTRONIC WORD OF MOUTH: A BIBLIOMETRIC ANALYSIS

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Abstract

This study examines the influence of social media marketing on purchase intention through electronic word of mouth (eWOM). In today's era, eWOM has become one of the key factors influencing consumers' purchase intentions, as information shared online can either strengthen or weaken a consumer's purchase intention. This research uses bibliometric analysis with data from the Scopus database to explore existing research trends and the relationship between social media marketing, eWOM, and purchase intention. The findings show that social media marketing significantly impacts purchase intention through eWOM as a mediator that strengthens this influence. This study provides valuable insights for marketers and the general public, especially in designing strategies that leverage eWOM to enhance social media marketing activities and increase purchase intention.

Keywords: *Social Media Marketing, Electronic Word of Mouth, Purchase Intention*

1. INTRODUCTION

Consumers increasingly rely on social media platforms to obtain product information, and reliance on electronic word of mouth has increased after the COVID-19 pandemic (Thuy et al., 2024). There are about 6.5 billion images shared on social media such as Facebook, Twitter or Instagram, and it is estimated that 1% of all photos contain brand logo content, which means that there are 65 million uploads showing brand logos; this is used by marketing to reach a large number of potential customers available (Hartmann et al., 2021). Conducting commercial transactions has become easier and simpler because it can be done using mobile devices in our hands, along with the development of internet technology and social media, which is encouraging the growth of the mobile commerce market (Moslehpour et al., 2022). In this era, social media can influence daily life, namely seeking information, communicating, and making purchasing decisions (Ayuni, 2020).

When customers get data information and communicate on social media with brands, they build relationships with them, which can contribute to brand loyalty and influence their purchase intentions strongly and positively in advertisements and promotions (Sharma et al., 2021). With so much information on social media, customers prefer to place orders via social media, while social media content can provide information to buyers about an item (Al-gasawneh et al., 2023). Understanding consumer purchase intentions and behavior is difficult to analyze because different variables and contexts affect consumer behavior differently (Sesar & Hunjet, 2023). Relationships between business actors are greatly facilitated in this digital era, including e-commerce and social

media, where both platforms can be used for online sales, communication, and marketing strategies (Page et al., 2024). The increase in repeat purchases on e-commerce can be concluded that consumers are satisfied and happy with the goods or services purchased, which results in customer loyalty and will continue to increase by recommending the product to the closest person (Safa'atin et al., 2023).

Awareness of the transition of direct marketing to digital in Indonesia is increasing, especially after the COVID-19 pandemic, and sellers utilize this to carry out promotions on their social media accounts (Isma et al., n.d.). Increased internet use skills for online purchases will significantly reduce consumers' risk when buying goods and services online (Yen et al., 2022). The increase in good social media utilization is also influenced by the increasing digital literacy possessed by customers, where this digital literacy can be interpreted as knowledge, skills, and smart attitudes in using existing digital technology, both starting from smartphones and other electronic devices used for communication, collaboration, support, and expression (Wishnu et al., 2023).

2 LITERATUR REVIEW THEORY

The Theory of Planned Behavior developed by Icek Ajzen explains that three main components influence individual behavior:

1. Attitude toward the Behavior: This refers to an individual's positive or negative evaluation of a particular behavior. This attitude is influenced by the individual's beliefs about the consequences of the behavior.
2. Subjective Norms are an individual's perception of the perceived social pressure to perform or not perform a particular behavior. These norms are formed from individual beliefs about what others consider important.
3. Perceived Behavioral Control: This reflects how individuals feel capable or have control over behavior. It relates to individuals' beliefs about factors that affect their ability to carry out the behavior.

The theory states that these three components influence an individual's intention to perform a particular behavior, influencing the individual's actual action (behavior). This theory predicts behavior and provides insight into the factors underlying individual decisions (Ajzen, 2019).

SOCIAL MEDIA MARKETING

In today's era, social media has greatly influenced people's daily lives. Nowadays, face-to-face communication has begun to be replaced by online communication. This causes a change in the way of searching for information and consumer behavior to make purchasing decisions (Ayuni, 2020). Social media is one of the most effective tools for marketing and promoting a brand (Mohammad & Al-qudah, 2020). The advancement of social media has significantly changed the view of marketing; Influencers are emerging as new marketers that attract consumers' attention (Kilumile, 2024). Brands often get consumers to engage with them across social media platforms, such as Facebook, Instagram, Pinterest, and Twitter, by asking for likes, re-sharing, and posting products (Grewal et al., 2019). Managing a good social media account will increase support for fan pages, affect the positive impression and image, and build customer trust (Ayuni, 2020). The existence of informative advertisements affects the consumer's attitude and the value of a company site, which can directly affect the target and view of the business and its goods (Al-Haddad et al., 2022).

Marketers can create subjects about their brands and ask for feedback from others on various online social media, which serves as a buffer for people discussing their products (Husain et al., 2022). Consumers will be more interested in social media from an active product so that consumers can provide opinions, comments, and suggestions regarding goods or services so that consumers get

what they need (Sabella et al., 2022). Social media can allow users to exchange information with fellow users, which can cause an emotional response where consumers feel cared for and need to share their experiences (Nuzula & Wahyudi, 2022). For now, many SMEs have used social media in doing business; social media is considered a valuable tool to increase business productivity, good management, and customer satisfaction (Patma et al., 2021). Repeated daily use of social media reaches 330 minutes per day by users (Patma et al., 2020). According to (Kotler & Keller, 2016), there are three types of marketing using social media: paid, owned, and earned. Each has the following meaning: paid media, which is TV, magazines, advertisements, paid search sponsorships, or all forms of marketing that allow a marketer to incur costs to make it. Next is owned media, self-owned marketing media such as company or brand brochures, websites, blogs, Facebook, and Twitter. The last is earned media, a voluntary money channel, such as word of mouth, buzz, and viral marketing methods. Social media marketing is one of the strategies marketers can utilize by utilizing existing social media platforms to reach consumers more broadly. It aims to build brand awareness further and, at the same time, create direct interaction with customers.

ELECTRONIC WORD OF MOUTH

Nowadays, people do not choose more time to interact with each other, so they check or exchange information through electronic word of mouth (Siddiqui et al., 2021). Electronic word of mouth lets customers communicate their thoughts and responses to social media friends (Kini, 2023). EWOM can be defined as every moment of the consumer that individuals can trace through Internet media (Gupta & Savita, 2023). EWOM is a form of viral marketing because the messages conveyed are convincing, funny, and original comments (Muslim et al., 2020). With the growth of social media, the opportunities for EWOM are also increasing, supported by the increasing availability of various social channels for the rapid dissemination of comments, opinions, and concerns to customer friendship networks, which can introduce additional entropy in the world of viral marketing (Kini, 2023). When consumers feel uncertain about purchasing the product, they usually look for online reviews and brand recommendations (Alrwashdeh et al., 2019).

Customers usually receive information from people with a lot of experience, skills, and abilities in understanding goods, services, or companies (Gupta & Savita, 2023). When users find EWOM information useful, they tend to engage in EWOM information (Grewal et al., 2019). Consumers usually buy based on EWOM recommendations or recommendations/advice they read on social media (Anastasia et al., 2022). The process of evaluating information from mouth to mouth about a product or service is a description of the EWOM purchase intention (Al-Haddad et al., 2022). Consumers can get wrong information from previous reviews, resulting in a loss of purchase intention (Meng et al., 2022). It is suspected that consumers are concerned when a product gets a negative review, which can also indicate that the product is negative (Minh et al., 2022). So EWOM, or electronic word of mouth as a process of disseminating information using the internet, usually includes user reviews and testimonials and can also be conversations on social media platforms; EWOM data increases and decreases purchase intentions. In other words, positive or negative opinions of product information can become consumers' reference and reduce risk and uncertainty (Afif Bahi et al., 2020).

PURCHASE INTENTION

Trust shapes consumer behavior, highlighting the importance of liking in driving purchase intentions (Rajput & Gandhi, 2024). This purchase intention can also be interpreted as the willingness of consumers to buy a product at a certain time or situation (Santiago & Iseg, 2020). According to (Minh et al., 2022), Purchase intention can be interpreted as the probability of users and the desire to buy products directed after using social networking sites. Companies will continue to try to involve

consumers in social commerce to influence customer purchasing decisions (Khan et al., 2019). Business people know it is necessary to actively include consumers and influence them to increase purchase intentions properly (Rathi & Jain, 2024). The role of social media is currently considered important in influencing purchase intention because of its ubiquity among consumers (Ali, 2023). Customers can assess whether the seller provides quality service through the information available, which can help customers make purchasing decisions (Charles & Kanani, 2025).

MATERIAL AND METHODS

The analysis used in this research is using bibliometric analysis, which has several contributions. First, it presents insights into social media marketing, electronic word of mouth, and purchase intention in general through relevant journals. Second, this research can determine the relationship between various important concepts in research, such as social media marketing, electronic word of mouth, and purchase intention through co-citation or co-auth analysis. Third, it can evaluate the impact of research that has been carried out in the fields of social media marketing, electronic word of mouth, and purchase intention through metrics such as the number of citations, who researched, research locations, and research influences that are commonly used as references in related studies. Overall, the research results of this bibliometric analysis can make a strong foundation for developing theoretical frameworks and determine the right methodology for certain research areas, especially those that discuss the influence of social media marketing on purchase intention through electronic word of mouth. Researchers used bibliometric analysis to review the literature on social media marketing, electronic word of mouth, and purchase intention. In searching for data in the Scopus database using keywords in the form of "social AND media AND marketing" OR "electronic AND word AND of AND mouth" OR purchase AND intention" with data obtained as many as 1580 documents. Then, the author conducted category selection and produced 64 data. The data obtained was obtained using the VOSviewers application.

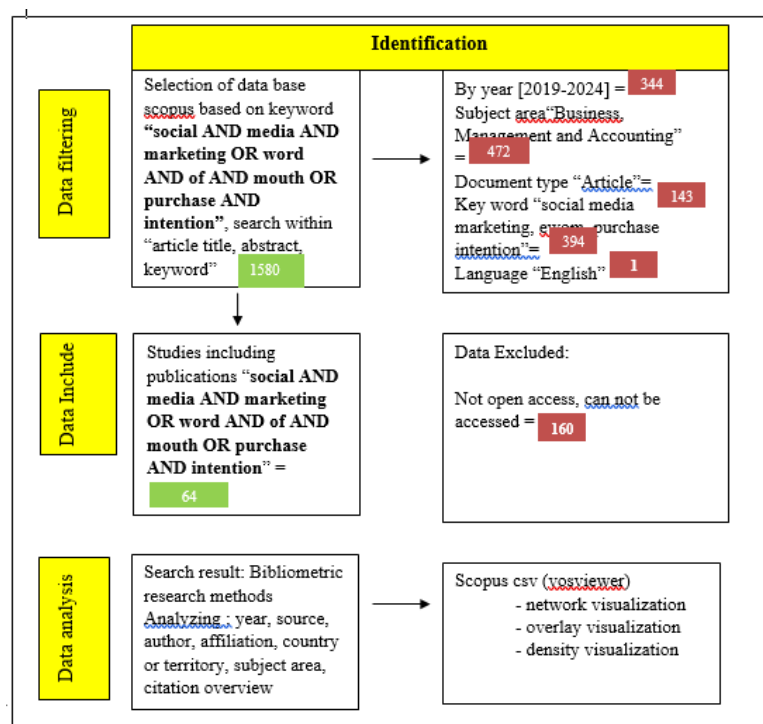


Figure 1: Stages of Data Collection Method

3 RESULT OF SCOPUS DATABASE

Researchers have used bibliometric analysis to determine the influence of social media marketing on purchase intention through electronic word of mouth. The data presented will show trends about the document year, the number of documents, and the document's author based on affiliation, country or region, and the field of study of the documents obtained from the Scopus database.

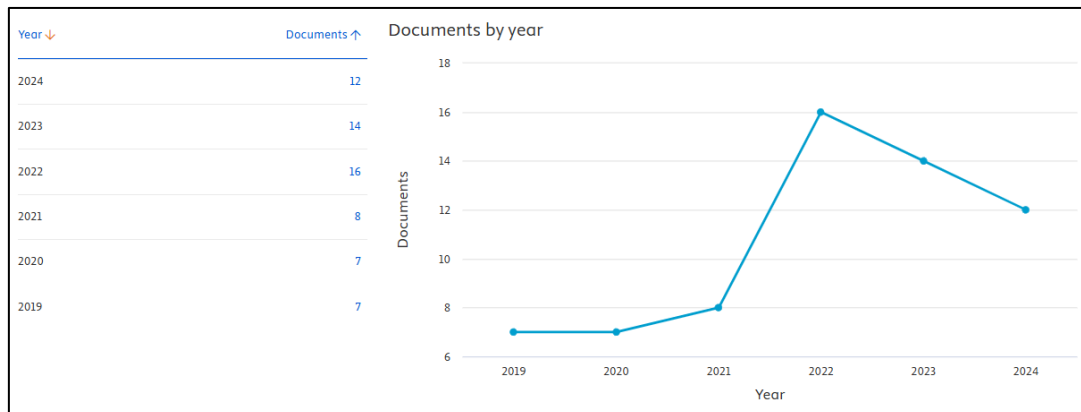


Figure 2: Research Trends in social media marketing, women, and purchase intention (2019-2024). Source: Scopus database

Figure 2 is a dashboard or data visualization that shows the number of documents produced or handled each year from 2019 to 2024. It has two main sections: 1. Left Section (Table). This section lists the years from 2019 to 2024 in descending order. Next to each year, it shows the number of documents associated with that year. - The years and document counts are displayed in a simple, easy-to-read format, with the document counts highlighted in blue. 2. Right Section (Line Chart) This section contains a line chart titled "Documents by Year." The x-axis represents the years from 2019 to 2024. The y-axis represents the number of documents. The line chart visually represents the number of documents yearly, showing trends over time. For example, there is a noticeable increase in documents from 2021 to 2022, followed by a decrease in subsequent years.

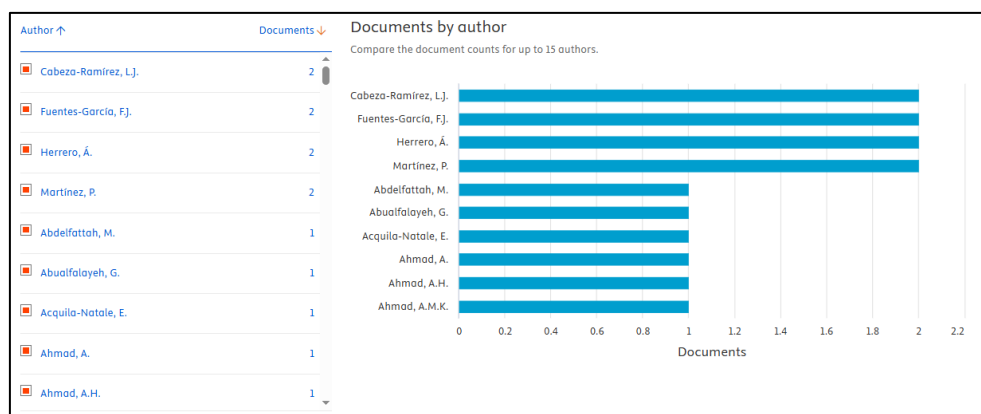


Figure 3: Dokumen by authors (2019-2024). Source: Scopus database

The authors who published their research entitled The Influence of Social Media Marketing on Purchase Intention Mediated by Electronic Word of Mouth are shown in Figure 3 = 1. Cabeza-Ramírez, L.J. 2. Fuentes-García, F.J. 3. Herrero, Á. 4. Martínez, P. 5. Abdelfattah, M. 6. Abualfalayeh, G. 7. Acquila-Natale, E. 8. Ahmad, A. 9. Ahmad, A.H. 10. Ahmad, A.M.K.

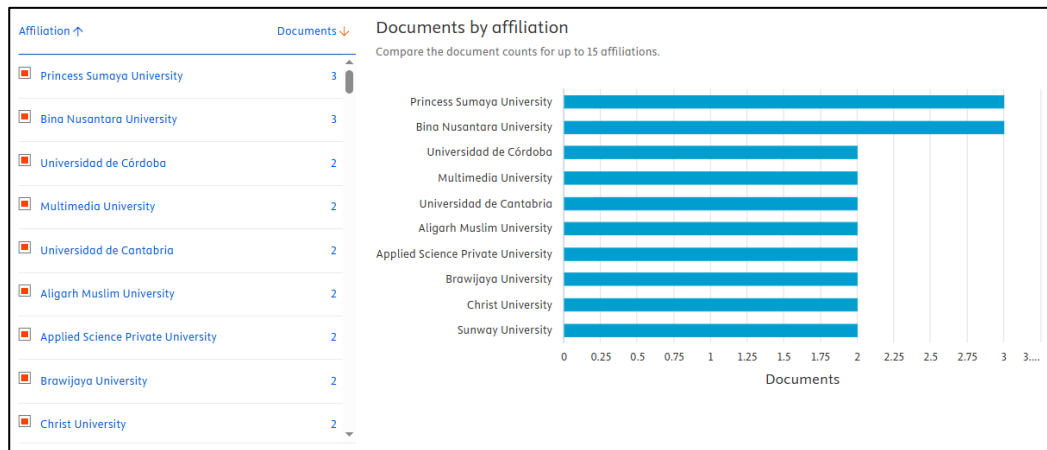


Figure 4: Demographic organization (2019-2024). Source: Scopus database

The image is a data visualization of document counts by affiliation for various universities. Here's a detailed breakdown of what the image conveys: Left Section: Affiliation. List Affiliation: This column lists the names of universities. Documents: This column shows the number of documents associated with each University. The universities are listed in descending order based on the number of documents. Each University has a small orange square icon next to its name. Right Section: Bar Chart Title: "Documents by affiliation." Subtitle: "Compare the document counts for up to 15 affiliations". The bar chart visually represents the number of documents listed on the left for each University. Observations: Princess Sumaya University and Bina Nusantara University have the highest document counts (3). Several universities, including Universidad de Córdoba, Multimedia University, Universidad de Cantabria, Aligarh Muslim University, Applied Science Private University, Brawijaya University, and Christ University, have two documents each.

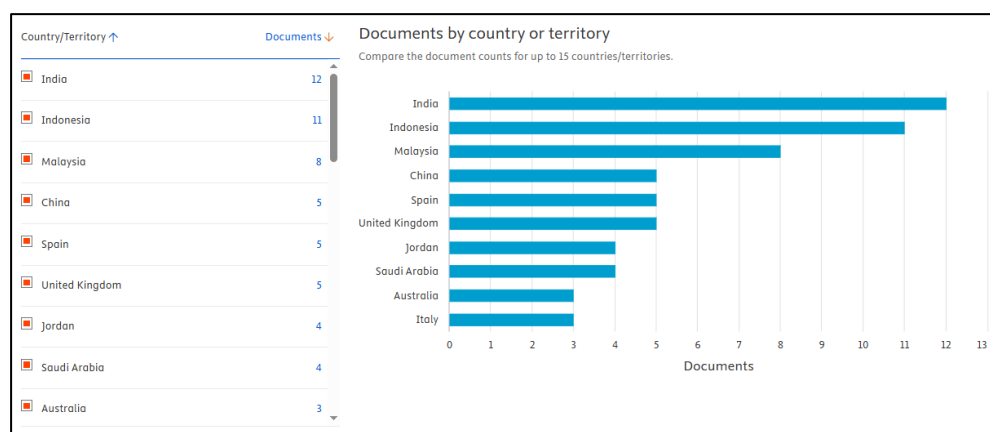


Figure 5: Demographic countries (2019-2024). Source: Scopus database

Figure 5 displays a web page with two main sections: a table on the left and a bar chart on the right. Here are the details: Left Section (Table): Header: "Country/Territory" with an upward arrow icon indicating sorting. - "Documents" with a downward arrow icon indicating sorting. Rows: Each

row contains a country/territory name, an orange square icon, and the number of documents associated with that country/territory. - India: 12 documents - Indonesia: 11 documents - Malaysia: 8 documents - China: 5 documents - Spain: 5 documents - United Kingdom: 5 documents - Jordan: 4 documents - Saudi Arabia: 4 documents - Australia: 3 documents. Right Section (Bar Chart): Title: "Documents by country or territory" - Subtitle: "Compare the document counts for up to 15 countries/territories." Bars: Each bar represents the number of documents for a country/territory. - India: 12 documents (full-width bar) - Indonesia: 11 documents - Malaysia: 8 documents - China: 5 documents - Spain: 5 documents - United Kingdom: 5 documents - Jordan: 4 documents - Saudi Arabia: 4 documents - Australia: 3 documents - Italy: 3 documents (not listed in the table but shown in the chart)

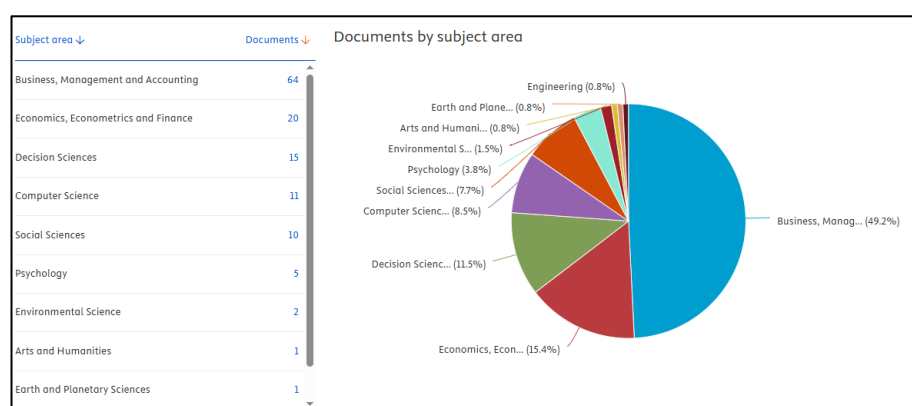


Figure 6: Dokumen by subject area (2019-2024). Source: Scopus database

Figure 6 displays a list of subject areas along with the number of documents associated with each subject area on the left side and a pie chart on the right side that visually represents the distribution of these documents by subject area. Left Section: Subject area: A list of academic or research fields. Documents: The number of documents available for each subject area. - The list includes: - Business, Management and Accounting: 64 documents - Economics, Econometrics and Finance: 20 documents - Decision Sciences: 15 documents - Computer Science: 11 documents - Social Sciences: 10 documents - Psychology: 5 documents - Environmental Science: 2 documents - Arts and Humanities: 1 document - Earth and Planetary Sciences: 1 document. Right Section: Pie Chart: A graphical representation of the distribution of documents by subject area. - The largest segment is for "Business, Management and Accounting" with 49.2% of the documents. - Other segments include: - Economics, Econometrics and Finance: 15.4% - Decision Sciences: 11.5% - Computer Science: 8.5% - Social Sciences: 7.7% - Psychology: 3.8% - Environmental Science: 1.5% - Arts and Humanities: 0.8% - Earth and Planetary Sciences: 0.8% - Engineering: 0.8% The pie chart provides a quick visual summary of the proportion of documents in each subject area, highlighting that "Business, Management and Accounting" has the highest number of documents.

4 BIBLIOMETRIC ANALISYS

This research uses VosViewer software to conduct bibliometric analysis. The author uses the keyword "The Influence of Social Media Marketing on Purchase Intention mediated by Electronic Word of Mouth." After conducting the analysis using Vos View, the researcher produced a visualization network, overlay visualization, and density visualization. The following are the results of the bibliometric analysis.

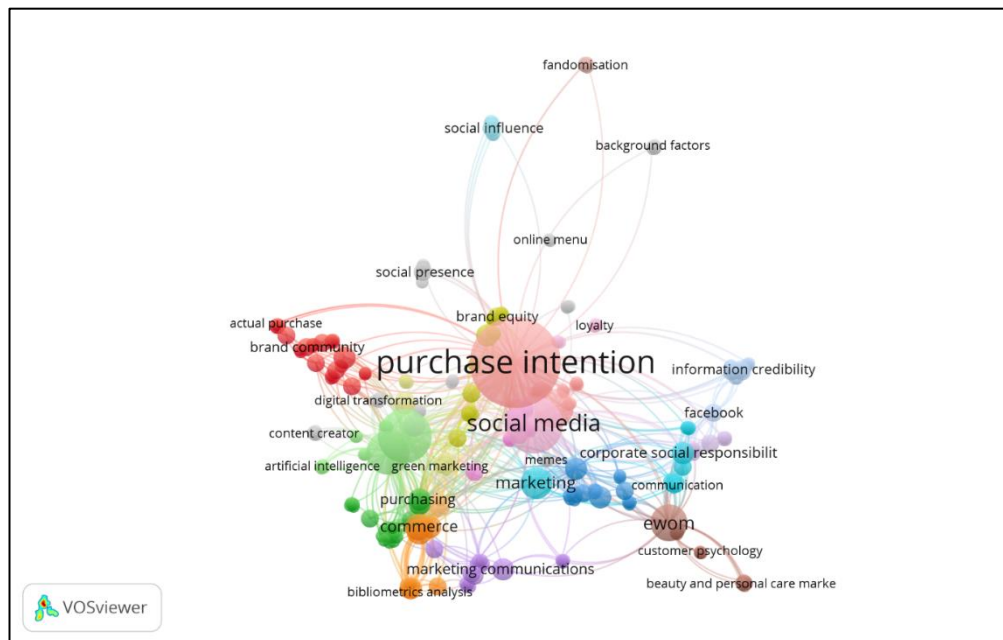


Figure 7: Keyword distribution and network visualization. Source: VOSviewer

Figure 7 is a network visualization created using VOSviewer. It displays various interconnected terms related to "purchase intention" and "social media." The terms are connected with lines and are color-coded based on their clusters. Some of the prominent terms include "purchase intention," "social media," "marketing," "brand community," "digital transformation," "artificial intelligence," "commerce," "marketing communications," "information credibility," "corporate social responsibility," and "customer psychology." The visualization shows how these terms are related to each other in the context of research or analysis. Figure 7 is a network visualization that illustrates the relationships and connections between various terms related to "purchase intention" and "social media." Here's a detailed breakdown of what the image conveys:

1. **Central Themes:** Purchase Intention is prominently displayed in the center, indicating that it is a central theme of the visualization. Social media is another central term that shows its significant role in the context of purchase intention.
2. **Clusters:** The terms are color-coded into different clusters, each representing a group of related concepts. For example, the Red Cluster includes terms like "actual purchase," "brand community," and "digital transformation." The Green Cluster contains terms like "artificial intelligence," "green marketing," and "commerce." The Blue Cluster includes terms like "corporate social responsibility," "communication," and "information credibility."
3. **Connections:** The lines connecting the terms represent relationships or associations between them. Thicker lines may indicate stronger or more significant connections.
4. **Peripheral Terms:** Terms like "randomization," "background factors," and "online menu" are on the periphery, suggesting they are less central but still relevant to the overall network.

Overall, the image visually represents how different concepts related to purchase intention and social media are interconnected, highlighting these topics' complexity and interrelated nature in research or analysis.

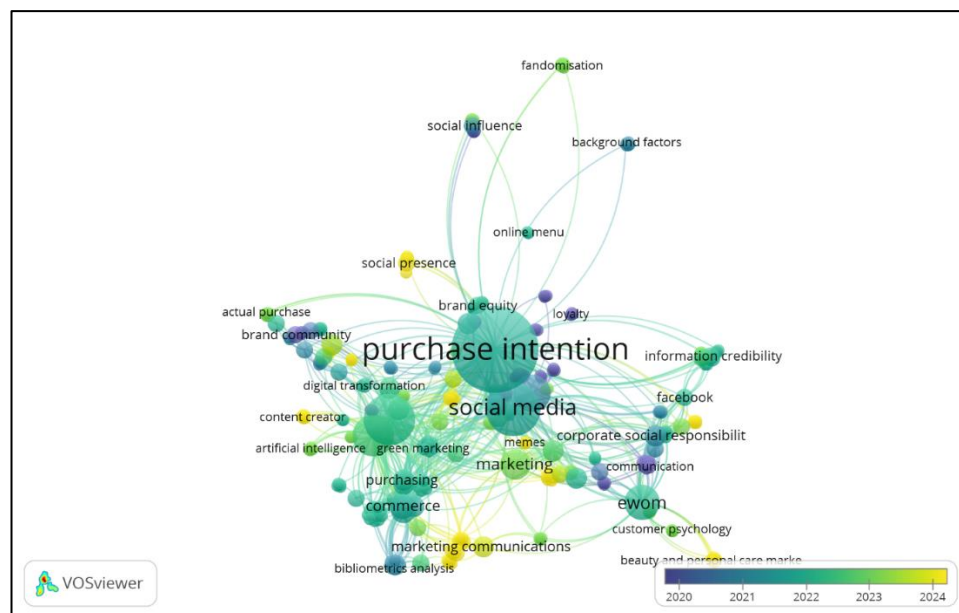


Figure 8: Keyword distribution in overlay visualization. Source: VOSviewer

The image is a network visualization created using VOSviewer. It displays various interconnected nodes and labels such as "purchase intention," "social media," "marketing," and others. The nodes are color-coded and connected by lines, representing relationships between different concepts. The color legend at the bottom right indicates the years from 2020 to 2024, showing the timeline of the data described in the visualization. The image is a network visualization that illustrates the relationships and connections between various concepts related to "purchase intention" and "social media." Here are some key points the image conveys:

1. **Central Concepts:** The most prominent and central nodes in the network are "purchase intention" and "social media," indicating that these are the primary focus areas of the visualization.
2. **Interconnected Nodes:** Various other nodes, such as "marketing," "brand equity," "social presence," "digital transformation," and "content creator," are connected to the central concepts. It suggests that these factors influence purchase intention and social media.
3. **Color Coding:** The nodes are color-coded, and the color legend at the bottom right indicates a timeline from 2020 to 2024. The visualization may show these concepts' evolution or trends over time.
4. **Relationships and Influence:** The lines connecting the nodes represent relationships or influences between the concepts. Thicker or more numerous lines may indicate stronger or more significant relationships.

Overall, the image visually represents how various factors related to purchase intention and social media are interconnected and how these relationships have evolved or are expected to evolve over the specified timeline.

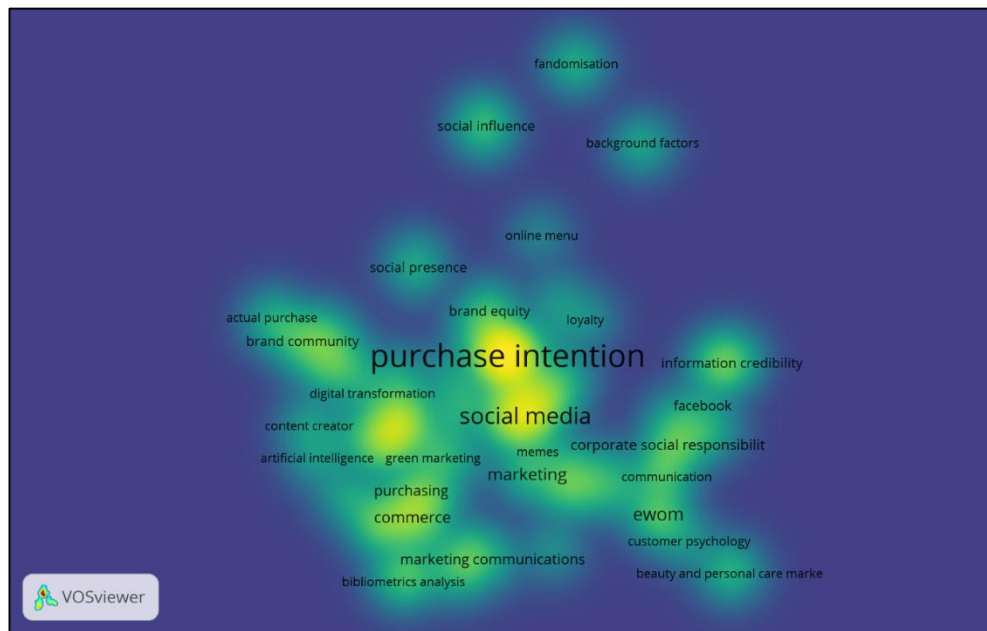


Figure 9: Distribution of keywords in density visualization. Source: VOSviewer

The image is a word cloud visualization created using VOSviewer. It displays various "purchase intention" terms in different font sizes and colors, indicating their relevance and frequency. The background is a gradient of dark blue, and the words are highlighted in shades of green, yellow, and blue, creating a heatmap effect. The most prominent terms include "purchase intention," "social media," "marketing," "commerce," and "e-wom." The image is a word cloud visualization highlighting various terms related to "purchase intention." Each term's size and color intensity indicate its relevance and frequency in the context of purchase intention. Here are some key points the image conveys:

1. **Central Theme:** The central and most prominent term is "purchase intention," indicating that this is the primary focus of the visualization.
2. **Related Concepts:** Surrounding "purchase intention" are various associated terms such as "social media," "marketing," "commerce," "women" (electronic word of mouth), "brand equity," and "information credibility." These terms are also significant but to a lesser extent.
3. **Heatmap Effect:** The colors range from green to yellow, with yellow indicating higher relevance or frequency. This heatmap effect helps to identify the most important terms quickly.
4. **Diverse Factors:** The visualization includes a wide range of factors that can influence purchase intention, such as "social influence," "brand community," "digital transformation," "artificial intelligence," "content creator," and "corporate social responsibility."
5. **Visual Representation:** The word cloud visualizes the interconnectedness and importance of various factors related to purchase intention, making it easier to understand the complex relationships between these terms.

Overall, the image serves as a visual summary of the key factors influencing purchase intention, with the most important terms highlighted through size and color intensity.

DISCUSSION

Social media marketing significantly influences consumer purchase intention, using digital platforms to introduce products, build relationships with audiences, and increase brand awareness. However, the influence of social media marketing on purchase intention does not just happen; EWOM (electronic word of mouth) acts as an important mediator in this process. When consumers share their positive or negative experiences online through reviews, testimonials, or recommendations on social media, this can influence potential consumers' perceptions and purchasing decisions. Positive reviews on social media can strengthen trust in the product, while negative EWOM can decrease purchase intentions. Therefore, understanding how social media marketing and EWOM interact is crucial for companies to design effective marketing strategies to maximize influence on purchase intent in the evolving digital world. The analysis shows that research in this area has shifted from conventional marketing studies to social media-based and data-driven marketing approaches. The main focus of recent research is the implications of digital marketing, the use of e-WOM, and the effectiveness of social media strategies in influencing purchase intent. With the development of technology, future research trends are likely to integrate more data analytics, artificial intelligence (AI), and machine learning to understand consumer behavior and improve the effectiveness of digital marketing campaigns.

FINAL CONSIDERATION

The researcher's hope for future research on the influence of social media marketing on purchase intention through electronic word of mouth (EWOM) is to deepen the understanding of the mechanism of how information shared through social media platforms influences consumer perceptions and decisions to make purchases. With the development of technology and the sophistication of social media algorithms, researchers hope that this study can identify new factors that influence the effectiveness of EWOM in shaping purchase intentions. We also hope this study can provide a clearer picture of the role of social media as an effective communication channel in influencing consumer behavior in more depth, especially in the context of purchase intention influenced by recommendations or reviews from other users.

In the future, researchers hope that further research can integrate new relevant variables, such as the influence of social media visualization, the use of influencers, and the role of personal data in increasing consumer trust in EWOM. This research is also expected to provide practical insights for marketers to design more effective social media marketing strategies using EWOM to influence consumer purchase intentions. Thus, the hope is that this research not only provides an academic contribution but can also be applied in the business world to optimize the use of social media as a promotional tool that significantly impacts purchasing decisions.

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