A Bibliometrics analysis on Effect of Social Media Marketing on Purchase Intention

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Abstract

Social media (SM) is a platform that businesses utilise to sell their brands and products through social media websites and social networking sites. Social media marketing (SMM) facilitates communication between new and established companies and their target audience. Purchase Intention (CE) is the sentimental connection that existing consumers have with a company or a product. Customers that are highly involved have a tendency to be more loyal to a company or product. Businesses often use social media marketing (SMM) to incite people to want to purchase their items.

Through bibliometric analysis, the research themes are highlighted in this study, which aims to evaluate the impact of social media marketing on purchase intention and offer a research agenda for the future. Using bibliometric analysis, the study conducted a comprehensive literature evaluation of studies on the effects of social media marketing from 2000 to 2022. Bibliographic information for 1254 publications was sourced from Scopus, a well-known academic indexing database. The R tool and VOS Viewer are two examples of the open-source software tools used in the study's many bibliometric analyses. This study is unusual in that it makes use of a range of scientific and quantitative mapping methods to improve comprehension and visualization of the research subject.

 Research scholars in the academic community will use the analysis of scientific research as a reference guide to comprehend the intellectual framework and theoretical underpinnings of online consumer behavior research, as well as to identify knowledge gaps and suggest future research directions. Through the numerous contributions provided by the scientific literature, it may also assist marketing practitioners in understanding the dynamic features of online consumers and their desire to purchase.

 Keywords: *Social media, social media marketing, purchase intention,*

1. Introduction

Social media (SM) encompasses a broad spectrum of web and internet-based mobile services that enable users to participate in online discussions, create content, and connect with groups of interest (1). Essentially, social media marketing (SMM) is the practise of using social networking sites to get people to

buy a product or brand. SMM, a kind of digital marketing (DM), enables businesses to accomplish their branding and marketing goals by producing and disseminating content on social media (SM) platforms[2].

Because some SM platforms let users create their own material—also known as user-generated content, or UGC—SM appeals to people of all ages. Social media platforms encompass a variety of online content types and platforms, such as blogs, microblogs, wikis, forums, message boards, social networking sites (SNS) like Facebook, social bookmarking sites (SBS) like Delicious, social sharing sites like YouTube, and social events sites (SES) like Yahoo (3).Social networking websites (SNW) including Facebook, Instagram, Twitter, and LinkedIn are popular platforms for SM marketing[4]. Through these websites, people and companies may communicate, create online communities, and strong relationships.

Many of these SNWs come with integrated data analytics tools and strategies that let companies monitor the effectiveness and advancement of their marketing initiatives. "People can communicate with each other more freely, access any information source at their convenience, and express their opinions and feelings freely thanks to the internet[5]." If done correctly, social media marketing has the potential to be very engaging [6]. Purchase intention (PI) may be used by SM to create a mutually beneficial and highly profitable relationship[7]. PI is the interaction between a company and its consumers that fosters both physical and emotional confidence in the company's name.

PI is the emotional connection that exists between a company's external clients and its products. Customers that are really involved with a brand are more likely to be loyal to it. PI improves the customer's perception of a more professional and user-centric mentality while also raising the satisfaction level. In order to provide a personalised experience across several channels, PI creates customer groups and enables omni-channel customer engagement via email, social media, live chat, and other means. The aim of interacting with consumers via social media platforms is to stimulate their desire to buy a specific brand or item[8].

"Consumers' purchase intention is a characteristic of consumer behavior. Consumer behavior is a collection of activities that intend to meet consumption needs of individuals of different characteristics[9]. SM platforms are employed by most of the business firms to increase the purchase intention of prospective customers by engaging them in a variety of ways. In this paper we try to give the outcome of various research studies conducted across the globe in the area of SMM.

An extensive literature survey to collect and comprehend the research studies conducted to understand how business firms and marketers employ social media for their marketing activities in order to attract customers and improve sales performance. The study is also aimed at proposing a viable theoretical model to show the interaction between marketing activities through SM and PI that could be statistically tested further.

2. Social Media (SM)

Innovation comes with creativity and in today's world creativity is another word for Digital Technology (DT) where Social Media (SM) is one of the essential applications of DT. SM plays a key role in the day to day life of every individual. SM platform is found to be the best way to communicate and promote one's thought. SM is a platform where, people share information, ideas, career interests and other forms of expression via virtual communities and networks. The growth and development of Information and Computer Technology (ICT) has accelerated SM usage among people.

Daud and Islam (2011) conducted a study to explore the factors that influence consumer buying intention during online shopping through Social Media. The study was conducted in Penang, Malaysia with 300 higher education students. The research mainly focused on the positive association between self-efficacy and consumer buying intention. Independent variables which affect consumer buying intention are usefulness, ease of use, compatibility, privacy, security, normative beliefs and attitude of the students. This study explained the mentality of Malaysian students with respect to internet shopping[11]

In this study, the researcher explained the reasons behind low preference of online shopping application by higher education students and the factors influencing the student's intention to shop on internet. Active online shopping initiated to stop worrying also about traffic jam, crowded shops, parking space, etc. The results of the study revealed a conclusive response between student's attitude towards internet shopping and the usefulness as perceived by them.

Kim and Ko (2012) proposed that SM marketing enhances consumer equity in Seoul Metropolitan City, South Korea. This study is wholly based on the luxury fashion brands which are affected by SM. The study employed structured questionnaire to collect data from respondents. A pilot test was done to select the sample for luxury brands with the help of fifteen students majoring in fashion marketing to list three luxury fashion brands. To examine the proposed hypothesis, the researcher collected primary data from 362 respondents. The dependent variable employed in the study is consumer equity. The study highlighted that SM marketing of luxury brands consist of five essential components: entertainment, interaction, trendiness, customization and word of mouth. This research explained the impact of SM marketing activities of luxury fashion brands on consumer purchase intention and customer equity[12]

Mamun et al. (2020) conducted a study on social media and consumer engagement in Malaysia. This study mainly focused on social influence, performance expectancy, perceived trust, perceived risk, perceived enjoyment and effort expectancy. The purpose of the study is to analyse the economic significance of failure ratio of SMEs (small and medium enterprise). The study also found out that Malaysian SMEs owners do not have enough technological skill and the adoption of new technology is very slow. The study also validates the behaviour and consumer perception which evaluate the adoption of

social media. This study resulted in performance expectancy, perceived trust, perceived enjoyment affected social media adoption which ultimately affects the consumer engagement[13].

Pezzuti et al. (2021) conducted a study to analyze as to how language of brand messages influences consumer engagement on social media. Text analyses of brand messages on Facebook and Twitter showed that the words that express certainty like always, everything and forever were associated with higher levels of consumer engagement as revealed in their likes, comments and shares/retweets. The findings of two controlled experiments showed that brand messages that express certainty influences consumers' perception about brands thus leading to increased consumer engagement. In addition, brand messages expressing certainty makes brands seem more powerful which in turn positively affects consumer engagement. Further, the indirect effect of language certainty on consumer engagement is stronger among those consumers with more power distance beliefs[14].

3. Social Media Marketing and Customer Engagement

Kim and Chu (2011) conducted a study on the determinants of consumer engagement in social networking sites (SNSs) in Austin. This study suggested that product-focused electronic word-of-mouth (eWOM) in SNSs is a unique phenomenon with important social implications. The participants of the study include 400 undergraduate students of South Western University. The dependent variable is consumer engagement and the independent variables include tie strength, homophily, trust, normative influence and informative influence. The model proposed is referred to as the five component model. Tie strength refers to the potentiality of the bond between the users of the network family and friends. Homophily is the degree to which the users who interact with one another are similar in nature[15].

Trust is the willingness to have faith, confidence and hope in each other. Normative influence is the attitude where people change their behaviour, thoughts to be accepted by others. Informational influence is the new argument which is discussed in the group that will change the attitude, beliefs and behaviour of the users. eWOM exhibited positive association with tie strength, trust, normative influence and informational influence among SNSs users compared to homophily which showed negative relationship with eWOM. The study also explained that the social relationship factors are important antecedents for eWOM behaviour in SNSs[16].

Brodie et al. (2011) conducted a study to understand and illustrate the conceptual domain and the fundamental propositions of PI in Australia. It explains PI as a highly dynamic and interactive business environment. The researcher expands the theory by picturizing the relationship between the theory of marketing and service dominant (S-D) logic. The dependent variable of the study is CE whereas, independent variable included in the study are interactive and co- creative experience[17].

The study explores the role of PI and its co-created value as the foundation of PI. The study describes brand as a focal agent of PI. The research study arrived at five fundamental propositions (FPs), which are used to define PI. These FPs include (a) absorption: level of customer concentration on CE, (b) dedication: effects of emotional dimensions of PI, (c) vigor: interactive with focal engagement, (d) interaction: it's a two way communication between the focal engagement and object. It helps to differentiate the strategy of relational concepts including participation and involvement[18].

Brodie et al. (2013) conducted an exploratory study on PI among a virtual community in New Zealand. The study explored the scope and nature of PI in an online brand community environment. It helped to describe the theoretical meaning and the dynamic nature of PI. This study proved the complexity of multi-dimensional which merge at different level of intensity, which mirrored the various engagement states. Independent variables of this study are consumer loyalty, satisfaction, empowerment, connection, emotional bonding, trust and commitment. The dependent variable of the study is PI. The data for this study was collected with the help of Netnography which is a precise set of research practices which is related to data collection, analysis, research ethics and representation which are ingrained in participant observation. Ten to fifteen regular members who are consumers, studio owners/ trainers, equipment manufacturers and retailers participated in this study. As a result, this study identified four stages that include consumers specific interactive experience, engagement objects and motivational states, explored the process of PI, the sub process of PI and the key consequences of PI.

Sajilan and Krishnan (2014) conducted a study on the effects of Gen Z's intention to select Private Universities (PU) in Malaysia[20]. The study was conducted among 685 Gen Z students across various locations in Malaysia. Data was collected with the help of a self-administered questionnaire. Dependent variable employed in the study is the behavioural pattern of Gen Z students whereas; independent variables include student's enrolment, intention and choice. Students' attitude and subjective norms are used as the moderator variables in the study. SM has become a tremendous challenge for higher education institutions (HEI) for attracting students. The researcher used SM as a prominent basic tool and networking between the students and society. This study revealed thatwithout SM life of Malaysian students is almost unthinkable. This study has proved that most of the PU had targeted students with the help of SM.

But it is also proven that some of the students were not seriously engaged in SM contents and their effectiveness. This study has been an eagles eye view on socialising Gen Z's through SM and using SM as a promotion tool for PU. The study adopted the modified version of Theory of Reasoned Action (TRA). The study resulted in the missing attributes of the SM (i.e.) SM contents (SMC), media choice (MC), and information which plays a major role in attracting the students and had a positive significance from the students to join the PU.

Fung So et al. (2014) conducted a study on PI with respect to tourism SM brands in Australia. The participants in the study include 496 faculty members and postgraduate students. They were randomly assigned to a service category mainly hotel or airlines. The data was collected with the help of questionnaire. This study clearly showed the absence of perception and exact measurement of the five independent variable used namely identification, enthusiasm, absorption, attention and interaction. The dependent variable of the study is PI. The researcher developed and examined a 25 item scale model which is composed of the above five factor[21]. The findings of the study revealed that PI had a strong analysing property and showed a positive influence on behavioural intention of customers. The study provided a useful tool to derive customer insights and their psychological and behavioural connections with PI. The result showed that, PI portrayed a positive perspective with SM brands although, PI may demonstrate negative aspect like anti-brand activities.

Jayasingh and Rajagopalan (2015) conducted a study to explore the factors of consumer brand engagement on FB brand pages in India. The researchers selected and monitored 134 Indian FB brand pages for the brand activity (i.e.), posts as well as the customer interactions such as likes and comments. The dependent variable is consumer brand engagement and the independent variables are total number of fans, posts, video posts, picture posts, link posts and status posts. The data is extracted from FB's insights. This paper proposed a theoretical model based on Indian FB brand pages that might improve brand engagement. This study highlighted that the major determinants of consumer engagement include the content quality and frequency of brand posting activities but not the number of fans following the page. Overall, the study found out that consumer engagement depends on FB activities like total fans, total number of videos posted and total number of posts on the wall page. The total number of posts in a brand page is considered to be the most important factor that increases consumer engagement[22].

Harrigan et al. (2017) conducted a study on PI with respect to tourism SM brands in the United States (US).The independent variables of the study include affection, dedication, attention, absorption and enthusiasm. The dependent variable used in this study is PI. The research was conducted on the basis of PI with Tourism brands (CETB) and prediction of behavioural intention of loyalty model. The study further proposed a PI scale and nomological framework. Data was collected with the help of AMT. The research was conducted in three levels of interest: (1) CE with tourism brands which was measured with 25 item CETB scale, (2) behavioural intention of loyalty (BIL) measured with 4 item scale and (3) customer involvement which was measured with 10 item scale. The result showed that, usage of SM tourism brand will help to understand better use of pictures, videos polls, reviews, comments and blogs. Researcher also found out that, brands which have entertaining and educational content can attract the customers more.

4. Purchase Intention

\   "Purchase Intention (PI) has been a domain of research interests with the rise of social media (Lian and Yoong 2018)". Consumer Engagement is a process of building the relationship between consumer and brand. Consumer Engagement helps the brand to acquire, engage and retain in the existing market. CE creates a reputed relationship between the customers and brands. Singh et al. (2010) introduced key marketing strategies for Consumer Engagement based on their research study in India. This study was purely based on the deployment of IT reengineering business process projects. The research was carried out for the effective implementation and practice of Web 2.0 (a second generation web, facilitating online collaboration, sharing and synchronous communication among users) through consumer engagement[23].

The objective of the study was to investigate the conceptual framework of PI and the survey of Indian markets, development of PI model with the help of customer energy and organised flow of activities based on the components of PI. The independent variables employed in the study include creator, contributors, viewers, convenience, comfortable, consistency and customization. Consumer Engagement was used as the dependent variable in the study. The researcher had introduced a PI model to give an exact image of PI and the conceptual part which was researched based on the theoretical perspective. The results proved that, online PI in India is still in infant stage. Researchers also illustrated that in the coming days due to massive implementation of strategy by firm which increases the e-literacy rate in India. This study suggested that instead of targeting new customers, firms should market to their alumni[24]

Bilro and Loureiro (2020) conducted a study on systematic review on consumer engagement. This study analysed five major research streams like consumer engagement, online brand community engagement, consumer brand engagement, consumer engagement behaviours and media engagement. The study was carried out with the systematic review approach, text mining and clustering[25]. The study resulted in review of the existing literature on consumer engagement and proposed a framework for consumer engagement

5. Methodology

The present study is based on the Bibliometric Approach to gain useful information on the content of social media marketing and consumer engagement. Bibliometric analysis employs statistical tools and techniques to analyze books, articles, journal publications, etc. This review adopted both the procedures of bibliometric analysis i.e., performance analysis and scientific mapping, as suggested by Cobo et al., (2011). The performance analysis aims to measure the productivity and impact of scientific publications in terms of authors, universities, and countries. The structural and dynamic patterns of scientific research can be understood with the help of scientific mapping analysis[26\

To fulfill the study's objectives, the bibliographic data of documents were obtained from the Scopus by Elsevier, which is one of the popular academic indexing databases. Data were extracted in January 2021. All types of documents available in the Scopus were used for analysis to provide a comprehensive review of the selected research area. The publications available only in English language were considered, which resulted in a total 1254 documents. The search terms used to retrieve the documents were "online consumer" OR "e-consumer" OR "virtual consumer" OR "digital consumer" AND —behavior" OR "behavior‖ in the field of ‗Article title, Abstract, Keywords'. These documents were covering the period of 22 years, i.e., 2000 to 2022.

The bibliographic information of the papers, including the authors, sources, keywords, references, abstracts, total citations, and so on, was retrieved in order to undertake quantitative analysis and visualisation of online consumer behaviour research. The following quantitative techniques have assisted in the performance analysis and scientific mapping: co-occurrence analysis, co-citation analysis, content analysis, and citation analysis[27]. The study employed several open-source bibliometric software tools, including VOS Viewer (www.vosviewer.com; Van Eck & Waltman, 2010) and R tool (R Team, 2009), to conduct various quantitative analyses.

6. Results and Discussion

R software is used for the initial frequency distribution and document citation analysis. Table 1 lists the articles that were taken from the Scopus database, including 1254 documents that were released in January 2022 and between 2000 and 2022. In industrialised countries (the USA in particular) between 2000 and 2005, e-commerce companies expanded rapidly as a result of the rapid rise in Internet users. The primary factors ascribed to this evolution were predicated on the distinctive attributes of the Internet as a novel commercial medium, including its widespread presence, worldwide scope, interactive nature, information density, and capacity for personalization or customisation (Laudon and Laudon, 2011). Therefore, publications in the field of online consumer behaviour had begun in 1999, which would be regarded as the starting age of study, as a reflection of Industry Trends.

These materials were published in around 640 different sources, including books, journals, conference proceedings, conference reviews, and more. Thirty-eight papers total—more than twice as many as the amount of keywords given by the writers. Of the 2682 writers that contributed to the works, 169 were single authors and the remainder 2513 were multi-author authors. With a collaboration index of 2.44, each document has had an average of 2.69 co-authors. The research on the impact of social media marketing on purchase intention is popular, as seen by the relatively high average number of citations per document (27.21) [28].

6.1. Citation Analysis

The most popular bibliometric technique for creating citation tables and graphs is citation analysis. This study's analyses included citation analyses. VOSminer software has been used in the study for analysis. In order to achieve this goal, the study has taken into account the top five articles from the Scopus Database that have been mentioned since 2015 and that address social media marketing and customer interaction. The top five research scholar cited papers are shown in Table 1[29].

Table 1 Citation Analysis

SI.No	Article	Name of the Journal	Citation in Scopus
1	Ashley and Tuten (2015)	Psychology & Marketing	1216
2	Bianchi and Andrews (2018)	International Journal of Retail & Distribution Management	33
3	Devereux et al. (2020)	Journal of Consumer Behaviour	17
4	Tafesse (2016)	Journal of Product & Brand Management	117
5	Dessart et al. (2015)	Journal of Product & Brand Management	922

This study's main goal is to use qualitative analysis to investigate the connection between social media marketing and customer involvement. The five aforementioned, highly influential research publications were gathered from Google Scholar in order to conduct the study. The writers listed belowGoogle Scholar has published works by Ashley and Tuten (2015), Bianchi and Andrews (2018), Devereux et al. (2020), Tafesse (2016), and Dessart et al. (2015). Ashley and Tuten (2015) published a paper with 1216 citations in the journal Psychology & Marketing in 2015. In 2018, Bianchi and Andrews published a paper with 33 citations in the International Journal of Retail & Distribution Management.

In 2020, Devereux et al. published a paper with 17 citations in the Journal of Consumer Behaviour. In 2016, Tafesse published a paper in the Journal of Product & Brand Management, receiving 117 citations; similarly, in 2015, Dessart et al. published an article in the same journal, receiving 922 citations.According to the ranking system, the study paper by Ashley & Tuten (2015) obtained 1216 citations from various scholars, while Dessart et al. (2015) received 922 citations for the same research article. Tafesse (2016) is placed third in the hierarchy based on 117 citations for the research publication. Bianchi and Andrews (2018) and Devereux et al. (2020) are ranked fourth and fifth, respectively.**6.2.**

6.2. Region wise analysis

In general, 76 different nations have published diverse works in the field of social media marketing research overall. The top 10 nations for social media marketing research productivity between 2000 and 2022 are listed in Table 2. The most producing nation is the United States, with 372 papers (29.37%), followed by China (162 documents (12.92%), and the United Kingdom (115 documents 9.17%). India with 75 documents (5.98%), Taiwan with 73 documents (5.82%), Australia with 56 documents (4.47%), South Korea with 50 documents (3.99%), Canada with 47 documents (3.75%), Germany with 44 documents (3.51%), and Hong Kong with 43 documents (3.43%) are other nations that have made noteworthy contributions.

Hong Kong leads the world in terms of average citations per document, followed by the United States, Canada, Taiwan, and South Korea. With the most citations and hindex of 18726 and 61, respectively, the USA is clearly the most prolific nation in the field of social media marketing research, given its position as the world's preeminent nation in terms of economic, military, and technical might..

Table 2: Region Wise Analysis

Region	Number of Publication	No of Citations	Average Citations	Percentage	H- Index
US	372	18716	50.25	29.74	61
China	162	1444	8.9	12.89	18
UK	115	2781	24.89	9.17	27
India	75	280	3.8	5.98	10
Taiwan	73	2254	30.87	5.82	23
Australia	56	1325	25.18	4.5	21
Korea	50	1547	30.47	3.99	20
Canada	47	1878	38.78	3.78	18

| Germany | 44 | 1098 | 23.28 | 3.58 | 13 |
| Hong Kong | 43 | 2987 | 65.18 | 3.48 | 21 |

Table 2 shows that, of the ten most prolific nations, five are in Asia and two are in North America. This suggests that these two areas have contributed the greatest number of articles to the field of the influence of social marketing on purchase intention. The USA, UK, Taiwan, Hong Kong, and Australia are by far the most well-known nations when it comes to average citations and h-index[30].

6.3. Article keyword analysis

Table 3 lists the top 10 terms that writers have used. The chart indicates that the terms that appear most frequently in the literature are digital marketing, buy intention, and social media marketing.

Table 3: Top 10 Article Keywords

Article Keywords	Articles
Social media marketing	198
Purchase intention	194
Digital Marketing	158
E commerce	86
Social media	56
Consumer preference	52
Social media influence	42
Online review	33
Online shopping	29
Internet marketing	28

6.4. Co-occurrence of authors keywords Analysis

Co-occurrence of authors' keywords Analysis is has been illustrated in figure 1. The keyword network analysis resulted in form of clusters on basis of year . The cluster in dark green color, consists of significant keywords such as purchase intention, ecommerce indicating the effect of the social media marketing research field. The second cluster in blue color represents social media and social commerce on the particular research.
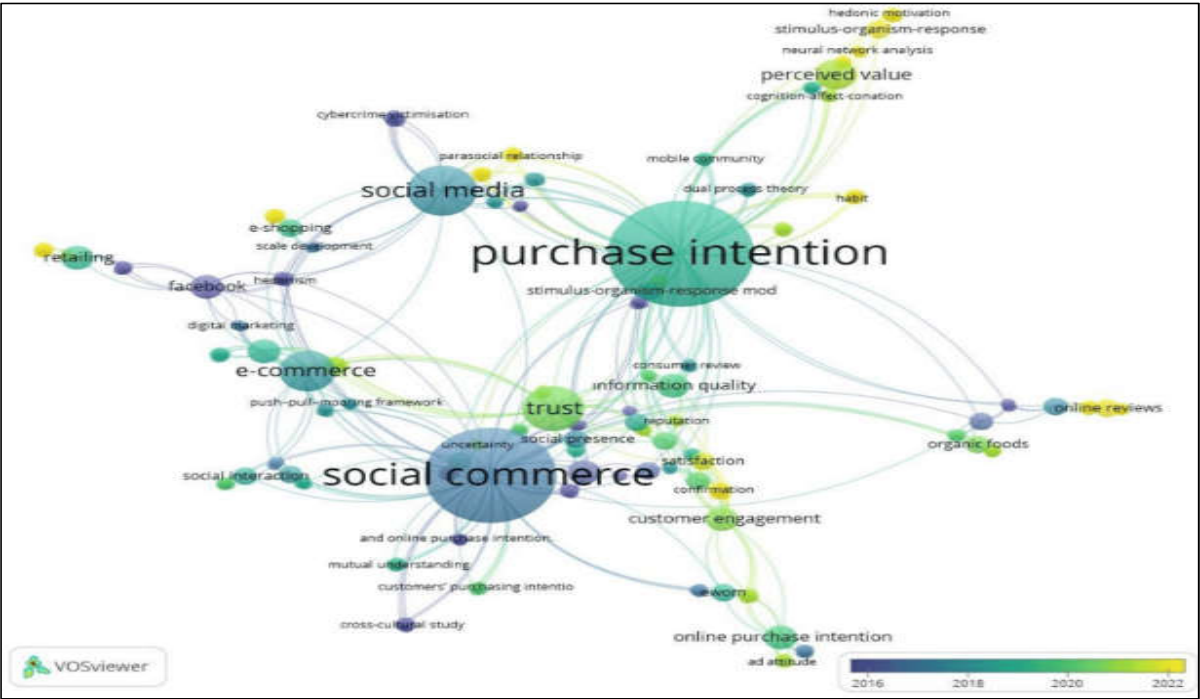
Figure 1: Co-occurrence of authors keywords Analysis

6.5. Co-citation analysis

In order to detect the most cited documents in the effect of social media marketing on purchase intention literature, a cut-off point of documents with a minimum of ten citations have been selected for analysis. There was a total of 52884 citations by all 1254 publications used in this study. Only 72 documents have met the minimum requirement of ten citations, which were used for further analysis. As per figure 2, co-citation network resulted in six clusters. These clusters were appropriately named based on the most-cited references in that cluster.
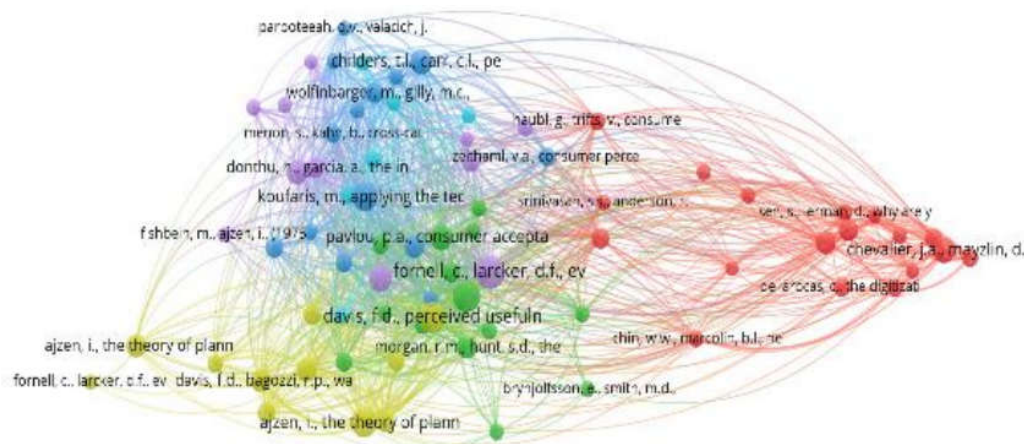
Figure 2: Co citation analysis

Conclusion

Social Media Marketing has found to be largely supporting the marketing activities of businesses to promote a product/brand. Marketing campaigns in social media are targeted towards customer segments to promote a product or brand. Firms are in a compelling state to create pages on SM platforms to provide information and customer services to attract new customers and maintain the existing ones (Pietro and Pantano, 2012). Business enterprises create exclusive pages to create awareness about a product or brand among their users.

Social Media Marketing platform is also used to promote a product or brand by engaging the customers through appropriate mode of interaction and quality of content. The purchase intention of consumers could be triggered by instilling trust and secured feeling in the minds of consumers. It has been observed that brand communications on one SME platform might engage consumers within the same SME platform (direct effects) as well as influence consumer engagement with the same brand on a different SME platform (spillover effects). Further, past engagement towards a post could also be carried forward into the future (carryover effects) (Unnava and Aravindakshan, 2021). This research paper enlightens young researchers with an emerging research area that needs to be explored further in order to validate the effectiveness and efficiency of marketing campaigns launched by companies.

Social media marketing has become a trend nowadays and businesses invest their resources to build and monitor content in social media. This article will provide direction to aspiring researchers in the area of social media marketing to further their research.

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