

MAPPING THE LITERATURE ON DIGITAL MARKETING, BRAND IMAGE, PERCEIVED VALUE, AND PURCHASE INTENTION: A BIBLIOMETRIC AND SYSTEMATIC REVIEW

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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 purchasing decisions. Despite the growing body of literature on this topic, the relationships among digital marketing, brand image, perceived value, and purchase intention 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 digital marketing, brand image, perceived value, and purchase intention. 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 digital marketing and consumer behavior in recent years, indicating growing academic interest in this field. The bibliometric analysis shows that social media marketing acts as a central theme connecting several key concepts such as brand image, perceived value, and purchase intention. Furthermore, overlay visualization indicates that emerging research topics include perceived value, consumer engagement, customization, and brand awareness, reflecting a shift toward a more holistic understanding of consumer experience in digital environments. This study contributes to the literature by mapping the intellectual structure and research evolution in the digital marketing domain and highlighting potential research directions for future studies. The findings also provide insights for researchers and practitioners in developing more integrated marketing strategies that enhance brand perception and perceived value to influence consumer purchase intention.

Keywords: Digital Marketing, Social Media Marketing, Brand Image, Perceived Value, Purchase Intention, Bibliometric Analysis

1. INTRODUCTION

Advances in digital technology over the past few years have brought about significant changes in marketing practices and consumer behavior (Wang & Tsai, 2014). Digital transformation is driving companies to leverage various online platforms, particularly social media, as a more effective and interactive means of marketing communication (Diventy et al., 2020). Through digital marketing strategies, companies can not only reach a broader audience but also build closer relationships with customers through the delivery of information, interaction, and digital brand experiences.

Digital marketing plays a crucial role in influencing consumers' perceptions of a brand and fostering purchase intent (Nawaz & Kaldeen, 2020). Various studies indicate that digital marketing activities, particularly through social media, can enhance consumer engagement and foster a positive brand image. A strong brand image can increase consumer trust in products or services and reduce uncertainty in the purchase decision-making process (Hien et al., 2020). Additionally, consumers' perceptions of the value derived from a product or service (perceived value) also serve as a critical factor influencing purchase intention within the digital marketing environment (Li et al., 2021).

Although research on digital marketing and consumer behavior has advanced significantly in recent years, several research gaps remain that warrant attention. First, most previous studies tend to focus on the direct influence of digital marketing on purchase intention without considering the more complex psychological mechanisms underlying this relationship. In the context of digital marketing, however, consumers' perceptions of the value received (perceived value) and brand image play a crucial role in shaping consumer evaluations and purchase decisions.

Second, the existing literature still shows fragmentation in explaining the relationships between these variables. Some studies position brand image as a mediator between digital marketing and purchase intention, while others emphasize the role of perceived value or other psychological variables such as trust and engagement. This inconsistency indicates that the relationships among variables within the digital marketing ecosystem have not yet been fully and comprehensively understood.

Third, based on the results of bibliometric analysis using VOSviewer, it is evident that previous research has largely focused on social media marketing and purchase intention, while the integration of brand image and perceived value within a single conceptual framework remains relatively limited. Additionally, overlay visualization analysis indicates that topics such as perceived value, customization, and consumer behavior are relatively new and still evolving themes over the past few years.

Fourth, geographically, most research on this topic remains concentrated in a few countries in Asia and the Middle East, indicating opportunities to expand the research context across diverse cultural environments and markets. This situation highlights the need for research capable of integrating various perspectives to explain how digital marketing influences consumer behavior through the formation of brand image and perceived value.

Based on these gaps, this study aims to provide a more comprehensive understanding of the development of research related to digital marketing, brand image, perceived value, and purchase intention through a systematic literature review and bibliometric analysis, thereby identifying research patterns, topic evolution, and future research opportunities.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a marketing approach that utilizes digital media and internet technology to convey product information to consumers widely and efficiently. Kotler & Keller (2016) explain that digital marketing is part of integrated marketing communications that uses digital channels to inform and persuade consumers. Chaffey & Ellis-Chadwick (2019) emphasize that digital marketing enables companies to reach consumers more quickly and with measurable results. Nawaz & Kaldeen (2020) also state that digital marketing makes it easier for consumers to obtain product information without time or location constraints.

The development of digital marketing is driven by changes in consumer behavior, as consumers increasingly rely on digital technology to seek information. Kotler & Keller (2016) note that modern consumers tend to use digital media as their primary source of product information. Diventy et al. (2020) explain that digital marketing serves as the initial means for consumers to become familiar with a product. Erlangga et al. (2021) add that the increasing use of the internet makes digital marketing an increasingly relevant strategy in marketing.

The key characteristics of digital marketing lie in its ability to deliver messages quickly, widely, and interactively. Kotler & Keller (2016) state that digital media enables companies to deliver marketing messages in real-time. Watulingas & Permana (2020) emphasize that digital marketing provides a more dynamic communication experience compared to conventional marketing. Otopah et al. (2024) also note that interactivity in digital marketing is a key advantage, particularly in the service sector.

Content quality and ease of access to information are crucial elements in implementing digital marketing. Kotler & Keller (2016) emphasize that digital content must be informative and relevant so that marketing messages can be well understood. Erlangga et al. (2021) explain that high-quality digital content helps consumers understand product characteristics. Nawaz & Kaldeen (2020) also state that the ease of accessing information through digital media enhances the effectiveness of marketing communication.

In service marketing, digital marketing plays a strategic role because it helps explain intangible products. Kotler & Keller (2016) explain that service marketing requires intensive communication to reduce consumer uncertainty. Otopah et al. (2024) state that digital marketing serves as a means of consumer education in banking services. Chaffey & Ellis-Chadwick (2019) also affirm that digital marketing is the primary approach for conveying service information clearly and consistently.

Brand Image

Brand image refers to consumers' perceptions of a brand, which are formed from associations stored in their memory. Aaker (1997) explains that brand image relates to a set of meaningful, strong, and unique brand associations. Keller (2013) emphasizes that brand image reflects how consumers view and evaluate a brand based on their experiences and the information they receive. Wang & Tsai (2014) also state that brand image serves as an overall representation of the brand that influences how consumers assess products or services.

The formation of brand image is influenced by various information and experiences that consumers repeatedly encounter. Aaker (1997) states that consistency in messaging and brand identity are key factors in building a strong brand image. Hien et al. (2020) explain that brand image is formed through the process of consumer evaluation of brand attributes and reputation. Agmeka et al. (2019) add that digital marketing activities play a role in strengthening brand image through the delivery of structured messages.

Brand image also reflects a brand's quality and credibility in the eyes of consumers. Aaker (1997) explains that associations of quality and reliability are key components of brand image. Benhardy et al. (2020) state that a positive brand image fosters better perceptions of price and quality. Bhakar et al. (2013) also emphasize that brand image serves as a quality cue when consumers face information constraints.

In the service sector, brand image plays a crucial role because services are intangible and difficult to evaluate before use. Keller (2013) states that consumers tend to rely on brand image as the basis for evaluating services. Wang & Tsai (2014) explain that brand image helps reduce consumer uncertainty when selecting service products. Hien et al. (2020) add that brand image is a key factor in building consumer trust in services.

A strong brand image is characterized by brand associations that are memorable, positive, and relevant to consumer needs. Aaker (1997) explains that the strength, uniqueness, and appropriateness of brand associations determine the effectiveness of brand image. Keller (2013) emphasizes that a clear brand image makes it easier for consumers to recognize and distinguish brands. Agmeka et al. (2019) also state that a good brand image creates a superior brand perception in consumers' minds.

Perceived Value

Perceived value is a consumer's overall assessment of the benefits derived from a product or service compared to the sacrifices made. Zeithaml (1988) defines perceived value as a consumer's evaluation of what is received versus what is given. Kotler & Keller (2016) state that perceived value serves as a crucial foundation in shaping perceptions of a product. Shafiq et al. (2011) also emphasize that perceived value arises from the comparison between the perceived benefits and the costs consumers must incur.

Perceived value is formed through consumers' cognitive processes in evaluating product attributes. Zeithaml (1988) explains that perceived value is not only related to price but also to quality, convenience, and functional benefits. Gan & Wang (2017) state that in digital commerce, perceived value is influenced by ease of access and clarity of information. Chi et al. (2011) also explain that consumers tend to assign a higher value when a product's benefits are perceived as superior.

In consumer behavior, perceived value serves as a determinant of attitudes and intentions toward a product. Zeithaml (1988) emphasizes that perceived value influences consumer preferences. Li et al. (2021) state that perceived value plays a crucial role in shaping consumer interest in a product. Zhang and Zhang (2022) also explain that consumers' perceived value contributes to their readiness to make a purchase.

Perceived value is also influenced by consumers' experiences and expectations regarding the product. Zeithaml (1988) explains that previous consumption experiences can strengthen or weaken perceived value. Gan & Wang (2017) state that positive digital

interactions enhance consumers' perceived value. Shafiq et al. (2011) also add that consumers with high perceived value tend to have more positive product evaluations.

In marketing research, perceived value is often used as an indicator of the success of marketing strategies. Zeithaml (1988) asserts that an increase in consumers' perceived value can enhance market response. Kotler & Keller (2016) state that companies need to create superior value to compete sustainably. Chi et al. (2011) also explain that perceived value serves as a key benchmark in understanding consumer perceptions of a product.

Purchase Intention

Purchase intentions refer to consumers' tendency or intention to purchase a product or service. Fishbein & Ajzen (1975) explain that purchase intentions are a form of behavioral intention that reflects an individual's readiness to take action. Kotler & Keller (2016) state that purchase intentions indicate the likelihood that consumers will make a purchase in the future. Shafiq et al. (2011) also emphasize that purchase intentions describe consumer behavioral tendencies prior to a purchase decision being made.

Purchase intentions are formed through a process of evaluating information received by consumers. Fishbein & Ajzen (1975) explain that behavioral intentions are influenced by an individual's attitude toward the object and their beliefs. Chi et al. (2011) state that consumers form purchase intentions after evaluating a product's benefits and relevance. Gan and Wang (2017) also explain that purchase intentions emerge as a result of consumers' cognitive considerations regarding a product.

In marketing, purchase intentions are used as a key indicator for predicting actual purchasing behavior. Kotler and Keller (2016) note that purchase intentions are often used to estimate market response to a product. Shafiq et al. (2011) state that purchase intentions have a strong relationship with purchase decisions. Li et al. (2021) also explain that purchase intentions serve as an initial measure in assessing the success of marketing strategies.

Purchase intentions also reflect the level of consumer interest and preference for a product. Fishbein & Ajzen (1975) explain that the stronger a person's intention, the greater the likelihood that the action will be carried out. Wang and Tsai (2014) state that purchase intentions indicate consumer interest in a specific brand. Zhang & Zhang (2022) add that purchase intentions describe consumers' readiness to make a purchase in a specific situation.

In consumer behavior research, purchase intentions are influenced by individuals' perceptions and evaluations of the product. Fishbein & Ajzen (1975) emphasize that behavioral intentions result from consumers' rational evaluation processes. Chi et al. (2011) explain that purchase intentions emerge after consumers form beliefs about the benefits of a product. Kotler & Keller (2016) also state that purchase intentions are a crucial stage before consumers make an actual purchase decision.

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: 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 following keywords: TITLE-ABS-KEY (“digital marketing” OR “online marketing” OR “social media marketing”) AND (“brand image” OR “brand perception”) AND (“perceived value” OR “customer value”) AND (“purchase intention” OR “buying intention”), yielding the following results

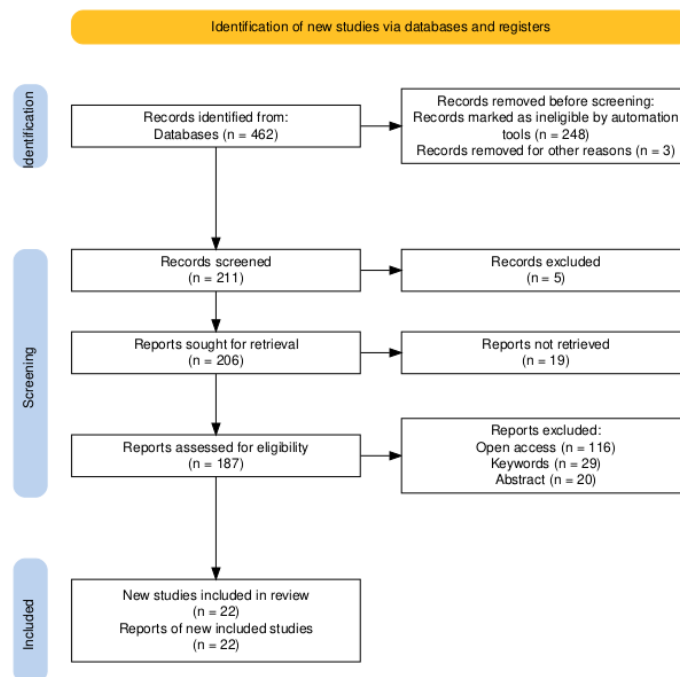


Figure 1. Article Analysis Using PRISMA

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

The literature selection process in this study followed the PRISMA guidelines. During the identification phase, a total of 462 articles were retrieved from various relevant databases. Before the screening process began, 248 articles were automatically eliminated by the screening tool because they did not meet the initial criteria, and 3 articles were excluded for other reasons, leaving 211 articles for the screening phase. During the screening phase, the titles and topic relevance were examined, resulting in 5 articles being excluded for being irrelevant to the research focus. Subsequently, 206 articles proceeded to the full-text retrieval phase; however, full-text documents for 19 articles could not be obtained, so they could not be analyzed further. Consequently, 187 articles proceeded to the eligibility assessment stage. At this stage, 116 articles were excluded for failing to align with the study's keywords, and 29 articles were eliminated following abstract evaluation. After completing the entire selection process, 38 articles meeting the inclusion criteria were identified and ultimately included in the systematic literature review for this study

Table 1. Details of Selected Articles

No.	Article Details	Research Objectives	Research Findings
1	Prasetio, A., Liew, T.W., Gan, C.L. , ... Trianasari, N., Wahyuningtyas, R. (2026) More than a Good Deal: The Interplay of Perceived Value, Multidimensional Engagement, and Intention to Buy in Live Platform	This study aims to analyze how perceived consumer value—including financial value, functional value, individual value, and social value— influences user engagement (affective, cognitive, and behavioral engagement) and its impact on purchase intention in live-stream shopping.	The results of the study indicate that financial value has a strong influence on affective and cognitive engagement, while functional value influences cognitive and behavioral engagement. Additionally, individual value and social value can strengthen users' emotional engagement, which directly drives purchasing behavior.

2	<p>Nurlatifah, F., Ariyanti, M., Iskamto, D. (2025) The Effect of Social Media Marketing On Purchase Intention: The Mediating Role of Brand Image and Brand Trust</p>	<p>This study aims to analyze consumer responses to social media marketing, brand image, and brand trust, as well as to test the influence of social media marketing on purchase intention with brand image and brand trust as mediating variables for the local cosmetics brand Hiqween.</p>	<p>The results of the study indicate that social media marketing has a positive and significant effect on brand image, brand trust, and purchase intention. However, brand image and brand trust were not found to play a significant role as mediating variables in the relationship between social media marketing and purchase intention.</p>
3	<p>Awad, A., Alharthi, B. (2025) The role of digital marketing tools in promoting tourism: An applied study on online marketing strategies</p>	<p>This study aims to analyze the influence of digital marketing strategies—specifically social media marketing, electronic word-of-mouth (e-WOM), and online advertising—on brand awareness and tourists’ visit intentions in the Asir region, Saudi Arabia.</p>	<p>The research results indicate that all three digital marketing strategies have a significant impact on brand awareness and tourists’ visit intent. Among the three, social media marketing has the strongest influence, followed by online advertising and e-WOM.</p>
4	<p>Yu, L.-C., Hsu, C.-L., Tsui, Y.-A. (2025) Effect of YouTube unboxing videos on viewers’ perceptions and subsequent behaviours</p>	<p>This study aims to analyze the influence of online social media marketing—including entertainment, interactivity, trendiness, customization, and word-of-mouth—on perceived trust, perceived value, as well as sharing intent and purchase intent among viewers of unboxing videos on YouTube.</p>	<p>The research results indicate that word-of-mouth has the strongest influence on perceived trust, followed by entertainment and trendiness, while interactivity and customization do not significantly influence perceived trust. Furthermore, the higher the perceived trust among the audience, the greater the perceived value, which</p>

			ultimately drives the desire to share information and purchase products.
5	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	This study aims to analyze the influence of visual social media marketing (VSMM) on customer purchase intention at real estate companies in Jordan, considering the mediating role of e-Trust.	The research results indicate that VSMM and e-Trust significantly influence purchase intention, and e-Trust was found to mediate the relationship between VSMM and purchase intention.
6	Ali, M., Farooq, M., Yen, Y.Y., Saqib, N.U.S. (2025) Digital Meme Marketing as an Informational Service: Effects on Self-Expansion, Brand Attitude, and Purchase Intention in Online Shopping Platforms	This study aims to analyze the influence of meme marketing on self-expansion, brand attitude, and purchase intention using the Value Attitude Behavior (VAB) framework	The research results indicate that meme marketing significantly increases self-expansion, which in turn strengthens positive attitudes toward the brand and enhances purchase intention.
7	Rahayu, I., Juju, U., Suteja, J. (2025) Antecedents and Consequences of Social Media Marketing Adoption: A Systematic Literature Review	This study aims to integrate the currently fragmented research on social media marketing adoption and identify the key factors influencing business performance. Through a systematic literature review using the PRISMA guidelines on 38 publications indexed in Scopus Preview, this study also seeks to identify knowledge gaps in social media marketing research.	The research findings indicate that social media marketing plays a crucial role across various industries and regions. Its adoption is influenced by several key factors, such as perceptions, awareness levels, trust, and consumer sentiment regarding the use of social media in marketing. Furthermore, this study identifies several research gaps that form the basis for recommendations for future research agendas

			in the field of social media marketing.
8	Tohari, A., Sugiono, S., Irmayanti, E., ... Meilina, R., Sandy, T.A. (2025) The Impact of Word of Mouth, Product Quality, and Price on Trust and Repurchase Intentions: A SEM-Based Case Study of Indonesian Live Streaming E-Commerce	This study aims to analyze the influence of Word of Mouth (WoM), product quality, and price on trust and repurchase intention in the context of e-commerce live streaming in Indonesia.	Trust plays a crucial role in enhancing repurchase intent. Word-of-mouth (WoM) and price were found to significantly influence trust, while WoM exhibits a dual effect: it increases trust but directly reduces repurchase intent. Product quality does not significantly influence either trust or repurchase intent, indicating that in e-commerce live streaming, consumer interactions and experiences are more influential than product attributes
9	Xia, L., Xu, Y., Zhang, Y., Jiang, H., Cui, B. (2024) Impact of airline social media marketing on purchase intention: Evidence from China using PLS-SEM	This study aims to analyze the influence of social media marketing on perceived customer value and purchase intent for airlines in China, taking into account factors such as the perceived ease of use of social media platforms, the usefulness of information, and marketing strategies	The research findings indicate that social media marketing has a positive effect on customer purchase intent, with perceived value serving as a mediating variable. Information utility is the most important factor in shaping perceived value toward airline products, while marketing strategies are the most significant factor in increasing purchase intent. Furthermore, this study underscores the importance of tailoring marketing strategies

			based on customer characteristics such as gender, income level, social media usage intensity, and travel frequency.
10	Islam, M., Sheikh, S.A. (2024) Are Social Media-Based Marketing Strategies the New Mechanisms for Attracting Consumers? A Quantitative Method-Based Approach	This study aims to analyze the influence of social media marketing on consumer purchase intent, as well as to understand the important role of influencer marketing in influencing purchasing decisions amidst technological developments and features on social media platforms.	The research findings indicate that social media marketing has a positive and significant relationship with consumer purchase intent. These findings confirm that the use of social media, including influencer marketing strategies, can increase consumer interest and the likelihood of making a purchase.
11	Alnaser, F., Alghizzawi, M., Abualfalayeh, G., ... Alharthi, S., Al Koni, S.R. (2024) The Impact of Social Media Marketing Activities on Purchase Intention	This study aims to analyze the effect of social media marketing activities on consumer purchase intention, as well as to examine the mediating roles of perceived value (PV) and social brand engagement (SBE) in the relationship between social media marketing (SMM) and purchase intention (PI) among consumers of cosmetic products in Palestine.	The results of the study indicate that social media marketing activities have a positive effect on perceived value, social brand engagement, and consumer purchase intention. Furthermore, perceived value and social brand engagement also have a direct positive effect on purchase intention. These two variables were found to act as partial mediators that strengthen the relationship between social media marketing and consumer purchase intention.
12	Kumar, K.L., Devi, S.A. (2024) Beyond	This study aims to analyze the influence of	The research results indicate that SMMA

	<p>Likes and Shares: Unveiling the Sequential Mediation of Brand Equity, Loyalty, Image, and Awareness in Social Media Marketing's Influence on Repurchase Intentions for High-Tech Products</p>	<p>social media marketing activities (SMMA) on repurchase intention (RPI) for high-tech products, by testing the mediating roles of brand equity (BE), brand loyalty (BL), brand image (BI), and brand awareness (BA).</p>	<p>has a positive effect on repurchase intention. Furthermore, brand loyalty, brand awareness, and brand image were found to positively mediate the relationship between SMMA and repurchase intention. Conversely, brand equity exhibits a negative mediating effect.</p>
13	<p>Rathi, N., Jain, P. (2024) Impact of meme marketing on consumer purchase intention: Examining the mediating role of consumer engagement</p>	<p>This study aims to analyze the influence of meme marketing on consumer purchase intention, as well as to examine the mediating role of consumer engagement in this relationship among social media users in India.</p>	<p>The research results indicate that meme marketing has a positive and significant effect on consumer purchase intention as well as on consumer engagement. Furthermore, consumer engagement also has a significant positive effect on purchase intention. Additionally, it was found that consumer engagement partially mediates the relationship between meme marketing and purchase intention.</p>
14	<p>Wahyu, M., Solihat, I., Simatupang, J., Yacob, S., Ningrum, E.D.P. (2023) Mapping Research In Digital Marketing: 2007-2022 Period In Indonesia Context</p>	<p>This study aims to expand understanding of the development of digital marketing research in Indonesia over the past 20 years through bibliometric analysis and research map visualization using the VOSviewer application.</p>	<p>The research results show that during the 2007–2022 period, there were 980 publications with 9,504 citations, with a very significant increase in publications in 2020 of 80% compared to the previous year. The institutions that published the most research on digital</p>

			<p>marketing were IPB, Padjadjaran University, and Telkom University. The study also mapped the 40 best articles from a management science perspective, with Cahyono's (2016) publication being the most influential with 543 citations. Visual analysis yielded 114 total link strengths, 49 keywords, and 7 research clusters, which can serve as a reference for future researchers to identify digital marketing topics that have not yet been extensively studied.</p>
15	<p>Mirbabaei, S.M., Ahmadinejad, B., Hajmalek, M., ... Laalkazemian, E., Karampour, A. (2023) Investigating the Impact of Social Media Marketing Activities on Customer Satisfaction with the Mediating Role of Brand Equity and Perceived Value</p>	<p>This study aims to analyze the effectiveness of social media marketing activities in increasing the use of online services by insurance companies and to examine their impact on consumer satisfaction, with brand awareness and perceived value as mediating variables.</p>	<p>The research results indicate that social media marketing activities—including entertainment, interaction, trendiness, customization, and perceived risk—have a positive and significant impact on consumer satisfaction. This relationship is mediated by brand image, brand awareness, perceived value, and social identity. Additionally, social identity was found to influence perceived value, which ultimately contributes to increased consumer satisfaction with the</p>

			insurance company's online services.
16	Listyarti, I., Suryani, T., Cordova, F.F. (2023) Do Social Media Marketing Activities Enhance Customer Satisfaction and Co-Creation?	This study aims to analyze the role of Social Media Marketing Activities (SMMA) in enhancing customer satisfaction and customer co-creation for local brands based on Schematic Perspective Theory. Specifically, this study examines the influence of SMMA on brand awareness and brand image, as well as the influence of brand image on customer satisfaction and customer co-creation.	Based on PLS-SEM analysis using WarpPLS 7.0 on 316 respondents, the results indicate that SMMA has a significant positive effect on brand awareness and brand image. Furthermore, brand image has a positive effect on customer satisfaction, and customer satisfaction influences customer co-creation. Additionally, customer satisfaction plays a crucial role as a mediating variable that drives customer co-creation. These findings suggest that companies need to design social media marketing activities that emphasize interactivity and customization to enhance customer satisfaction and encourage consumer participation in co-creating value.
17	Komari A. (2023) product quality as a mediating variable in repurchase decisions: The case of Indonesian skincare products	This study aims to analyze the role of product quality in mediating the influence of brand image, customer value, and digital marketing on the decision to repurchase local skincare products in Surabaya.	The research results indicate that product quality mediates the relationship between brand image and customer value on repurchase decisions, but does not mediate the relationship between digital

			marketing and repurchase decisions. Furthermore, brand image and customer value have a positive effect on product quality, whereas digital marketing does not show a significant effect. These findings confirm that product quality and brand image are key factors driving consumers to repurchase skincare products.
18	Tarabieh, S.M.Z.A. (2022) The Impact of Social-media Marketing Activities on Consumers' Loyalty Intentions: The Mediating Roles of Brand Awareness, Consumer Brand Engagement and Brand Image	This study aims to analyze the influence of social media marketing activities (SMMAs) on loyalty intentions, considering the role of brand awareness, consumer brand engagement, and brand image as mediating variables among airline consumers in Jordan who use social media such as Facebook, Twitter, and Instagram.	The research results indicate that SMMAs have a positive and significant effect on brand awareness and consumer brand engagement. Furthermore, brand awareness and consumer brand engagement positively influence brand image and loyalty intentions, and brand image also positively influences loyalty intentions. These findings confirm that social media marketing activities can enhance consumer loyalty by increasing brand awareness, consumer engagement, and brand image.
19	Husain, R., Ahmad, A., Khan, B.M. (2022)	This study aims to analyze the influence of social media marketing activities, brand equity,	The research results indicate that social media marketing activities and brand

	The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands	brand trust, and consumption status on luxury brand purchase intentions among consumers in the Indian luxury market.	equity have a positive influence on purchase intentions for luxury brands. Additionally, consumption status and brand trust were also found to influence consumer purchase intentions. These findings suggest that social media marketing strategies, strengthening brand equity, as well as social status and trust in the brand are key factors in increasing consumer interest in luxury products.
20	Siddiqui, M.S., Siddiqui, U.A., Khan, M.A., ... Saxena, A.K., Siddiqui, J.H. (2021) Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India	This study aims to identify the factors influencing the credibility of electronic word-of-mouth (eWOM) emerging through social networking sites (SNS), as well as to analyze its impact on brand image and consumer purchase intentions.	The research results indicate that activities on social networking sites (SNS) play a significant role in shaping the credibility of eWOM. This eWOM credibility subsequently influences the formation of brand image and increases consumer purchase intent. These findings suggest that companies need to leverage social media activities to foster credible eWOM in order to strengthen brand image and enhance purchasing decisions.
21	Garg, A., Kumar, J. (2021) Social media marketing influence on Boutique Hotel	This study aims to analyze the relationship between various social media marketing	The results of the study indicate that marketing activities and electronic word-of-mouth

	customers' purchase intention in Malaysia	practices and customer purchase intent at boutique hotels in Malaysia, as well as to examine how social media marketing strategies can increase consumer interest in these hotels' services.	(eWOM) have a significant effect on customers' purchase intentions, with perceived usefulness and perceived trust serving as mediating variables. These findings suggest that effective social media marketing can enhance consumer trust and perceived benefits, thereby driving an increase in purchase intentions for boutique hotels.
22	Dobre, C., Milovan, A.-M., Duțu, C., Preda, G., Agapie, A. (2021) The common values of social media marketing and luxury brands. The millennials and generation z perspective	This study aims to analyze the extent to which Millennial and Generation Z consumers perceive the compatibility between social media marketing and luxury brands as a marketing channel.	The research results indicate that Millennial and Generation Z consumers view social media as a suitable channel for luxury brand marketing. Furthermore, this study demonstrates that digital technology can still be leveraged to showcase the exclusivity, emotions, and sensory experiences that characterize luxury products. This study also offers a multidimensional approach to perceived value within the context of social media marketing and luxury brands.

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 following keywords: (TITLE-ABS-KEY (“digital marketing” OR “online marketing” OR “social media marketing”) AND ALL (“brand image” OR “brand perception”) AND ALL (“perceived value” OR “customer value”) AND ALL (“purchase intention” OR “buying intention”)) AND PUBYEAR > 2020 AND PUBYEAR < 2027 AND (LIMIT-TO (LANGUAGE, ‘English’) AND (LIMIT-TO (OA , “all”)) AND (LIMIT-TO (DOCTYPE , “ar”) OR LIMIT-TO (DOCTYPE , “re”)) AND (LIMIT-TO (PUBSTAGE , “final”)) AND (LIMIT-TO (SRCTYPE , ‘j’)) AND (LIMIT-TO (SUBJAREA , “BUSI”)) AND (LIMIT-TO (EXACTKEYWORD , “Purchase Intention”) OR LIMIT-TO (EXACTKEYWORD , “Brand Image”) OR LIMIT-TO (EXACTKEYWORD , “Perceived Value”) OR LIMIT-TO (EXACTKEYWORD , “Digital Marketing”)). The researchers limited the screening process to publications from 2021–2026, 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 22 of the most relevant studies aligned with the research focus.

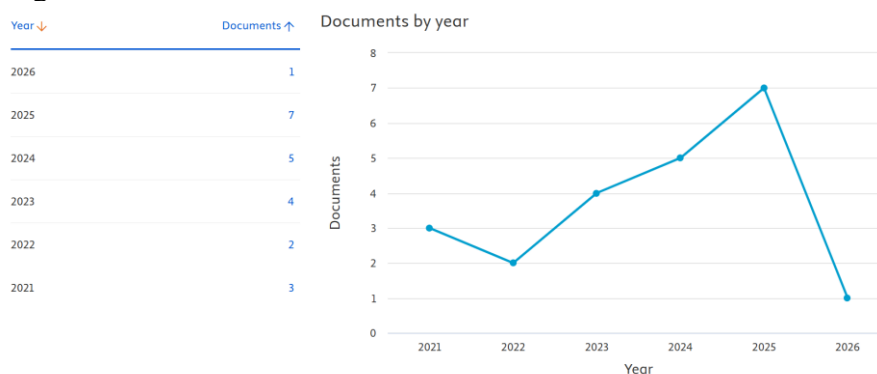


Figure 2. Publication Trends by Year
 Source: Data Processed, 2026

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 publication trend shows a gradual increase, peaking in 2025, although there are fluctuations in certain years.

In the early stage of the observation period, namely 2021, the number of publications was recorded at 3 documents, which then saw a slight decrease to 2 documents in 2022. This decline may indicate that research on the topic was still in the early stages of development or had not yet become a primary focus within the academic community at that time. However, starting in 2023, an increase in research interest became evident, reflected in the rise in the number of publications to 4 documents, and further increasing to 5 documents in 2024.

The most significant increase occurred in 2025, with the number of publications reaching 7 documents, the highest value during the observation period. This trend indicates that the research topic under examination is beginning to garner broader attention from researchers, thereby qualifying as the “growing research interest” or “expansion phase” in the development of scientific literature. This increase may also reflect the expanding academic discourse, encompassing methodological approaches, research contexts, and the enrichment of variables under study.

Meanwhile, in 2026, the number of publications dropped to 1 document. This decline likely does not reflect a substantive decrease in research interest but is more likely due to limitations in the indexing timeline or ongoing publication processes, given that the year was not yet fully concluded at the time of data collection.

Overall, this publication distribution pattern indicates that the research field under analysis has shown a positive development trend in recent years, suggesting that the topic is beginning to gain broader academic recognition and continues to evolve as a relevant area of research

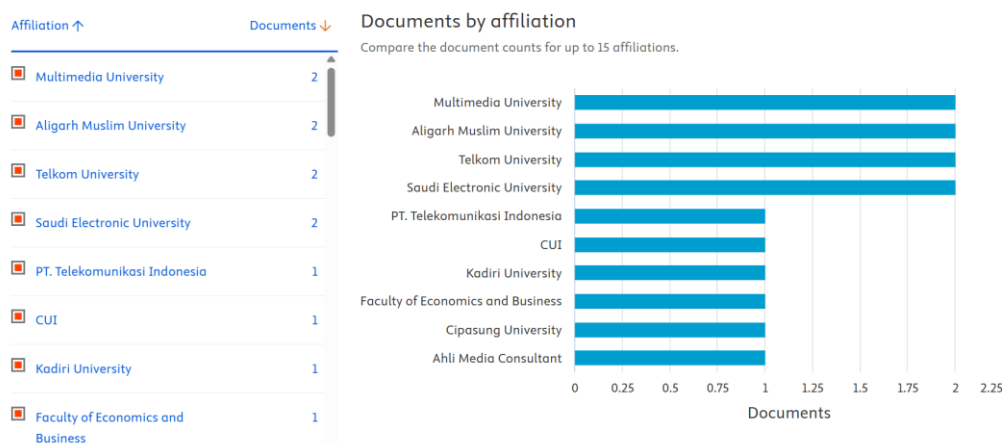


Figure 3. Distribution of Publications by Institutional Affiliation

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 identified as the main contributors with the highest number of publications.

The institutions with the most dominant contributions are Multimedia University, Aligarh Muslim University, Telkom University, and Saudi Electronic University, each with 2 published documents. These findings indicate that these institutions serve as active research hubs in the development of studies related to the analyzed research topic. The presence of institutions from various countries also reflects that research in this field has an international scope and is not limited to a specific geographic region.

Additionally, several other institutions are recorded as having contributed with 1 publication, including PT. Telekomunikasi Indonesia, CUI, Kadiri University, the Faculty of Economics and Business at Cipasung University, and Ahli Media Consultant. Although

the number of publications is relatively smaller, the involvement of these institutions indicates cross-sectoral participation, not only from the academic community but also from the industrial sector and consulting firms.

From a bibliometric perspective, this distribution pattern suggests that research on the examined topic remains at a relatively dispersed developmental stage, where publication contributions have not yet strongly concentrated in a single specific institution. This situation suggests opportunities for broader research collaboration among institutions in the future, which has the potential to enhance scientific productivity and enrich research perspectives through multidisciplinary and cross-institutional cooperation.

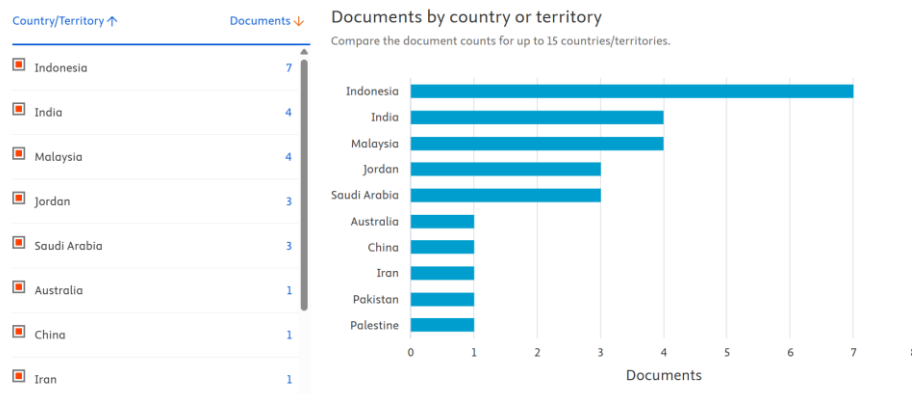


Figure 4. Distribution of Publications by Country

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, Indonesia is recorded as the country with the highest number of publications, namely 7 documents. This dominance indicates that the research topic under analysis has garnered significant attention from the academic community in Indonesia, while also suggesting a concentration of research activity within that national context.

Next in line are India and Malaysia, each with 4 published documents. The contributions from these two countries demonstrate that the Asian region plays a significant role in the development of literature within the field of research under study. Additionally, Jordan and Saudi Arabia also made significant contributions with 3 publications each, indicating the active involvement of Middle Eastern countries in research related to this topic.

Meanwhile, several other countries such as Australia, China, Iran, Pakistan, and Palestine are noted to have more limited contributions, each with 1 publication. Although the numbers are relatively small, the involvement of these countries indicates that research in this field has begun to attract broader attention across various regions of the world.

From a bibliometric perspective, this distribution of publications suggests that research development on the examined topic remains concentrated in certain countries, particularly in Asia and the Middle East. This pattern indicates that regional contexts likely exert a significant influence on the focus of the research conducted. Furthermore, this situation also opens opportunities for cross-national research collaboration to broaden the

scope of studies, enhance the diversity of academic perspectives, and strengthen global contributions to the development of this research field.

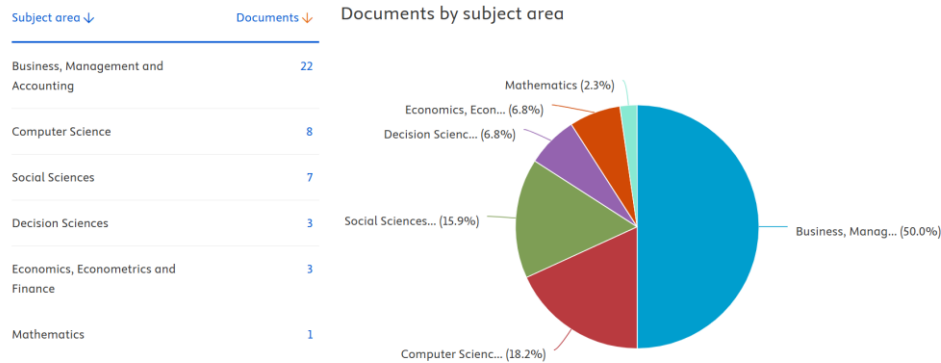


Figure 5. Distribution by Subject Area

Source: *Data Processed, 2026*

Based on a bibliometric analysis of the distribution of documents by subject area, it is evident that the publications analyzed are dominated by the field of Business, Management, and Accounting, with 22 documents, or approximately 50.0% of the total publications. This dominance indicates that the research topics examined in this study have been extensively developed, both conceptually and empirically, from a business management perspective, particularly regarding marketing strategy, consumer behavior, and brand value management and purchasing decisions.

The Computer Science field ranks second with 8 documents (18.2%), indicating that research developments in this topic are also influenced by advancements in digital technology, particularly in the context of digital marketing, consumer data analysis, and the utilization of online platforms in marketing activities. Next, the Social Sciences field contributed 7 documents (15.9%), indicating that the phenomena under study are not viewed solely from a business perspective but are also examined from the perspectives of social behavior, consumer psychology, and social interactions within digital environments.

Meanwhile, contributions from the fields of Decision Sciences and Economics, Econometrics and Finance each totaled 3 documents (6.8%), reflecting the use of analytical and econometric approaches in understanding consumer decision-making processes as well as the economic implications of digital marketing activities. The Mathematics field has the smallest contribution, with 1 document (2.3%), which generally relates to the use of mathematical models or quantitative approaches in research data analysis.

This distribution indicates that the research topics in this study are multidisciplinary, although they are predominantly rooted in the disciplines of business and management. The involvement of other fields such as computer science, social sciences, and economics demonstrates that research developments are increasingly integrated with digital technology and more comprehensive analytical approaches.

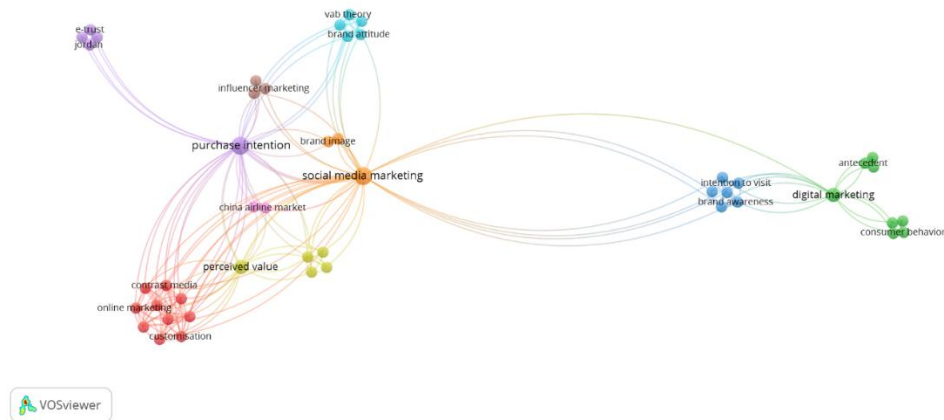


Figure 6. Keyword Co-Occurrence Network Visualization

Source: *Data Processed, 2026*

Next, an analysis of the keyword co-occurrence network visualization was conducted to identify the conceptual structure and relationships among research topics within the analyzed literature. The keyword network visualization was generated using VOSviewer software, which maps the relationships between keywords based on their frequency of co-occurrence in the same documents.

The mapping results show that the keyword “social media marketing” occupies a central position in the research network. This is evident from the numerous connections formed between this keyword and other concepts such as brand image, perceived value, brand attitude, and purchase intention. This central position indicates that social media marketing is a primary focus in the analyzed literature and serves as a connecting variable between digital marketing strategies and consumer behavior.

Additionally, the keyword network forms several research clusters that illustrate the main themes in this field of study. One cluster highlights the relationship between social media marketing, brand image, and brand attitude, indicating that many studies focus on how digital marketing activities influence consumers’ perceptions and attitudes toward brands. Another cluster relates to dimensions of consumer value, reflected in the connections between the keywords perceived value, online marketing, and customization. This indicates that research also emphasizes the importance of creating value and personalized experiences for consumers in the context of digital marketing.

Furthermore, there is a cluster linking the concepts of digital marketing, brand awareness, and consumer behavior. This cluster underscores that studies on digital marketing do not only focus on marketing communication strategies but also on their impact on brand awareness and the consumer decision-making process.

Overall, the results of the keyword co-occurrence analysis indicate that research on digital marketing is developing in an interdisciplinary manner, with a primary focus on the interrelationship between digital marketing activities, the formation of perceptions and attitudes toward brands, and their implications for purchase intention. These findings also suggest opportunities for further research, particularly in integrating consumer psychological variables, digital trust factors, and cultural contexts into digital marketing research models.

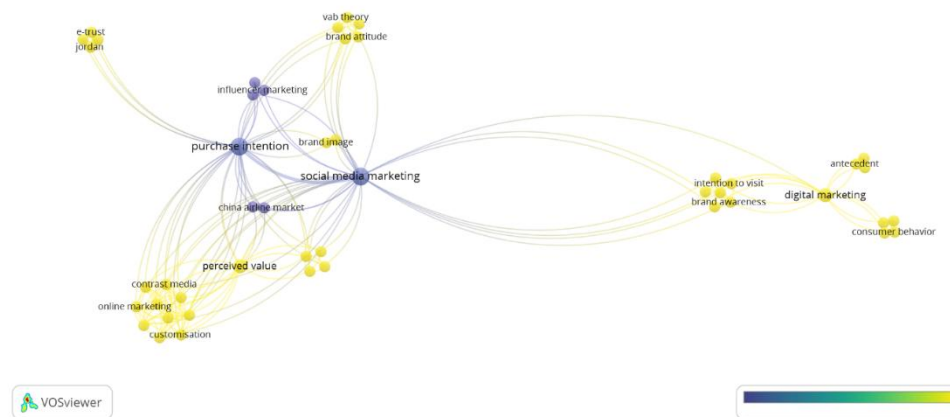


Figure 7. Keyword Co-Occurrence Overlay Visualization

Source: *Data Processed, 2026*

Analysis of the keyword co-occurrence overlay visualization using VOSviewer was used to identify the temporal development of research topics in the analyzed literature. In this visualization, the node color indicates the average year of keyword occurrence, where blue indicates topics that appeared relatively earlier in the literature, while yellow indicates newer and emerging topics.

The analysis results show that the keywords “social media marketing” and “purchase intention” are located in a bluer-colored area, indicating that both concepts have been a focus of research since the early period of digital marketing studies. These two keywords also have strong connections with several other concepts such as brand image, brand attitude, and influencer marketing, indicating that previous research has heavily emphasized the relationship between social media marketing activities and the formation of brand perceptions and consumer purchase intentions.

Furthermore, keywords such as “digital marketing,” “brand awareness,” and “intention to visit” appear in a color spectrum shifting toward green and yellow. This suggests that research linking digital marketing to brand awareness and consumer interest in visiting or using specific services is a relatively newer topic that has begun to emerge in recent years.

Additionally, keywords such as perceived value, online marketing, and customization also appear in brighter colors, indicating increasing research attention toward aspects of consumer value creation and personalization within digital marketing strategies. This development reflects a shift in research focus from merely the effectiveness of marketing communication toward a deeper understanding of the experiences and perceived value consumers encounter in the digital environment.

Overall, the results of the overlay visualization reveal an evolutionary shift in research topics, from an initial focus on the relationship between social media marketing and purchase intent toward a broader examination of digital marketing, brand awareness, and consumer behavior within the digital ecosystem. These findings suggest that research in the

field of digital marketing is increasingly evolving toward a more integrated approach that combines marketing strategies, consumer experiences, and the value created for customers

Discussion

The results of the Systematic Literature Review (SLR) and bibliometric analysis indicate that research on the relationship between digital marketing, brand image, perceived value, and purchase intention has seen significant growth in recent years. The increase in the number of publications, particularly from 2023 until it peaked in 2025, indicates that this topic is gaining increasing attention in marketing literature, especially within the context of digital transformation and changes in consumer behavior. This phenomenon aligns with advancements in digital technology, which are driving companies to adopt digital platform-based marketing strategies to enhance the effectiveness of marketing communication and interaction with consumers.

Findings from the literature review indicate that digital marketing, particularly in the form of social media marketing, is a key factor influencing consumer behavior and purchase intention. Several studies demonstrate that marketing activities via social media can increase consumer engagement and strengthen the relationship between companies and customers. For instance, the study by Xia et al. (2024) shows that social media marketing has a positive influence on purchase intention, with perceived value serving as a mediating variable. This indicates that the effectiveness of digital marketing strategies is determined not only by the intensity of marketing communication but also by a company's ability to create perceived value for consumers.

Furthermore, the literature review also indicates that brand image plays a significant role in influencing consumer purchase intention. A positive brand image can enhance consumer trust in a brand and reduce uncertainty in the decision-making process, particularly for intangible products or services. Research by Nurlatifah et al. (2025) and Kumar & Devi (2024) shows that marketing activities via social media can strengthen brand image, which ultimately contributes to increased purchase intention. These findings indicate that effective digital marketing strategies need to focus not only on conveying product information but also on building a strong brand image in consumers' minds.

Furthermore, perceived value also emerges as a key variable in shaping purchase intention. Based on various analyzed studies, consumers tend to have a purchase intention when they perceive greater benefits compared to the costs or risks incurred. Research by Prasetyo et al. (2026) shows that various dimensions of perceived value, such as financial value, functional value, and social value, can increase consumer engagement, which ultimately drives purchasing behavior. This indicates that the value perceived by consumers is a critical factor in determining the success of digital marketing strategies.

Other findings from the literature review indicate that the relationship between digital marketing and purchase intention is not always direct but is often mediated by other variables such as brand image, perceived value, brand trust, or consumer engagement. Alnaser et al. (2024) found that perceived value and social brand engagement act as partial mediators in the relationship between social media marketing and purchase intention. Similarly, Hasan et al. (2025) demonstrated that e-trust can strengthen the relationship between visual social media marketing and purchase intention. These results indicate that effective digital

marketing strategies must consider various psychological and emotional factors of consumers in shaping purchase intention.

From a bibliometric perspective, the results of the keyword co-occurrence analysis indicate that the concepts of social media marketing, brand image, perceived value, and purchase intention are interconnected within a fairly robust research network. The central position of social media marketing within the keyword network suggests that social media serves as a primary channel in digital marketing implementation, influencing consumer perceptions of brands as well as the perceived value of a product or service. Additionally, the emergence of keywords such as brand awareness, influencer marketing, consumer behavior, and customization indicates that research in this field is increasingly evolving toward a more comprehensive approach to understanding consumer behavior in the digital environment.

Overlay visualization analysis also reveals an evolution of research topics over time. In the early stages of research, the focus was primarily on the relationship between social media marketing and purchase intention. However, in recent years, research has expanded to include other variables such as perceived value, brand awareness, consumer engagement, and trust as mediating or reinforcing factors in that relationship. This development indicates that digital marketing research is increasingly oriented toward a more holistic understanding of the consumer experience and the value formation process within the digital environment.

Geographically, the distribution of publications indicates that most research on this topic is still dominated by countries in Asia and the Middle East, such as Indonesia, India, Malaysia, and Jordan. This suggests that the development of the digital economy in these regions has contributed to the growing interest in research related to digital marketing and consumer behavior. However, the scarcity of research in other regions highlights an opportunity to expand the research context globally, thereby providing a more comprehensive understanding of the dynamics of digital marketing across diverse cultural and economic environments.

Based on the overall results of the SLR and bibliometric analysis, it can be concluded that research on digital marketing, brand image, perceived value, and purchase intention is evolving in a multidimensional and interdisciplinary manner. Research not only focuses on the effectiveness of digital marketing strategies but also on how these strategies shape consumer perceptions, create value, and influence the purchase decision-making process. Therefore, future research needs to develop more integrative conceptual models by considering consumer psychological factors, advancements in digital technology, and the social and cultural contexts that influence consumer behavior.

4. CONCLUSION

This study aims to analyze the development of the literature on digital marketing, brand image, perceived value, and purchase intention through a systematic literature review and bibliometric analysis. Based on the results of the analysis, it can be concluded that research on digital marketing and consumer behavior has seen a significant increase in recent years, particularly in line with the development of digital technology and the growing use of social media as a marketing tool. The results of the bibliometric analysis indicate that social

media marketing is a central theme in the research network linking key concepts such as brand image, perceived value, and purchase intention. This suggests that marketing activities via social media play a crucial role in shaping consumers' perceptions of a brand as well as the perceived value of a product or service. Additionally, the results of the overlay visualization reveal an evolution in research topics, shifting from an initial focus on the relationship between social media marketing and purchase intention toward broader studies encompassing aspects of brand awareness, consumer behavior, perceived value, and customization. This development indicates that digital marketing research is increasingly moving toward a more comprehensive understanding of the consumer experience within the digital environment. Overall, the findings of this study confirm that the success of digital marketing strategies depends not only on the intensity of marketing communication but also on a company's ability to build a positive brand image and create perceived value for consumers.

Based on these findings, several recommendations for future research can be proposed. First, future studies could develop a more comprehensive conceptual model by incorporating additional mediating or moderating variables such as trust, consumer engagement, and electronic word-of-mouth to gain a deeper understanding of the mechanisms through which digital marketing influences purchase intention. Second, future research could expand the research context by testing the same model across various industry sectors—such as tourism, e-commerce, or the creative industry—to gain a broader understanding of digital marketing strategy implementation. Third, future research could also employ more diverse methodological approaches, such as mixed methods or longitudinal analysis, to understand the dynamics of changes in consumer behavior over a longer timeframe. Finally, future research is expected to explore cross-cultural contexts to provide a more comprehensive understanding of how social, cultural, and technological factors influence the effectiveness of digital marketing strategies in shaping purchase intention.

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