

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE PURCHASE INTENTION OF ELECTRONIC PRODUCTS

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ABSTRACT *This research aims to study the influence of social media marketing on the purchase intention of electronic products. The researcher used the questionnaire as the research tool and collected data from 400 samples of customers in Beijing, China. Descriptive statistics were used to analyze data, including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics, including Independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most respondents were 25-40 years old, primarily male, and most had a bachelor's degree education and a monthly income of less than 3000 yuan. The first hypotheses were tested, and the results found that demographic factors (Age, Gender, Income, Education level) significantly influence purchase intention in Beijing, China. The results of the second hypothesis found that social media marketing (content quality, posting frequency, user engagement, and platform choice) significantly influences purchase intention.*

Keywords: *Social media marketing, Purchase Intention, Electronic Products*

INTRODUCTION

With the rapid development of the internet and social media, social media marketing has become critical for businesses to promote their products and services. A growing number of electronics companies are seeing sales decline, and according to the latest data from US market research firm Circana, consumer electronics sales declined by 2% in 2024 (Chwang, 2025). Platforms such as Facebook, Instagram, and Twitter are not only places for users to interact but also vital channels through which companies can showcase their products, enhance brand recognition, and boost sales. This influence is particularly significant in the electronics industry. For instance, Majeed, Owusu-Ansah, and Ashmond (2021) explored how social media

influences purchase intention through the mediating role of brand equity, highlighting the substantial impact social media can have on consumer decisions.

An increasing number of electronics companies are investing substantial resources in social media marketing. They achieve brand dissemination and product promotion by posting high-quality content, frequently updating their feeds, and engaging with users actively. Studies, such as those by Alkharabsheh and Zhen (2021), have indicated that user-generated content, such as comments, shares, and likes on social media, can significantly enhance consumer trust and intention to purchase. Moreover, personalized and customized marketing strategies are becoming more prevalent in social media marketing, helping companies reach their target customer base more precisely. Similarly, Savitri et al. (2022) emphasized the role of social media marketing and brand image on smartphone purchase intentions, further illustrating the critical role of these platforms in the electronics products sector.

This study aims to investigate the impact of social media marketing on the purchase intentions of electronic products, providing theoretical support and empirical evidence for business marketing strategies. By understanding the key influencing factors of social media marketing, companies can optimize their marketing strategies to improve promotional effectiveness and increase sales revenue. Additionally, this research can aid the academic marketing field in better understanding the efficacy of social media marketing and its applications in consumer behavior. The work of Alwan and Alshurideh (2022), which examines the effect of digital marketing on purchase intention and the moderating role of brand equity, serves as a foundational basis for analyzing these factors.

In summary, the influence of social media marketing on the purchase intentions of electronic products is significant. Therefore, this study will delve into the theme of "The influence of social media marketing on the purchase intention of electronic products," exploring how social media marketing strategies affect consumer purchase decisions. The research aims to provide new perspectives and practical guidance for related businesses and academics. For example, Leong, Loi, and Woon (2022) investigated how electronic word-of-mouth (eWOM) information on social media platforms influences purchase intention, offering valuable insights into the powerful impact of user engagement and content quality on consumer behavior.

Research Questions

The research questions are as follows:

How do different demographic factors generate differences in purchase intention.?

How does social media marketing influence purchase intention?

Research Hypotheses

Hypotheses 1: Differences in demographic factors generate differences in purchase intention.

Hypotheses 2: Social media marketing influence on purchase intention.

Research Objectives

1. To study different demographic factors that generate differences in purchase intention.
2. To study the influence of social media marketing on purchase intention.

Research Framework

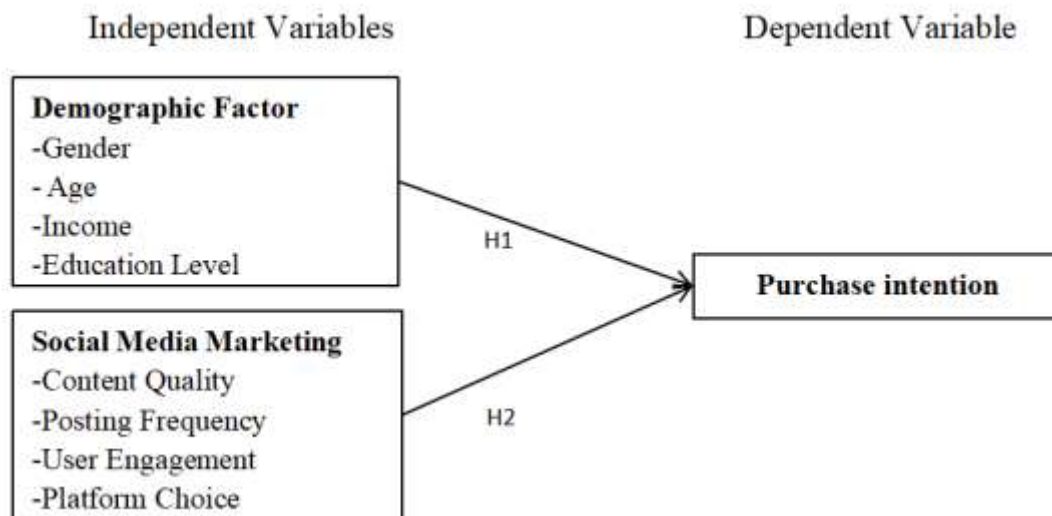


Figure 1. Research Framework

LITERATURE REVIEW

Demographic Factors

Gender plays a pivotal role in shaping purchase intention. Research indicates significant behavioral differences between males and females on social media. For instance, females are more inclined to share personal emotions and life details on social media (Guo and Main,2021), while males focus more on topics such as technology and sports (Woods and Butler,2020). These gender-specific behaviors influence the consumption of social media content and, consequently, impact purchase intentions. Peña-García et al. (2020) also highlight the cross-cultural variations in online purchase behavior influenced by gender.

Age is a significant demographic factor influencing purchase intention. Younger consumers, typically tech-savvy, are more likely to be influenced by social media marketing. They tend to engage more frequently with online content and are more receptive to social media trends and features. In contrast, older consumers may demonstrate different online shopping behaviors, showing varying levels of engagement and responsiveness to social media marketing efforts (Moran, Muzellec, and Johnson, 2020).

Income, a crucial indicator of personal economic status, significantly influences purchase intention. With more disposable resources and time, high-income groups actively participate in social media activities, frequently posting high-quality content and attracting considerable attention and interaction (Shahbaznezhad, Dolan, and Rashidirad, 2021). They are also more receptive to new social media features and trends, enhancing their engagement. Zhuang, Luo, and Riaz (2021) confirm that economic factors like income level play a critical role in shaping consumer behavior and purchase intention.

Education level is a key factor influencing social media usage and engagement effectiveness. Higher education often correlates with better information literacy and critical thinking skills, allowing individuals to discern the authenticity of information on social media and engage in more valuable discussions (Li, Tan, & Sun, 2021). Educated individuals usually have diverse interests and broader social networks, fostering varied communication and interaction on social media. Wijekoon and Sabri (2021) emphasize that educational background significantly influences consumer decision-making and environmental awareness, affecting purchase intentions for green products.

Demographic variables such as gender, income, and education level significantly influence purchase intention. By reviewing and analyzing existing literature, it is clear that these variables impact purchase intention at different levels, collectively shaping the landscape of consumer behavior.

Social Media Marketing

Social media marketing has become essential for businesses to engage with their audience, promote products, and drive sales. Its effectiveness, however, hinges on several key factors, including content quality, posting frequency, user engagement, and platform choice (Jain et al., 2023). This section explores how each of these components plays a role in shaping the success of social media marketing efforts.

Content quality: Content quality is a fundamental aspect of social media marketing that significantly influences consumer engagement and purchase intention for electronic products. High-quality content that is relevant, informative, and engaging can capture the target audience's attention and foster a positive brand image. According to Evans, Bratton, and McKee (2021), well-crafted social media content serves as a dynamic vehicle for brand promotion. It attracts potential customers and encourages existing customers to interact with the brand, thus increasing customer loyalty. Furthermore, Hanaysha (2022) highlights that content quality on social media platforms directly impacts consumer purchase decisions in electronic products, emphasizing the critical role of maintaining superior content standards to build and sustain trust.

Posting Frequency: The frequency of posts on social media is another key factor that affects the effectiveness of social media marketing. Regular and consistent posting keeps the brand visible in consumers' feeds and helps maintain engagement levels. Chu, Deng, and Cheng (2020) note that frequent updates and consistent interaction through social media platforms are crucial for sustaining

customer interest and engagement in hospitality and tourism. However, it is essential to balance quantity with quality to avoid overwhelming the audience with excessive posts, which can lead to disengagement.

User engagement: User engagement measures the level of interaction between the brand and its audience on social media. High levels of engagement, indicated by likes, comments, shares, and other interactions, reflect the audience's positive reception of the content and their interest in the brand. Wibowo et al. (2020) emphasize that customer behavior is significantly influenced by social media marketing activities, with user engagement playing a pivotal role in shaping purchase decisions. Engaged users are likelier to develop a strong connection with the brand, leading to increased trust and higher purchase intentions. Jamil et al. (2022) also stress the importance of adapting social media marketing activities to enhance user engagement, particularly in the rapidly evolving digital landscape.

Platform Choice: The frequency of posts on social media is another key factor that affects the effectiveness of social media marketing on purchase intention. Regular and consistent posting keeps the brand visible in consumers' feeds and helps maintain engagement levels. Chu, Deng, and Cheng (2021) note that frequent updates and consistent interaction through posts can significantly influence consumer purchase decisions and brand loyalty. Cheung et al. (2021) demonstrate that specific platforms in China and Hong Kong enable businesses to co-create value with consumers, fostering higher engagement and loyalty. Therefore, understanding each platform's characteristics and user base helps businesses tailor their content and strategies to maximize their impact (Margulies, 2024).

2.3 Purchase Intention

A complex interplay of cognitive and emotional factors influences a consumer's purchase intention, readiness, and likelihood to buy a product (Laliberté, 2024). Rausch and Kopplin (2021) demonstrate that consumers' beliefs regarding sustainable clothing significantly impact their purchase intention. Their study highlights that when social media marketing effectively communicates the values and benefits of a product, it can positively shape consumer beliefs and influence purchase decisions. Similarly, Moslehpour et al. (2021) detail how social media marketing activities for GO-JEK in Indonesia enhance consumers' perceptions of the service's reliability and convenience, strengthening purchase beliefs. Onofrei, Filieri, and Kennedy (2022) explored the mediating role of source and content factors in social media interactions, finding that emotionally engaging and relatable content can significantly boost the purchase effect. Yones and Muthaiyah (2023) discuss how electronic word-of-mouth (eWOM) via platforms like TikTok can evoke strong emotional connections, thus influencing consumer attitudes and increasing the likelihood of purchasing electronic products.

Ultimately, purchase intention embodies a consumer's readiness and plan to buy a product shortly, integrating rational evaluations and emotional readiness. Chetioui, Benlafqih, and Lebdaoui (2020) highlight the critical role of fashion influencers in contributing to consumer purchase intentions, blending authoritative recommendations with engaging content to drive purchase intentions. Hewei and

Youngsook (2022) further support this by examining the continuous purchase intention of fashion products on social e-commerce platforms, showing how cognitive and affective factors culminate in a firm purchase intention. In summary, social media marketing notably influences consumer purchase intention by shaping various aspects of consumer belief and effect. High-quality content that communicates product value (Rausch & Kopplin, 2021), emotionally engaging content (Onofrei, Filieri, & Kennedy, 2022), and influential endorsements (Chetioui et al., 2020) are essential components for driving consumer decisions. The studies reviewed underline the importance of integrating cognitive and emotional appeals in social media marketing strategies to enhance consumer purchase intentions. Future research should continue to investigate these dynamics, particularly in the context of emerging digital platforms and evolving consumer behaviors.

METHODOLOGY

Samples

The participants in this study are TikTok (Douyin) users from the Beijing area who have a TikTok account and intend to buy electronic products. According to third-party market research reports, such as those from QuestMobile or iResearch (2024), the number of TikTok users in Beijing is estimated to be between 20 million and 25 million. To ensure the validity of the study's results, the required sample size was calculated using a formula based on a 95% confidence level and a 5% margin of error. The calculation determined that a minimum of 400 participants is needed. This sample size effectively represents the TikTok users in Beijing who intend to purchase electronic products and provides a solid data foundation for testing the study's hypotheses.

Sampling Method

This study employed a convenience sampling method. These methods were crucial for ensuring sample diversity and representativity, thereby enhancing the credibility and universality of the study. By utilizing these approaches, the research aimed to minimize sampling bias and ensure that the findings more accurately portrayed the characteristics of the surveyed individuals.

Data Collection

The data collection process for this study involved conducting a structured survey among TikTok (Douyin) users in the Beijing area. Questionnaires were distributed to TikTok(Douyin) respondents, and 400 survey questionnaires were collected from these samples. In order to ensure the validity and reliability of the questionnaire, screening questions are included to determine qualified participants.

Research Instrument

Part 1: Demographic Factors

This section includes basic personal information about the participants, such as age, gender,

income, and educational level. The questionnaire is close-ended, allowing for easy categorization and analysis of the demographic data.

Part 2: Social Media Marketing

This section investigates the participant's opinions and behaviors related to purchase intention. It includes questions about social media marketing and the participant's overall engagement with social media platforms. The questionnaires are designed to collect the respondent's opinions using a 5-point Likert scale, with options ranging from "Strongly disagree" to "Strongly agree."

Part 3: Purchase Intention

This section aims to ascertain the participant's level of purchase intention. The surveys are designed to use a 5-point Likert scale to get respondents' opinions on purchase intention.

Reliability and Content Validity

Three experts with expertise in research tool development will independently evaluate the content and measurement of the questionnaire items to ensure that they effectively address the research objectives. The experts will rate each questionnaire item based on predefined criteria. The IOC index of the questions in the questionnaire is all above 0.67.

The constructs related to social media marketing show strong reliability. The Cronbach's alpha values for Content Quality, Posting Frequency, User Engagement, and Platform Choice were 0.883, 0.869, 0.868 and 0.871. Similarly, Purchase Intention with Cronbach's alpha values of 0.945 for purchase intention. Finally, the construct measuring Purchase Intention achieved a Cronbach's alpha of 0.968.

As all Cronbach's alpha values exceeded the threshold of 0.70, the questionnaire demonstrates strong reliability and is appropriate for collecting future empirical data

Data Analysis

Descriptive Statistics

The researcher will utilize frequency and percentage to analyze the demographic factors of the respondents through descriptive statistics, encompassing age, gender, income level, and educational background. This demographic summary will also incorporate the independent variables, namely social media marketing, and the dependent variable, purchase intention. The statistical summary will be comprehensive, including measures like means, standard deviations, and ranges to thoroughly describe these various aspects of the study for social media marketing and purchase intention.

Inferential Statistics

The following inferential statistics were applied to the data analysis and hypothesis testing at a 0.05 level of statistical significance.

Hypotheses 1: Differences in demographic factors generate differences in purchase intention.

The statistics for this hypothesis are an independent sample t-test and a one-way ANOVA for age,

gender, education level, and income. If significant values are found for one-way ANOVA results, post hoc analysis using LSD (Least Significant Difference) will be performed to investigate the differences among the groups further.

Hypotheses 2: Social media marketing influence on purchase intention.

The statistics for this hypothesis are multiple linear regressions, allowing for the analysis of social media's influence on purchase intention.

RESULT AND ANALYSIS

4.1 Descriptive Analysis

Table 4.1 Frequency and Percentage of the Respondents

| | | Frequency | Percent |
|-------------------|------------------------------|------------------|----------------|
| Gender | Male | 204 | 51.00 |
| | Female | 196 | 49.00 |
| Age | 18-24 years old | 60 | 15.00 |
| | 25-40 years old | 164 | 41.00 |
| | 41-64 years old | 120 | 30.00 |
| | 65 years old or older | 56 | 14.00 |
| Income | Less than RMB 3000 | 119 | 29.75 |
| | RMB 3001–5000 | 71 | 17.75 |
| | RMB 5001–7000 | 100 | 25.00 |
| | RMB more than 7000 | 110 | 27.50 |
| Educational Level | Lower than Bachelor's degree | 77 | 19.25 |
| | Bachelor's degree | 241 | 60.25 |
| | Master's degree | 60 | 15.00 |
| | Doctoral degree or higher | 22 | 5.50 |
| Total | | 400 | 100.00 |

Table 4.1 The demographic analysis covers the gender, age, income, and education level of the respondents. The gender distribution shows a slight male majority, with 51% (204) identifying as male and 49% (196) as female. The age distribution indicates that the largest group is aged 25-40, comprising 41% (164) of respondents. Regarding monthly income, 29.75% (119) earn less than RMB 3000. Educationally, the majority hold a Bachelor's degree (60.25%, 241).

Table 4.2 The Descriptive Statistic of Social Media Marketing

| | Mean | Std. Deviation | Meaning | Rankin g |
|-------------------------------|--------|-------------------|---------|-------------|
| Content Quality | 3.9575 | 1.08334 | Agree | 4 |
| Posting Frequency | 3.9675 | 1.03155 | Agree | 3 |
| User Engagement | 4.0000 | 1.01616 | Agree | 1 |
| Platform Choice | 3.9925 | 1.01983 | Agree | 2 |
| Social Media Marketing | 4.0850 | .89989 | Agree | |

Table 4.2 outlines the descriptive statistics regarding platform choice among the surveyed participants. All metrics related to social media marketing received an overall agreement, with means indicating a positive perception. The highest-rated factor is User Engagement, with a mean of 4.0000 (SD = 1.01616), suggesting that participants agree on the importance of User Engagement content.

Platform choice was a close second, with an average of 3.9925 (SD = 1.01983), indicating that respondents' opinions on Platform choice are at an agree level.

Posting Frequency also received positive reviews, with mean values of 3.84 (SD = 1.03155) and 3.89 (SD = 1.01). Moreover, the last one is content quality, with mean values of 3.9575(SD = 1.08334), indicating that participants agree with the posting frequency and content quality.

The total social media marketing value's mean is at 4.0850, indicating that participants' opinions on social media marketing are at an agree level.

Table 4.3 The Descriptive Statistics of Purchase Intention

| | Mean | Std. Deviation | Meaning |
|---------------------------|--------|----------------|---------|
| Purchase Intention | 3.9100 | 1.06994 | Agree |

Table 4.3 provides the descriptive statistics for purchase intention among the participants. The mean score for purchase intention is 3.9100 (SD = 1.06994), indicating that participants' opinions on the purchase intention are at an agree level.

Inferential Statistics

Statistical hypothesis testing was employed with a significance level of 0.05 to analyze the influence of the independent variable on the dependent variables under the following hypotheses:

Part 1: Differences in demographic factors generate differences in purchase intention.

Table Table 4.4 Summary Result on Hypothesis 1

| Demographic | Employee Performance | Repurchase Intention |
|-------------|----------------------|----------------------|
|-------------|----------------------|----------------------|

| | | |
|--|-----------------------|---|
| Gender | F=-11.411, p = 0.000 | √ |
| Age | F = 29.006, p=0.000 | √ |
| Income | F = 36.480 p = 0.000 | √ |
| Educational Level | F = 19.766, p = 0.000 | √ |
| - The mean difference has a significant value of more than 0.05. | | |
| √ The mean difference has a significant value less than the level of 0.05. | | |

As can be seen from Table 4.4, this study finds that age (F = 29.006, p=0.000), gender (F=-11.411, p = 0.000), income (F = 36.480 p = 0.000), and education level. (F = 19.766, p = 0.000) have a significant influence on purchase intention.

Part 2: Social media marketing influence on purchase intention.

Table 4.5: Summary of the social media marketing model influencing purchase intention.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--------------|-------------------|-----------------|--------------------------|-----------------------------------|
| 4 | .906 ^d | .820 | .819 | .45569 |

c.Predictors: (Constant) Content Quality, Posting Frequency, User Engagement, Platform Choice

Table 4.5 summarizes the multiple linear regression results, showing that social media marketing (Content Quality, Posting Frequency, User Engagement, Platform Choice) influences purchase intention with a multiple correlation coefficient (R) of 0.906 at a significant level of 0.05, the predictive analysis equation's capability is 81.9%.

Table 4.6: The Multiple Linear Regression Analysis of Social Media Marketing Influence on Purchase Intention

| | Unstandardized Coefficients | | Standardize d Coefficients | t | Sig. |
|--------------------------|------------------------------------|-------------------|-----------------------------------|----------|-------------|
| Model | B | Std. Error | Beta | | |
| (Constant) | -.295 | .108 | | -2.735 | .007* |
| User Engagement | .354 | .112 | .336 | 3.157 | .002* |
| Platform Choice | .325 | .111 | .310 | 2.923 | .004* |
| Posting Frequency | .305 | .031 | .294 | 9.769 | .000* |
| Content Quality | .071 | .024 | .072 | 2.935 | .004* |

Dependent Variable: Purchase Intention

Equation1:

$$Y = -0.295 + 0.354X_3 + 0.325X_4 + 0.305X_2 + 0.071X_1$$

(0.007*) (0.002*) (0.004*) (0.000*) (0.004*)

FOR

Y=Purchase Intention

X1=Content Quality , X2=Posting Frequency, X3=User Engagement,

X4=Platform Choice

From Table 4.6, in terms of the Standardized Coefficients, it can be observed that User Engagement is the most crucial variable influencing purchase intention, with a regression coefficient of approximately 0.336. The following closed follow Platform Choice, Posting Frequency, and Content Quality with coefficients of 0.310, 0.029 and 0.072, respectively.

CONCLUSION

Demographic Factors

The study examined the demographic characteristics and their influence on purchase intention. A total of 400 valid responses were collected. Most participants were aged 25-40 years old (41%). In terms of gender, most respondents were male 51%. Regarding income, 29.75% of respondents earn less than RMB 3000 monthly. Regarding education level, 60% of respondents have a Bachelor's degree.

This study found that age ($F = 29.006, p = 0.000$), gender ($398 = -11.411, p = 0.000$), income level ($F = 36.48, p = 0.000$), education ($F = 29.436, p = 0.000$) have significant influence on purchase intention . Overall, the LSD approach is used to examine the influence of Age, Gender, Educational, and Income Level on purchase intention.

Social Media Marketing

Based on the analysis results, the three components of Social Media Marketing- Content Quality, Posting Frequency, User Engagement, and Platform Choice significantly influence purchase intention with a multiple correlation coefficient (R) of 0.906 at a significant level of 0.05, the predictive analysis equation's capability is 81.9%.

In terms of the Standardized Coefficients, it can be observed that User Engagement is the most critical variable influencing customer loyalty. The regression coefficient is 0.336, followed by Platform Choice and Posting Frequency with coefficients of 0.310 and 0.294, respectively. The least influential factor is content quality, whose coefficient is 0.072.

DISCUSSION

Demographic Factors

The study found that demographic factors (gender, age, income, education level) generate differences in purchase intention. This result is consistent with Wang, Wong, and Narayanan (2020) emphasize that demographic characteristics such as age, income, and education level play crucial roles in shaping consumers purchase intentions. This result is consistent with Park, Hyun, and Thavisay

(2021), who illustrate how demographic factors affect social media word-of-mouth (WOM) and its subsequent impact on purchase intentions.

Social Media Marketing

The study found that social media marketing, including content quality, posting frequency, user engagement, and platform choice, influence purchase intention. This result is consistent with Savitri, Hurriyati, Wibowo, and Hendrayati (2022), who found that social media marketing and brand image influence smartphone purchase intention. This result is consistent with Hanaysha (2022), who found that social media marketing influences consumer purchase intention. This result is consistent with Dwivedi et al. (2021), who found that social media marketing influences purchase intentions.

IMPLICATION FOR PRACTICE

The findings of this study provide This research aims to study the influence of social media marketing on the purchase intention of electronic products, particularly the roles of Gender, Age, Income, and Educational Level. Marketers should develop more targeted marketing strategies to increase the likelihood of purchase intention.

This study identified Gender (Male), Age (25-40 years old), Income (less than RMB 3000), and Educational Level Bachelor's degree) are the most important factors affecting purchase intention? This suggests that sellers need to design tailored strategies to meet this population's unique needs and preferences. Training programs should focus on skills development related to their age and educational background. In addition, sellers should combine buyers' monthly income to develop products that are more suitable for them to increase their purchase needs by providing personalized recommendations and customized services to meet the individual needs of consumers, providing loyalty to their brands and purchase intention.

User engagement was a crucial factor influencing purchasing decisions, emphasizing the importance of fostering strong interactions between users and electronic product brands on social media platforms. Companies should enhance user experiences by encouraging frequent interactions, such as likes, comments, and shares, on their social media posts. Additionally, creating meaningful social media engagement opportunities that build emotional connections with users can reinforce their loyalty and trust. Timely and helpful responses to user comments can further strengthen engagement and influence purchasing decisions, ultimately contributing to brand growth and customer satisfaction.

RECOMMENDATION FOR FUTURE RESEARCH

Future research should focus on longitudinal studies that track changes in consumer behavior over time. This will enable researchers to gain deeper insights into the evolution of demographic factors and social media influences, providing brands with more targeted marketing strategies. Additionally, cross-cultural comparisons represent an important research direction; by analyzing consumer behavior across

different cultural contexts, marketers can develop more effective marketing strategies for international markets, ensuring that they meet the unique needs of consumers in various regions.

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