

## MAPPING THE ROLE OF SOCIAL MEDIA MARKETING IN PURCHASE DECISIONS THROUGH BRAND TRUST: A SYSTEMATIC REVIEW AND BIBLIOMETRIC ANALYSIS

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### Abstract

*The rapid development of digital technologies has significantly transformed marketing practices and consumer behavior. In recent years, digital marketing, particularly through social media platforms, has become an essential strategy for firms to enhance consumer engagement and influence purchase decisions. Despite the growing body of literature, the relationships among social media marketing, brand trust, customer preference, and purchase decision remain fragmented across previous studies. Therefore, this study aims to provide a comprehensive overview of the research landscape and identify emerging trends in this field. This study employs a Systematic Literature Review (SLR) combined with bibliometric analysis to examine publications related to social media marketing, brand trust, customer preference, and purchase decision. Data were collected from the Scopus database covering the period from 2021 to 2026. Bibliometric mapping and keyword co-occurrence analysis were conducted using VOSviewer to identify research clusters, thematic structures, and the evolution of research topics. The findings reveal a significant increase in publications on social media marketing and consumer behavior, indicating growing academic interest in this domain. The bibliometric analysis shows that social media marketing acts as a central theme connecting key variables such as brand trust, customer preference, and purchase intention/decision. Furthermore, overlay visualization indicates that emerging research topics include consumer engagement, influencer marketing, electronic word-of-mouth (e-WOM), and perceived value, reflecting a shift toward a more integrated and experiential understanding of consumer behavior in digital environments. This study contributes to the literature by mapping the intellectual structure and research evolution in the social media marketing domain and highlighting potential directions for future research. The findings also provide insights for researchers and practitioners in developing more effective and trust-oriented digital marketing strategies to influence consumer purchase decisions.*

**Keywords:** Social media marketing; Brand trust; Customer preference; Purchase decision; Consumer behavior

## 1. INTRODUCTION

Advances in digital technology have driven significant transformations in modern marketing practices, particularly through the use of social media as a primary tool for marketing communication. Social media not only serves as a means of sharing information but has also evolved into a strategic channel for companies to promote products, build engagement, and expand their market reach more effectively (Sony & Barkah, 2024). As the number of social media users globally continues to rise, businesses are increasingly optimizing social media marketing (SMM) as an integral part of their digital marketing strategies (HR et al., 2025; Kaplan & Haenlein, 2010).

Changes in consumer behavior in the digital age further reinforce the role of social media in the decision-making process. Modern consumers tend to seek product information through social media before making a purchase, relying on reviews, visual content, recommendations, and other users' experiences as factors in their decision-making (Indriyani & Suri, 2020; Mangold & Faulds, 2009). This shift indicates that social media has a significant influence on shaping consumers' perceptions, preferences, and beliefs regarding a brand.

Social media marketing plays a crucial role in fostering customer engagement, building brand experiences, and delivering compelling and relevant information. Consistent, interactive, and valuable content can enhance consumers' emotional connection with a brand and strengthen long-term relationships (Koentoro & Amrit, 2025; Hollebeek et al., 2014). However, the effectiveness of SMM is not solely determined by content quality but is also influenced by consumer psychological factors, particularly brand trust. Brand trust is a crucial element that determines how consumers interpret marketing messages and ultimately influences purchasing decisions (Chaudhuri & Holbrook, 2001).

Although research on the relationship between social media marketing, brand trust, customer preference, and purchasing decisions has grown rapidly, the findings remain inconsistent. Some studies have found that SMM has a direct and significant influence on purchasing decisions, while others suggest that this influence is indirect and mediated by psychological variables such as brand trust and customer preference. These differing results indicate a research gap that requires a comprehensive study to understand the mechanisms of the relationships between these variables in greater depth.

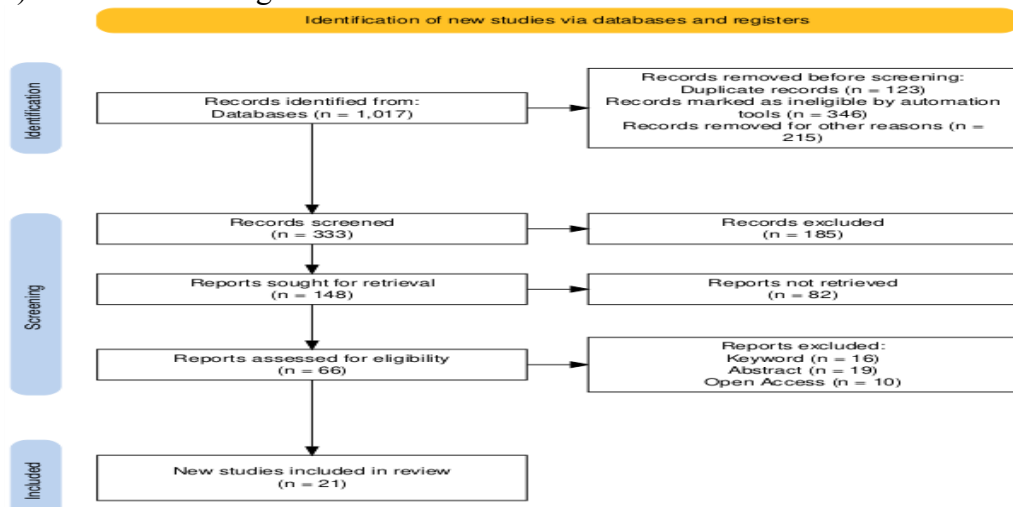
In addition, the growing number of publications in this field calls for a more systematic and structured research approach. Therefore, the use of Systematic Literature Reviews (SLRs) is essential for comprehensively identifying, evaluating, and synthesizing the findings of previous research (Tranfield et al., 2003). Furthermore, integration with bibliometric analysis enables the quantitative mapping of literature development, including publication trends, author collaboration networks, and the evolution of research themes in the fields of social media marketing and consumer behavior (Donthu et al., 2021).

Given this urgency, this study aims to conduct a Systematic Literature Review (SLR) integrated with bibliometric analysis to map and synthesize research developments regarding the influence of social media marketing on customer purchase decisions, taking into account the mediating role of brand trust. This approach is expected to identify research gaps, formulate future research directions, and provide theoretical and practical contributions to the development of more effective digital marketing strategies

## 2. RESEARCH METHOD

The researcher used the Systematic Literature Review (SLR) method to search for and compile literature discussing digital marketing strategies and consumer behavior in the banking sector. The use of SLR in this study is also intended to identify existing research gaps, whether related to the variables examined, the regional context of the research, or the methodological approaches used in previous studies. Through systematic literature mapping, this study not only summarizes existing findings but also provides an overview and direction for future research.

The search strategy developed for this study employs the PRISMA method (Haddaway et al., 2022), which provides a methodological framework and reporting procedures for systematic reviews to conduct literature searches, study selection, data extraction, and analysis. The researcher utilized the Scopus database to select relevant articles. The search strategy was formulated using Boolean operators by combining several key concepts: social media marketing, brand trust, and customer purchase decision. The search query was applied to the Title, Abstract, and Keywords (TITLE-ABS-KEY) fields. The researcher then conducted the search using the following keywords: TITLE-ABS-KEY (“social media” OR “social media marketing” OR “digital marketing” OR “online marketing”) AND TITLE-ABS-KEY (“brand trust” OR “consumer trust” OR ‘trust’) AND TITLE-ABS-KEY (“purchase decision” OR “purchase intention” OR “buying decision” OR “consumer behavior”) with the following results.



**Figure 1. Article Analysis Using PRISMA**

Source: *Data Processed, 2026*

Next, the researchers employed a bibliometric approach to map and analyze the scientific literature on digital marketing strategies and consumer behavior in Islamic banks. Publication data were collected from the Scopus database, which was selected for its extensive coverage of international journals and high-quality, comprehensive metadata. The bibliometric analysis was conducted using VOSviewer software, which facilitates the visualization of collaboration networks among authors, institutions, and countries, as well as keyword co-occurrence analysis to identify research themes and trends. Additionally,

quantitative indicators such as the number of publications per year, the distribution of authors and institutions, and citation rates were analyzed to understand scientific productivity and impact in this field. Using this method, the study aims to uncover patterns of scientific development, collaboration networks, and potential research areas for further development within the context of digital marketing strategies and consumer behavior in banking.

By combining the SLR and bibliometric approaches, this study is expected to provide a more comprehensive overview of the development of studies on digital marketing strategies and consumer behavior in banking. This integrated approach not only presents a conceptual synthesis of previous research findings but also strengthens the analysis through quantitative data supported by scientific publications.

### 3. RESULTS AND DISCUSSION

During the identification phase, a total of 1,017 articles were successfully identified from various databases. However, prior to the screening process, a number of articles were eliminated, including 123 duplicate articles, 346 articles flagged as ineligible by an automated tool, and 215 articles removed for other reasons. Following this process, 333 articles remained to proceed to the next phase. During the screening phase, 333 articles were reviewed based on the initial criteria, and 185 of them were excluded for failing to meet the criteria. Subsequently, 148 articles were selected for further retrieval, but 82 articles could not be obtained. In the eligibility phase, 66 articles were successfully accessed and evaluated in greater depth. Of these, several articles were again excluded, with the following breakdown: 16 articles were deemed unsuitable based on keywords, 19 articles did not meet the criteria based on their abstracts, and 10 articles were not available via open access. Finally, in the inclusion stage, 21 articles met all criteria and were included in the systematic review. Overall, this process involved a rigorous screening of over a thousand articles to identify 21 relevant, high-quality studies for further analysis.

**Tabel 1. Identitas Artikel Terpilih**

No.	Article Details	Research Objectives	Research Findings
1	Ahmad, A., Singh, N. K., Sultan, A., Fatima, R., Alam, A., & Ghani, U. (2026). Identifying Determinants of Social Media Influence on Purchase Decisions: A Factor Analytical Study of Rural Consumers in Selected Districts of Uttar Pradesh. <i>International Review of Management and Marketing</i> , 16(2), 111.	This study examines the key factors influencing the impact of social media on purchasing decisions among rural consumers in selected districts of Uttar Pradesh, India. With the rapid penetration of smartphones and internet services in rural areas, social media platforms have emerged as a significant influence in	The research findings indicate that these five factors significantly influence consumer purchase intent in rural areas, with Trust, Information, and Convenience emerging as particularly strong predictors. These findings underscore the importance of building trust, peer validation, and emotional engagement in digital

No.	Article Details	Research Objectives	Research Findings
		shaping consumer preferences.	marketing strategies targeting rural markets. Additionally, this study offers practical insights for marketers, indicating that content tailored to local culture and designed to evoke emotions can increase engagement and conversion rates in rural settings.
2	Arora, N., Rana, S., Rana, M., Prashar, S., & Tat, H. H. (2025). Beyond Likes! Investigating The Influence of Social Relationships on Ewom And Purchase Intention in Social Media. <i>Asian Academy of Management Journal</i> , 30(2), 1-37.	This study analyzes the moderating effect of gender on the relationship between interpersonal influence and eWOM intentions.	The results of the study indicate that informative influence, bridging social capital, and trust have a positive impact on user engagement in eWOM activities, which in turn influences purchase intention. On the other hand, normative influence, bonding social capital, and perceived homophily show a negative relationship with eWOM engagement.
3	Rawangngam, N., Pongsakornrungsilp, S., Pongsakornrungsilp, P., Pongsakornrungsilp, P., & Moghadas, S. (2025). TikTok marketing strategies and consumer response: a structural equation modeling study on purchase intention in Thailand. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 20(4), 319.	This study examines the factors influencing Thai consumers' purchase intentions on TikTok using the Stimulus–Organism–Response framework. Specifically, this study explores how ad characteristics (interactivity, entertainment, and informativeness) and brand engagement by customers shape consumers' perceptions	The findings indicate that interactivity, informativeness, and brand engagement significantly influence perceived value, while brand engagement does not significantly influence brand trust. Furthermore, perceived value positively contributes to trust, and brand trust significantly influences purchase intention. It should be

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		<p>of value and trust, which in turn drive purchase intentions.</p>	<p>noted that entertainment does not significantly influence perceived value, whereas brand engagement demonstrates a significant positive influence. Furthermore, customer brand engagement does not significantly influence trust in this context.</p>
4	<p>Mores, H., &amp; Pradipto, Y. D. (2025). The Role of Cultural Norms and Religious Values in a Moderated-Mediation Model of Inconspicuous Consumption Purchase Intention of Luxury Lingerie. <i>Qubahan Academic Journal</i>, 5(4), 292-321.</p>	<p>This study examines the sociocultural antecedents and moderators of the consumption of understated luxury lingerie in Indonesia. It explores how self-concept, emotional attachment, brand trust, brand image, and the influence of social media shape women’s attitudes and purchase intentions, while also examining the moderating role of cultural norms and religious values in a conservative consumer environment.</p>	<p>Attitudes toward luxury lingerie emerged as the strongest and most consistent predictor of hidden consumption purchase intentions. Self-concept, emotional attachment, and brand image significantly influence attitudes, which in turn mediate their impact on behavioral intentions. Social media exerts a direct influence on purchase intent, bypassing attitude. Cultural norms and religious values do not significantly moderate the attitude-intent relationship, indicating a generational shift in consumption behavior as luxury remains a private matter. This study advances luxury consumption theory by focusing on hidden consumption within a conservative,</p>

No.	Article Details	Research Objectives	Research Findings
			predominantly Muslim cultural context.
5	Walean, R. H., Gerungan, C. A., & Mandagi, D. W. (2025). The triple play: Social media marketing, brand trust, and smartphone purchase decisions in emerging market. <i>International Review of Management and Marketing</i> , 15(6), 287.	This study aims to investigate the influence of the four key dimensions of social media marketing—informative content, entertainment, interactivity, and perceived relevance—on brand trust and their impact on consumer purchasing decisions in the smartphone market. By focusing on emerging markets, this research addresses a critical gap in the literature by exploring these dynamics in the context of Indonesia, a region that has been underrepresented in existing studies.	The findings indicate that informativeness is the strongest driver of brand trust, while entertainment, informativeness, and interactivity directly influence purchasing decisions. Although brand trust significantly influences purchasing decisions, it does not mediate most social media marketing factors, with the exception of perceived relevance, which indirectly influences purchasing behavior through trust. These results offer valuable insights for marketers and practitioners, emphasizing the importance of leveraging engaging and interactive social media strategies to build brand trust and drive consumer decisions in emerging markets.
6	Hasan, M. A., Anuar, M. M., Al-Gasawneh, J. A., & Yaakop, A. Y. (2025). Mediating Role of e-Trust on the Relationship between Visual Social Media Marketing and Purchase Intention in Jordan. <i>International Review of Management and Marketing</i> , 15(5), 60.	This study examines the effect of visual social media marketing (VSMM) on customer purchase intent involving a Jordanian real estate company, taking into account the mediating role of e-Trust. The Elaboration Likelihood Model (ELM) and the	These findings provide empirical evidence of the influence of VSMM and e-Trust on purchase intention. Furthermore, the relationship between VSMM and purchase intention is mediated by e-Trust. Theoretically, this study fills a gap in the literature by

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		Trust Model guided the development of the research framework.	integrating the ELM and the Trust Model. Practically, the results of this study assist real estate companies in developing strategies to increase purchases among potential customers.
7	Alrwashdeh, M., Almatarneh, N., Al-Mu'ani, L. A., & Hindieh, A. (2025). In the digital landscape: Can social media marketing activities boost brand loyalty in the Jordanian hospitality sector?. <i>Innovative Marketing</i> , 21(3), 92.	This paper aims to explore the impact of Social Media Marketing (SMM) activities on brand loyalty through the mediating roles of brand affection and brand trust in the five-star hotel sector. This study adopts a quantitative design, using a descriptive correlational approach to examine the relationships among the research variables.	The results of the study indicate a significant impact of social media marketing activities ( $\beta = 0.299, p < 0.001$ ) on brand loyalty, as well as the mediating roles of brand trust ( $\beta = 0.09, p < 0.001$ ) and brand affection ( $\beta = 0.18, p < 0.001$ ) in mediating the relationship between marketing activities and customer loyalty. The results also reveal a positive relationship between social media marketing activities and brand loyalty in the hospitality sector. Furthermore, the findings indicate that brand affection and brand trust mediate the relationship between social media marketing activities and brand loyalty, thereby enhancing brand loyalty in the hospitality industry.
8	Rawangngam, N., Pongsakornrungsilp, P., Siriwong, C., Ketkaew, K.,	This study identifies six main thematic groups, including consumer engagement and brand	The research findings reveal a sustained annual increase in the number of publications and

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	<p>Tonsakunthaweeteam, S., &amp; Kumar, V. (2025). Social media and consumer engagement: A bibliometric analysis and future research directions. <i>Innovative Marketing</i>, 21(3), 197.</p>	<p>interaction on social media, brand loyalty and consumer behavior, social media marketing and tourism, digital marketing and engagement trends, demographic and content analysis in online advertising, and consumer behavior and social media marketing.</p>	<p>highlight the major contributions from the United States, the United Kingdom, and China. Notably, there has been a significant shift from surface-level interaction metrics toward a more holistic concept of engagement that emphasizes trust, emotional connection, and the co-creation of community. These insights offer theoretical progress by expanding the engagement framework and highlight practical implications for marketers aiming to design authentic and resonant brand experiences. The study concludes with a series of actionable research directions to guide future exploration and support practitioners in navigating the rapidly evolving digital landscape.</p>
9	<p>Saad, M., Awad, A., Aziz, A. F., &amp; Shma, T. R. (2025). Influencer marketing's impact on credibility and purchase intention: A study on University of Bisha students in Saudi Arabia. <i>Innovative Marketing</i>, 21(1), 326.</p>	<p>This study is significant due to the growing impact of influencer marketing on consumer behavior, particularly among the younger demographic in Saudi Arabia. The study aims to examine how influencer marketing influences perceived credibility and purchase intent, with an emphasis</p>	<p>The findings of this study highlight Snapchat's prominence as the leading platform among participants, underscoring its significance for targeted influencer marketing initiatives. Marketers are advised to prioritize transparent and authentic collaborations with</p>

No.	Article Details	Research Objectives	Research Findings
		<p>on the role of transparency and cultural factors in shaping consumer behavior.</p>	<p>influencers to strengthen brand credibility and build consumer trust. Emphasizing partnerships with influencers whose values align with students' interests on Snapchat will increase engagement and drive purchasing behavior. This information provides actionable guidance for marketers aiming to improve their influencer marketing approach, foster sustainable consumer trust, and achieve sustainable brand development among younger demographics.</p>
10	<p>Huwaida, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., ... &amp; Yaiprasert, C. (2024). Generation Z and Indonesian Social Commerce: Unraveling key drivers of their shopping decisions. <i>Journal of Open Innovation: Technology, Market, and Complexity</i>, 10(2), 100256.</p>	<p>This study aims to identify the factors that drive Gen Z's intention to make purchases via s-commerce from the perspective of social cognitive theory. Previous studies have examined the factors influencing Gen Z's use of s-commerce, focusing on aspects related to technology, trust, and the construction of s-commerce. In contrast, research in Indonesia on Gen-Z shopping behavior tends to be more concentrated on e-commerce platforms, and only a few studies focus on s-commerce.</p>	<p>The research findings reveal that purchase intent among these users is directly influenced by various factors, including the quality of information provided, subjective norms, hedonic outcome expectations, utilitarian outcome expectations, and users' self-efficacy. This study offers valuable insights and implications for enhancing the Gen-Z shopping experience through s-commerce. These findings underscore the importance of tailoring s-commerce strategies to</p>

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		Therefore, bridging this gap is crucial.	meet the unique preferences and behaviors of this demographic. The study highlights that businesses can better engage Gen-Z by understanding what drives their purchasing decisions.
11	Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. <i>International journal of information management data insights</i> , 2(2), 100102.	The primary objective of this paper is to investigate the influence of four social media marketing features on consumer purchasing decisions in the fast-food industry. This paper also aims to determine whether brand trust mediates the relationship among these four features.	The research findings confirm the importance of brand trust in predicting purchase decisions. Overall, the findings indicate that informativeness, perceived relevance, and interactivity have a positive influence on purchase decisions. However, it was found that the influence of entertainment on purchase decisions is not significant. The research results also confirm that brand trust mediates the relationship between two social media marketing features (interactivity and informativeness) and consumer purchasing decisions.
12	Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. <i>Journal of</i>	This study examines the relationship between social media marketing activities and purchase intention, mediated by trust and brand image, to validate the constructs with practical applications, particularly	Social media marketing, trust, and brand image significantly influence consumers' purchase intentions. Among the five dimensions of social media marketing, the findings indicate that two dimensions—

No.	Article Details	Research Objectives	Research Findings
	<i>Theoretical and Applied Electronic Commerce Research</i> , 17(1), 89-103.	for rapidly growing online transportation service companies. The study employs a quantitative approach with a causal research design to test the proposed hypotheses and identify the relationships among each pair of constructs.	entertainment and word of mouth—have the most significant direct influence on purchase intentions. Trust and brand image mediate the relationship between social media marketing and purchase intentions.
13	Hoo, W. C., Cheng, A. Y., Ng, A. H. H., & Bakar, S. M. B. S. A. (2024). Factors influencing consumer behaviour towards online purchase intention on popular shopping platforms in Malaysia. <i>WSEAS Transactions on Business and Economics</i> , 21(45), 544-553.	This research topic is a limited investigation into how e-commerce standards in Malaysia may influence consumer preferences regarding online shopping. Therefore, the primary objective of this study is to conduct an in-depth analysis and lay the groundwork for future research on how e-commerce quality influences customers' intentions to switch from traditional to online purchasing. It is important to conduct further research and explore the intentions of the Malaysian public to gain a better understanding of customers' motivations for making purchases.	In the final phase of this study, the researchers will summarize and interpret all findings from each test. They will then use multiple regression analysis to determine whether each variable (service quality, information quality, digital trust, and performance expectations) significantly influences online purchase intent.
14	Rajput, A., & Gandhi, A. (2024). The branding power of social media influencers: an interactive marketing approach. <i>Cogent Business &amp;</i>	This study examines the effects of homophily, the social presence of influencers, and the physical attractiveness of influencers on brand affinity in the beauty and	The results of the study indicate that homophily, the social presence of influencers, and the physical attractiveness of influencers have a positive effect on

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	<i>Management</i> , 11(1), 2380807.	fashion industries through influencer marketing. The mediating roles of trust and loyalty are also explored in relation to customers' purchase intentions.	consumers' purchase intentions, which is partially mediated by affinity, trust, and loyalty. The significance of affinity suggests that a strong emotional connection with influencers plays a key role in shaping purchase decisions.
15	Abdullah, S. I. N. W., Ali, S. F. S., & Phuah, K. T. (2023). Love, trust and follow them? The role of social media influencers on luxury cosmetics brands' purchase intention among Malaysian urban women. <i>Malaysian Journal of Consumer and Family Economics</i> , 30, 271-301.	Nevertheless, the effectiveness of influencer marketing for luxury brands has yielded mixed results. Therefore, this study applies social influence theory to investigate the role of social media influencers (SMIs), specifically the relationship between trust and appeal, on consumer attitudes and purchase intentions toward luxury cosmetic brands.	Interestingly, the results of this study confirm that SMI appeal is more important than trust. Meanwhile, attitude significantly mediates the relationship between appeal and their intention to purchase luxury cosmetic brands.
16	Chavadi, C. A., Sirothiya, M., Menon, S. R., & MR, V. (2023). Modelling the effects of social media-based brand communities on brand trust, brand equity and consumer response. <i>Vikalpa</i> , 48(2), 114-141.	This study further examines the impact of SMMBC on the variables of brand trust and brand equity (brand awareness, perceived quality, brand associations, and brand loyalty) and, consequently, on customer responses (purchase intention, response to brand extensions, and willingness to pay a premium price). A self-administered online survey was conducted to	The results of the SEM analysis conclude that customer-centric elements are significant determinants of online brand communities. The findings also confirm that strengthening SMBBC (Social Media Brand-Based Community) leads to higher brand trust and positively influences all dimensions of brand equity. Furthermore, this study found that positive brand equity generates

No.	Article Details	Research Objectives	Research Findings
		collect data on all selected brands. These brands were selected using a stratified sampling method, with the stratum being the number of followers the brand has.	favorable consumer responses.
17	Govender, K. K., & Yavisha, R. (2023). The impact of social commerce on the purchase intentions of Millennials using Facebook. <i>Innovative Marketing</i> , 19(2), 223.	This study examines the impact of social commerce on the purchase intentions of Millennials who use Facebook by exploring how the concept of social commerce influences consumer trust.	It was found that social commerce constructs significantly influence trust, which in turn positively influences consumer purchasing decisions. The results of the study indicate that trust accounts for 68% of the variance in purchase intent. Since trust is an integral and vital component of social commerce, the role of social commerce constructs and social support is to build trust in the online context and foster consumers' intent to purchase.
18	Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. <i>International journal of information management data insights</i> , 2(2), 100102.	The primary objective of this paper is to investigate the influence of four social media marketing features on consumer purchasing decisions in the fast-food industry. This paper also aims to determine whether brand trust mediates the relationship among these four features.	The research findings confirm the importance of brand trust in predicting purchase decisions. Overall, the findings indicate that informativeness, perceived relevance, and interactivity have a positive influence on purchase decisions. However, it was found that the influence of entertainment on purchase decisions is not significant. The research

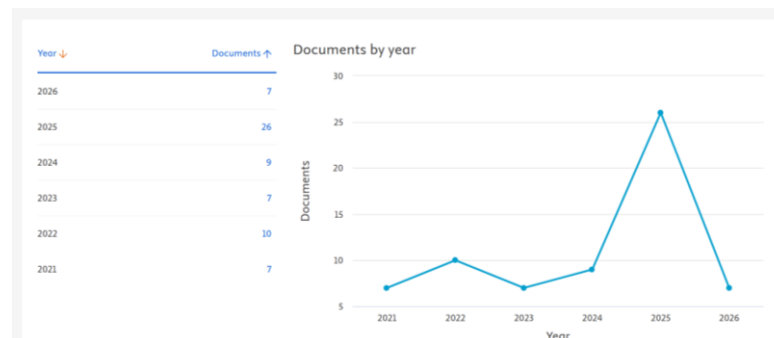
No.	Article Details	Research Objectives	Research Findings
			<p>results also confirm that brand trust mediates the relationship between two social media marketing features (interactivity and informativeness) and consumer purchasing decisions.</p>
19	<p>Wang, X., Wang, Y., Lin, X., &amp; Abdullat, A. (2021). The dual concept of consumer value in social media brand community: A trust transfer perspective. <i>International Journal of Information Management</i>, 59, 102319.</p>	<p>We developed a model that clarifies the dual concept of consumer value and illustrates how perceived consumer value can be transformed into generated consumer value from a trust transfer perspective. Specifically, we identify three types of perceived consumer value: utilitarian, hedonic, and social. We capture consumer-generated value in terms of purchase intent and word-of-mouth information sharing on social media. Using a two-wave survey, our results strongly support this research model.</p>	<p>Our study makes several contributions to the strategic information systems literature regarding the incorporation of social media brand communities into business strategies. Theoretically, our study expands our understanding of the dual concept of consumer value in social media brand communities through trust transfer theory.</p>
20	<p>Ibrahim, B. (2021). The nexus between social media marketing activities and brand loyalty in hotel facebook pages: A multi-group analysis of hotel ratings. <i>Tourism: An International Interdisciplinary Journal</i>, 69(2), 228-245.</p>	<p>This study advances research on social media marketing activities (SMMA) and brand trust by empirically exploring the relationship between the two and brand loyalty and purchase intention among representative Facebook profiles of five-star (5) and four-star (4) hotels in the city of</p>	<p>The results of the study indicate that SMMA does indeed have a positive influence on brand loyalty, purchase intention, and brand trust. Hotel rating (five-star/four-star) moderates the relationship between SMMA and brand loyalty; however, the relationship between SMMA and purchase</p>

No.	Article Details	Research Objectives	Research Findings
		Kyrenia (Northern Cyprus).	intention is moderated by hotel rating (five-star/four-star). The results indicate that hotel rating (five-star/four-star) does not have an effect at the model level. Therefore, the multi-group moderating effect of hotel rating on the measurement model was tested at the path level. Finally, the mediation results for brand trust were partially supported. Consequently, practical recommendations have been proposed.
21	Garg, A., & Kumar, J. (2021). Social media marketing influence on Boutique Hotel customers' purchase intention in Malaysia. <i>Tourism &amp; Management Studies</i> , 17(3), 51-62.	This study examines the relationship between various social media marketing practices and customer purchase intent at boutique hotels in Malaysia. This article also explores how to effectively implement social media marketing to enhance customer purchase intent at boutique hotels and promote the development of boutique hotels in Malaysia.	The results of the study indicate that factors such as marketing activities and eWOM significantly influence customers' purchase intentions toward boutique hotels in Malaysia through the mediating variables of perceived usefulness and perceived trust.

Source: Data Processed, 2026

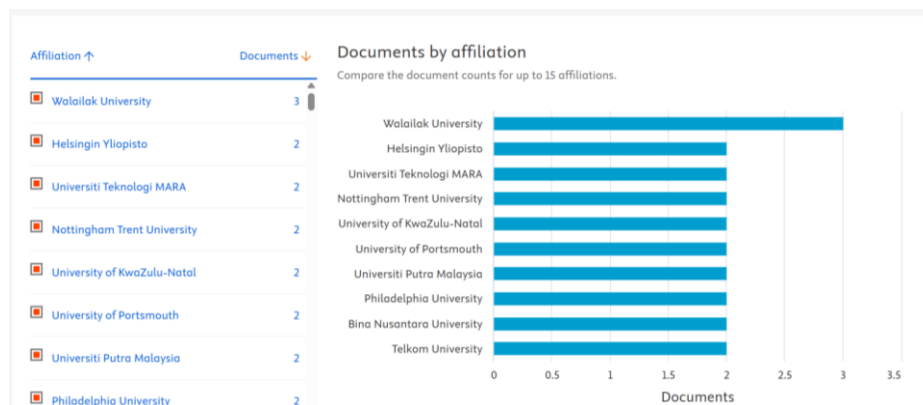
Next, the researchers conducted a bibliometric analysis using a search strategy based on Boolean operators that combined several key concepts: digital marketing, brand image, perceived value, and purchase intention. The search query was applied to the Title, Abstract, and Keywords fields (TITLE-ABS-KEY). The researchers then conducted a search using the keywords TITLE-ABS-KEY ("social media" OR "social media marketing" OR "digital marketing" OR "online marketing" ) AND TITLE-ABS-KEY ("brand trust" OR "consumer trust" OR 'trust') AND TITLE-ABS-KEY ("purchase decision" OR "purchase intention" OR "buying decision" OR "consumer behavior") AND ( LIMIT-TO ( SUBJAREA , 'BUSI'

) OR LIMIT-TO ( SUBJAREA , “ECON” ) ) AND ( LIMIT-TO ( DOCTYPE , “ar” ) OR LIMIT-TO ( DOCTYPE , “cp” ) OR LIMIT-TO ( DOCTYPE , “re” ) ) AND ( LIMIT-TO ( LANGUAGE , ‘English’ ) ) AND ( LIMIT-TO ( SRCTYPE , “j” ) ) AND ( LIMIT-TO ( PUBSTAGE , “final” ) ) AND ( LIMIT-TO ( OA , ‘all’ ) ) AND ( LIMIT-TO ( EXACTKEYWORD , “Purchase Intention” ) OR LIMIT-TO ( EXACTKEYWORD , “Social Media” ) OR LIMIT-TO ( EXACTKEYWORD , “Social Media Marketing” ) OR LIMIT-TO ( EXACTKEYWORD , “Brand Trust” ) ) AND PUBYEAR > 2021 AND PUBYEAR < 2026 The researcher conducted a screening process limited to publications from 2021 to 2026, in English, and included only articles and review papers that had reached the final publication stage. Additionally, publication sources were limited to scientific journals in the field of business (Business, Management, and Accounting) and included only open-access articles. The screening was further refined by selecting exact keywords specifically related to the research variables—digital marketing, brand image, perceived value, and purchase intention—resulting in 21 of the most relevant studies aligned with the research focus.



**Figure 2. Trends in Publication Growth by Year**  
 Source: *Data Processed, 2026*

An analysis of the distribution of publications by year reveals the dynamics of research development on the topic under study during the 2021–2026 period (Figure X). In general, the number of publications fluctuated from year to year. In 2021, there were 7 publications. This number increased in 2022 to 10 publications, then decreased again in 2023 to 7 publications. In 2024, the number of publications rose again to 9 documents. The peak of growth occurred in 2025 with a total of 26 publications, indicating a significant surge compared to previous years. However, in 2026, the number of publications dropped sharply again to 7 documents. Overall, this trend indicates that research interest in the topic under study increased significantly, reaching its peak in 2025, although a decline followed. The surge in 2025 may indicate increased academic attention or the relevance of the topic during that period.



**Figure 3. Distribution of Publications by Institutional Affiliation**  
 Source: Data Processed, 2026

An analysis of the distribution of publications by institutional affiliation reveals relatively diverse contributions from various academic and industrial organizations to research on the topic under study (Figure X). Based on the mapping results, several institutions are listed as the main contributors with the highest number of publications.

It is evident that Walailak University is the institution with the highest publication contribution, totaling 3 documents. Meanwhile, several other institutions have relatively balanced contributions, each contributing 2 publications. These institutions include the University of Helsinki, Universiti Teknologi MARA, Nottingham Trent University, the University of KwaZulu-Natal, the University of Portsmouth, Universiti Putra Malaysia, Philadelphia University, Bina Nusantara University, and Telkom University.

This distribution indicates that research contributions on the studied topic are fairly spread across various institutions from different countries, without any single institution exerting overwhelming dominance. Nevertheless, Walailak University appears to have a slight edge over the other institutions. Overall, this pattern reflects that research on this topic is collaborative and global in nature, with relatively even participation from various universities across different regions.



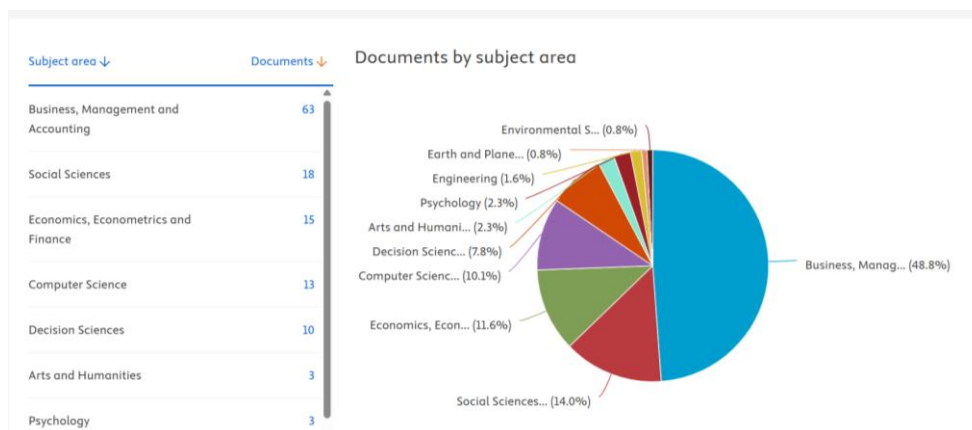
**Figure 4. Distribution of Publications by Country**  
 Source: Data Processed, 2026

An analysis of the distribution of publications by country shows that research contributions on the topic under study originate from various geographic regions, with a

fairly noticeable dominance from certain countries (Figure X). Based on the results of bibliometric mapping, India is recorded as the country with the highest number of publications, namely 11 documents. This dominance indicates that the research topic under analysis has garnered significant attention from the academic community in India, while also indicating a concentration of research activity within that national context. Indonesia ranks second with 9 documents, demonstrating an active role in research output on the topic under study.

Next, Malaysia and the United Kingdom each contributed 8 documents, indicating a relatively balanced contribution between the two countries. China follows with 6 documents, followed by Jordan and the United Arab Emirates, each producing 4 documents. Meanwhile, South Africa, Spain, and Thailand have lower publication counts, each with approximately 3 documents.

Overall, this distribution indicates that research publications are dominated by Asian countries, particularly India and Indonesia, suggesting a high level of interest and research development in this field within the region



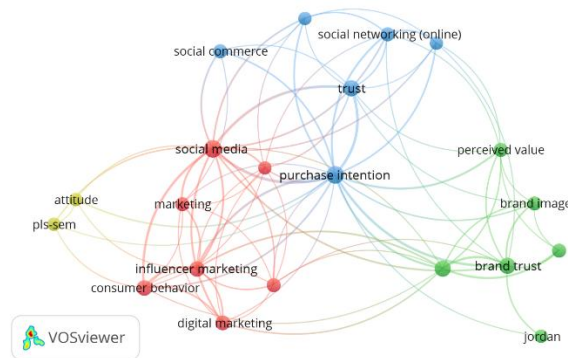
**Figure 5. Distribution by Academic Field**  
 Source: *Data Processed, 2026*

The distribution of publications by academic field shows that the most dominant research is in the field of Business, Management, and Accounting, with 63 documents, or approximately 48.8% of the total publications. This indicates that research topics are heavily focused on managerial and business aspects.

Next, the Social Sciences field ranks second with 18 documents (14.0%), followed by Economics, Econometrics, and Finance with 15 documents (11.6%). The Computer Science field also makes a significant contribution with 13 documents (10.1%), reflecting the incorporation of technological approaches in research studies.

Additionally, Decision Sciences contributed 10 documents (7.8%), while other fields such as Arts and Humanities and Psychology each contributed 3 documents (2.3%). The Engineering field had a smaller contribution of approximately 1.6%, whereas Earth and Planetary Sciences and Environmental Science were the fields with the lowest contributions, each at around 0.8%.

Overall, this distribution indicates that research is dominated by the fields of business and economics, supported by the social sciences and technology, thus reflecting a multidisciplinary approach that remains centered on economic and managerial studies.



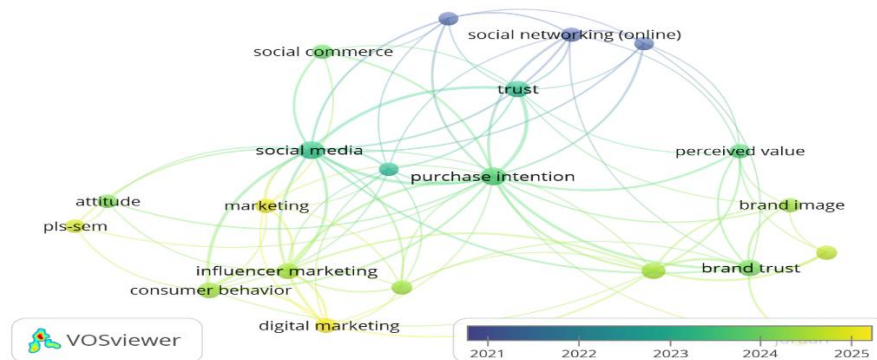
**Figure 6. Keyword Co-Occurrence Network Visualization**

**Source:** *Data Processed, 2026*

The keyword co-occurrence network visualization illustrates the relationships among keywords in the analyzed research, which are divided into several main clusters based on topic proximity. The first cluster (in red) centers on keywords such as social media, digital marketing, influencer marketing, marketing, and consumer behavior. This cluster reflects the study's focus on digital marketing strategies and the role of social media in influencing consumer behavior. The second cluster (blue) centers on "purchase intention" as the central keyword, strongly linked to "trust," "social networking (online)," and "social commerce." This indicates that purchase intention is a key variable influenced by trust and social networking activities in a digital context.

The third cluster (green) encompasses brand image, brand trust, and perceived value. This cluster highlights the importance of consumers' perceptions of brand value and image in shaping trust in the brand, which ultimately contributes to purchase decisions. Additionally, there is a small cluster (yellow) consisting of attitude and analytical methods such as PLS-SEM, which illustrates the methodological approaches and psychological variables used in the study.

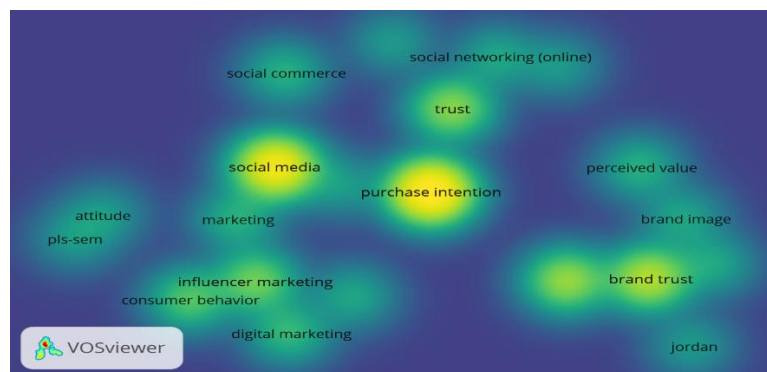
Overall, this network demonstrates that purchase intention serves as the central hub connecting the clusters, integrating aspects of digital marketing, trust, and perceptions of value and brand. This indicates that research in this field is multidimensional, with an emphasis on the integration of technological, psychological, and marketing strategy factors in influencing consumer behavior



**Figure 7. Keyword Co-Occurrence Overlay Visualization**  
 Source: *Data Processed, 2026*

The keyword co-occurrence overlay visualization shows the temporal (time-based) evolution of keyword usage in the study, indicated by a color gradient ranging from blue (older, around 2021) to yellow (newer, around 2024–2025). In the early phase (indicated by blue), research focused more on foundational concepts such as social networking (online) and trust. This indicates that early studies emphasized the development of trust and interaction within social networks as the foundation of digital consumer behavior. Entering the middle period (green), the research focus began to shift toward purchase intention, social media, and social commerce. At this stage, research evolves toward how these digital activities influence consumer purchase intentions, making purchase intention the central variable linking various concepts.

Meanwhile, in the most recent period (marked in yellow), there is increased attention on topics such as digital marketing, influencer marketing, consumer behavior, attitudes, and methodological approaches like PLS-SEM. Additionally, variables such as brand trust and brand image are being studied more frequently, indicating a shift toward strengthening brand-based marketing strategies and evaluating more complex consumer behavior. Overall, this visualization indicates an evolution in research from a focus on trust and social networks toward a broader integration of digital marketing, consumer behavior, and the formation of brand value and image in influencing purchase intention.



**Figure 8. Keyword Co-Occurrence Density Visualization**  
 Source: *Data Processed, 2026*

The keyword co-occurrence density visualization illustrates the density and frequency of keyword appearances in the study, represented by a color gradient ranging from blue (low) to yellow (high). Based on this visualization, the area with the highest density (bright yellow) is centered around the keyword “purchase intention.” This indicates that “purchase intention” is the most dominant and frequently examined topic, serving as the core of the entire research structure. Additionally, high density is also observed for “social media” and “trust,” which are located near the center of the network. This suggests that these two variables have high frequency of occurrence and a strong association with “purchase intention,” making them key factors in influencing consumer behavior. At the medium density level (green), there are keywords such as brand trust, perceived value, social commerce, social networking (online), and marketing. These keywords demonstrate a significant contribution to the research, though not as intense as the primary variables.

Meanwhile, keywords with lower density (tending toward blue), such as digital marketing, influencer marketing, consumer behavior, attitude, and PLS-SEM, indicate that these topics are relatively less researched or still emerging in the literature. Overall, this visualization confirms that research in this field centers on purchase intention, strongly supported by trust and social media factors, as well as other variables such as perceived value and brand trust. This indicates an integrated research structure with a primary focus on how various factors influence consumer purchasing decisions in a digital context.

## **Discussion**

Based on the synthesis of 21 selected articles, it can be concluded that social media marketing (SMM) plays a highly dominant role in shaping consumers’ purchase intentions and purchase decisions, both directly and indirectly through various psychological variables such as brand trust, perceived value, attitude, and customer preference. These findings align with the Stimulus–Organism–Response (SOR) framework, which positions SMM as the primary stimulus influencing consumer behavioral responses.

First, the majority of studies confirm that trust (brand trust) is the most consistent key variable mediating the influence of SMM on purchase decisions. Studies by Hasan et al. (2025), Moslehpour et al. (2021), and Govender & Yavisha (2023) show that trust not only directly influences purchase intent but also functions as a mediating mechanism that strengthens the relationship between social media activity and consumer behavior. In fact, in the context of social commerce, trust accounts for a significant proportion of the variance in purchase intention. This reinforces the theory that in a digital environment fraught with uncertainty, trust serves as a crucial risk-reduction factor.

However, not all studies have found a strong mediating role for brand trust. Walean et al. (2025) and Hanaysha (2022) show that while brand trust significantly influences purchase decisions, its role as a mediator is not always dominant across all dimensions of SMM. This indicates that the influence of SMM can also be direct, particularly through informative and interactive content.

Second, the quality of information and marketing content are key determinants in shaping consumer perceptions. Studies by Ahmad et al. (2026) and Huwaida et al. (2024) emphasize that information that is relevant, easy to understand, and aligned with consumer needs has a significant influence on purchase intent. Additionally, dimensions such as interactivity and engagement have been shown to increase perceived value and strengthen

consumers' emotional connection with the brand (Rawangngam et al., 2025). This indicates that the effectiveness of SMM lies not only in exposure but also in the quality of the digital experience provided to consumers.

Third, the role of influencer marketing and e-WOM is also a key factor in shaping consumer behavior, particularly among younger generations. Saad et al. (2025) and Rajput & Gandhi (2024) found that an influencer's credibility and appeal have a positive influence on purchase intent, primarily through the establishment of trust and emotional closeness. However, Abdullah et al. (2023) indicate that in certain contexts, an influencer's appeal is even more dominant than trust. This finding suggests that emotional factors and social identification play a significant role in social media-based marketing.

Fourth, perceived value and brand image have also been proven to be significant determinants in shaping purchase decisions. Research by Wang et al. (2021) and Rawangngam et al. (2025) indicates that perceived value—whether utilitarian or hedonic—contributes to the formation of trust and purchase intent. Additionally, a positive brand image can reinforce consumer attitudes and increase the probability of purchase, as demonstrated by Mores & Pradipto (2025).

Fifth, there are varying findings regarding the influence of social and cultural factors. Arora et al. (2025) show that informative influence and trust increase e-WOM engagement, while normative factors have a negative influence. Meanwhile, Mores & Pradipto (2025) found that cultural norms and religious values do not significantly moderate the relationship between attitude and purchase intention, indicating a shift in consumer behavior, particularly among the younger generation.

Contextually, studies conducted in developing countries such as Indonesia, India, Thailand, and Jordan show that high social media penetration has altered consumer decision-making patterns. Consumers have become more reliant on digital information, user reviews, and social interactions when making purchasing decisions. This reinforces the argument that SMM functions not only as a promotional tool but also as a means of shaping consumer perceptions and experiences.

Overall, the findings of this study confirm that: (1) Social media marketing has a significant influence on purchasing decisions; (2) Brand trust is a key mediator, although not always dominant; (3) Information quality, interactivity, and engagement are important factors in the effectiveness of SMM; (4) Influencers and e-WOM play a major role in shaping consumer perceptions and trust; (5) Digital consumer behavior is multidimensional, influenced by cognitive, emotional, and social factors.

Thus, this study reinforces the conceptual model that positions social media marketing as the stimulus, brand trust and customer preference as the organism, and the purchase decision as the response, particularly in the context of digital consumers such as BSI Tabungan Haji users

#### 4. CONCLUSION

Based on the systematic review and bibliometric analysis, this study concludes that social media marketing (SMM) plays a significant role in influencing consumer purchase decisions in the digital era, both directly and indirectly through psychological and relational mechanisms. The findings indicate that brand trust is the most prominent mediating variable

in linking SMM activities to purchase decisions, as it reduces consumer uncertainty, strengthens confidence, and increases the likelihood of purchasing. In addition, the effectiveness of SMM is strongly determined by the quality of social media content, particularly its informative, relevant, interactive, and engaging characteristics. Influencer marketing and electronic word-of-mouth (e-WOM) also play important roles in shaping brand credibility, emotional connection, and consumer confidence, especially among younger consumers who rely heavily on digital recommendations, peer reviews, and social experiences.

Theoretically, the findings support the relevance of the Stimulus–Organism–Response (SOR) framework in explaining how SMM influences consumer behavior. In this context, SMM functions as an external stimulus that affects consumers' internal states, such as trust, attitude, perception, preference, and perceived value, which subsequently lead to behavioral responses in the form of purchase intention or purchase decisions. This study contributes to the literature by confirming brand trust as a central mechanism in digital consumer decision-making and by highlighting the interconnected roles of content quality, e-WOM, influencer credibility, brand image, and consumer engagement in shaping purchasing behavior.

Practically, the findings imply that companies need to design integrated, transparent, and trust-oriented social media marketing strategies. Businesses, particularly in the financial services sector such as BSI Tabungan Haji, should not rely solely on promotional content but should prioritize educational, authentic, relevant, and interactive communication to build long-term consumer relationships. Companies are also advised to manage influencer partnerships selectively, strengthen e-WOM through positive digital experiences, and respond actively to consumer feedback. For future research, scholars are encouraged to develop broader models by incorporating variables such as customer engagement, perceived risk, digital literacy, consumer experience, and platform characteristics, as well as employing longitudinal or mixed-methods approaches to obtain deeper and more generalizable insights into digital consumer behavior.

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