

The Influence of Social Media Marketing on Purchase Intention Mediated by Brand Image

A bibliometric and Systematic Review in Scopus

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ABSTRACT

This study examines the relationship between social media marketing and consumer purchase intention, with brand image as a mediator. Along with the increasing utilization of social media as a marketing platform, companies are increasingly utilizing it to build relationships with consumers and strengthen their brand image. A positive brand image can improve consumers' perceptions of the product and influence their purchasing decisions. This research uses a bibliometric analysis approach to review relevant literature and identify trends and relationships between the three concepts. The results show that social media marketing significantly impacts brand image, affecting consumers' purchase intention. This research provides important insights for companies in designing effective social media marketing strategies to enhance brand image and, in turn, drive consumer purchase intentions. The results of this study can strengthen the understanding of the role of brand image in mediating the relationship between social media marketing and purchase intention.

Keywords: Social Media Marketing, Purchase Intention, Brand Image

1. INTRODUCTION

In the age of interactivity, social media significantly impacts people's daily routines. It transforms how they seek information, communicate, and make purchasing decisions (Ayuni, 2020). Many businesses have invested in digital transformation, which includes integrating social media platforms into their traditional marketing communication strategies (Dangaiso & Dangaiso, 2024). The Society 5.0 era has eliminated time and distance constraints, enabling entrepreneurs to market their products more easily. Additionally, the swift advancements in technology today play a significant role in helping businesses cut operational costs, particularly in promotional activities. By leveraging databases, businesses can target their product promotions more precisely, thereby improving the company's effectiveness and efficiency (Silalahi et al., 2022). Globalization drives the resurgence of the economy, as seen from the increasing use of internet access, which also impacts the rise in middle-class income (Nuzula & Wahyudi, 2022). Platforms like Facebook, Twitter, YouTube and Instagram are now an important part of consumers' daily lives, occupying much of their time and attention. With the increasing use of social media, businesses are increasingly compelled to establish an online presence for marketing, sales, branding, and product promotion (Ali, 2023). The research shows a positive relationship between social media marketing and brand image, as well as the influence of brand image on consumer purchase intention. This research uses bibliometric analysis to provide insights into social media marketing, brand image and purchase intention. The analysis of co-citations and co-authorship identifies the relationships between these important concepts, as well as enabling the evaluation of the impact of previous research through metrics such as citations, researchers, location and influence. The results of this analysis help develop theoretical and methodological frameworks in social media marketing, brand image and purchase intention research. The authors reviewed the literature on Scopus from 2020 to 2024, generated 1,626 documents, and selected 68 relevant data that were analyzed using VOS Viewer. This study investigates the related between social media marketing, brand image, and purchase intention. As the use of social media for promotion and interaction grows, brand image becomes an important factor in influencing consumers' perception of a product or brand. This research aims to analyze how social media marketing strategies affect consumers' trust and their purchase decisions, as well as how these factors shape purchasing behavior in the digital marketplace.

2. LITERATUR REVIEW

2.1 Theory

The Theory of Planned Behavior developed by Icek Ajzen explains that three main components influence a person's behavior: 1. Attitude toward Behavior: This refers to the positive or negative assessment that individuals have of a behavior. Individual beliefs about the impact or consequences of the behavior influence this attitude. 2. Subjective Norms: Indicates an individual's perceived social pressure to perform or avoid a behavior. These norms are formed based on individual beliefs about what others consider important. 3. Perceived Behavioral Control: Describes how individuals feel they can control behavior. It relates to an individual's beliefs regarding factors influencing their ability to carry out the behavior. The theory argues that these three components influence an individual's intention to perform a particular behavior, which then influences the individual's actual action (behavior). The theory predicts behavior and explains individual decision factors (Ajzen, 2019).

2.2 Social Media Marketing

Social media marketing (SMM) for the selected brand has unique characteristics compared to traditional marketing (Kumar & Devi, 2024). Social media have increased consumers' knowledge about social media marketing has significant implications for companies, including developing relationships with customers, communities, and other key stakeholders (Ramdani, 2023). Social media have increased consumers' knowledge about various brands (Gaber et al., 2021). Social media platforms offer the perfect space to spread memes as a marketing strategy. These platforms allow for fast and effective communication between countries, with the ability to efficiently overcome geographical barriers (Rathi & Jain, 2024). One of the channels that marketers currently use is video blogging. This research shows that trust in information sources positively influences purchase intention, both directly and indirectly (Zhang et al., 2024). Currently, marketers opt to upload their videos and video ads on platforms like Facebook, YouTube, and Instagram (Yen et al., 2022). The market and competition dimension emphasizes social media marketing as a key driving factor (Goyal et al., 2021). Social media marketing activities have a strong role in designing business marketing strategies. This tool has become essential in establishing collaboration between businesses and consumers. It can be concluded that the relationship between "customers" and brands has a positive and statistically significant impact on consumer purchase intentions through social media (Sharma et al., 2021). SMM effectively promotes products and services and plays an important role in influencing brand perception. By leveraging social media, businesses can create personalized and engaging experiences that connect with consumers, ultimately helping to build loyalty and increase sales. Moreover, by utilizing analytics and targeted advertising, marketers can refine their strategies and monitor the success of their campaigns, making SMM an essential element of an effective marketing strategy.

2.3 Brand Image

Brand image describes the external qualities of a product or service, as well as how the brand seeks to fulfill consumers' psychological or social needs (Kotler & Keller, 2016). Consumer purchasing behavior has changed, as consumers often seek information about the brand's quality before making a purchase decision (Siddiqui et al., 2021). Marketers who can influence product choices must enter the industry early, which involves competing with other players while managing the brand image across the entire company (Fahmy & Ragab, 2022). The image of a brand plays a crucial role in shaping consumer behavior, as consumers tend to choose brands based on their perception of the brand's image (Kanwar & Huang, 2022). Social media influencers can act as intermediaries between companies and their audience, transmitting a positive brand image to them (Aqilla & Chandra, 2023). Communication through social media significantly influences brand image, whereas conventional media has a more pronounced effect on brand awareness, subsequently boosting brand recognition and knowledge (Alnaser et al., 2024). A brand with a strong brand image will enjoy a more advantageous position and a relatively higher market share (Yousaf et al., 2023). Consumers' opinions of high-quality products and their buying decisions are shaped by the brand image of those products and services, resulting in a favourable perception of the brand (Desmaryani et al., 2024). A strong brand image results in better customer retention, higher sales, and a stronger competitive position in the market. It also boosts the effectiveness of marketing efforts, as consumers are more inclined to engage with and buy from brands they trust and view positively. Ultimately, brand image is crucial in achieving long-term success and growth in the marketplace.

2.4 Purchase Intention

Intention to purchase refers to the readiness of consumers to buy a product at a particular time or under certain circumstances (Santiago & Iseg, 2020). Consumer purchase intention is when consumers narrow their choices and select from a group of brands within their consideration set (Courvisanos, 2022). Using social media for marketing activities effectively can positively impact purchase intent by engaging customers and increasing brand appeal (Mohammed, 2024). Marketers are also utilizing technology to attract consumers, one of which is by using chatbots. Chatbots are a very useful technological tool that allows companies to improve customer experience, meet their

expectations in real-time, and provide more personalized assistance. Research shows that potential customers' purchase intentions are influenced by the positive experience they gain through chatbots (Manzano et al., 2024). The primary factors influencing decisions are the attitude toward the behavior and subjective norms. Before deciding to purchase, consumers typically undergo several stages in the buying process (Desmaryani et al., 2024). It is in line with the research results showing a strong relationship between attitudes towards mobile advertising and the determination of the desire to buy the goods or services offered (Al-gasawneh et al., 2023). The study suggests that customers' emotional connection with influencers positively impacts their intention to purchase (Rajput & Gandhi, 2024). In other words, fostering social media interactions is critical to increasing brand engagement and purchase intent (Herrada-lores, 2025). Improving the quality of content posted on the brand's social media pages and website can boost purchase intention (Mohammad & Al-qudah, 2020). In marketing, grasping and influencing purchase intention is crucial for boosting conversions and driving sales. Marketers typically use strategies to build brand awareness, engagement, and consumer trust. Social media, influencer marketing, and tailored content are key in shaping a consumer's purchase intention by fostering a positive brand image and establishing a stronger emotional connection with the audience.

3. RESEARCH METHODS

This study uses a quantitative approach with a bibliometric analysis method to explore the relationship between social media marketing, brand image, and consumer purchase intention. The data used in this study was retrieved from the Scopus database by selecting relevant literature published between 2020 and 2024. The keywords used in the literature search included a combination of the terms "social media marketing," "brand image," and "purchase intention." The rigorous literature selection process ensured that only relevant and high-quality articles were included in the analysis. Next, the data obtained was analyzed using VOS Viewer software to generate a visualization network and map the relationships between the variables under study. This method enables the identification of trends, patterns, and relationships that emerge from the existing literature and provides deeper insights into the role of brand image in mediating the influence of social media marketing on consumer purchase intentions. The process of data collection use combination in Scopus database: "social AND media AND marketing OR brand AND image OR purchase AND intention." data generated 1626. After being filtered with a time span from 2019 to 2024 resulted in data totaling 140. Data based on subject areas in Business, Management and Accounting resulted in 461. Data obtained based on articles as much as 130 documents. Data obtained based on social media keywords, brand image and purchase intention as much as 394 documents. Data obtained is already in English. Inaccessible data amounted to 148 documents. The final result of the data used is 68 documents.

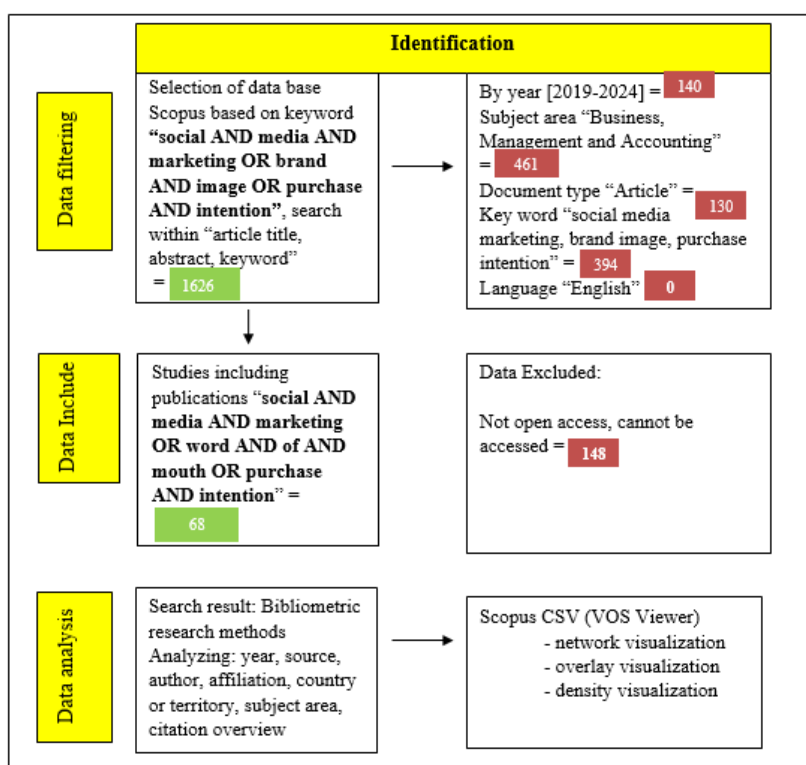


Figure 1. Stages of Data Collection Method

4. RESULT AND DISCUSSION

4.1 Result of Scopus Database

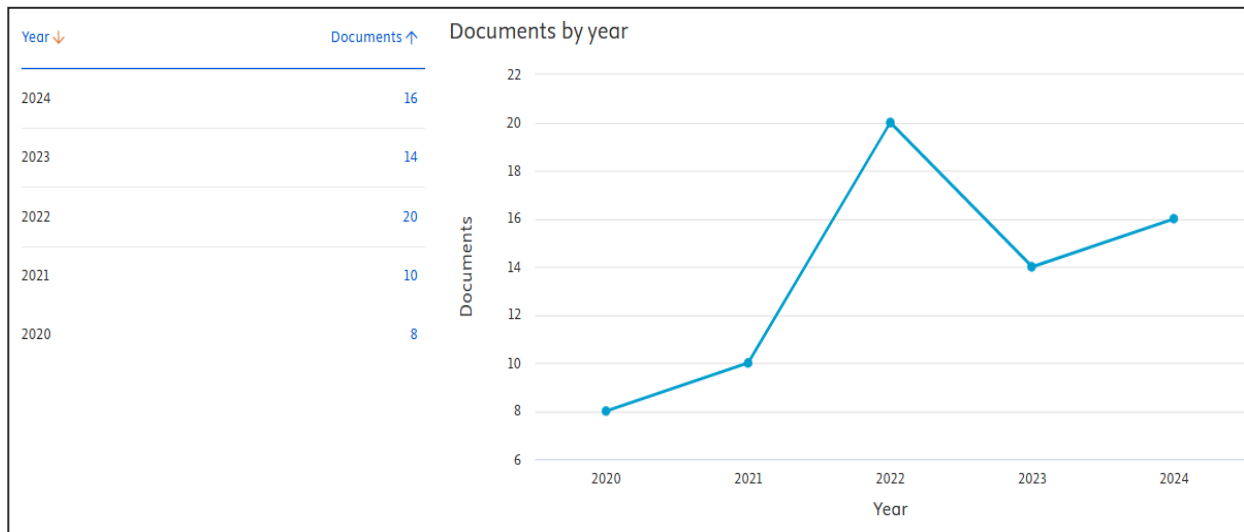


Figure 2. Research Trends in social media marketing, brand image, and purchase intention (2020-2024) *Source:* Scopus database

Figure 2 contains data on the number of documents published between 2020 and 2024. in 2020 there were 8 documents, in 2023 there were 10 documents, in 2022 there were 20 documents, in 2023 there were 14 documents and in 2024 there were 16 documents.

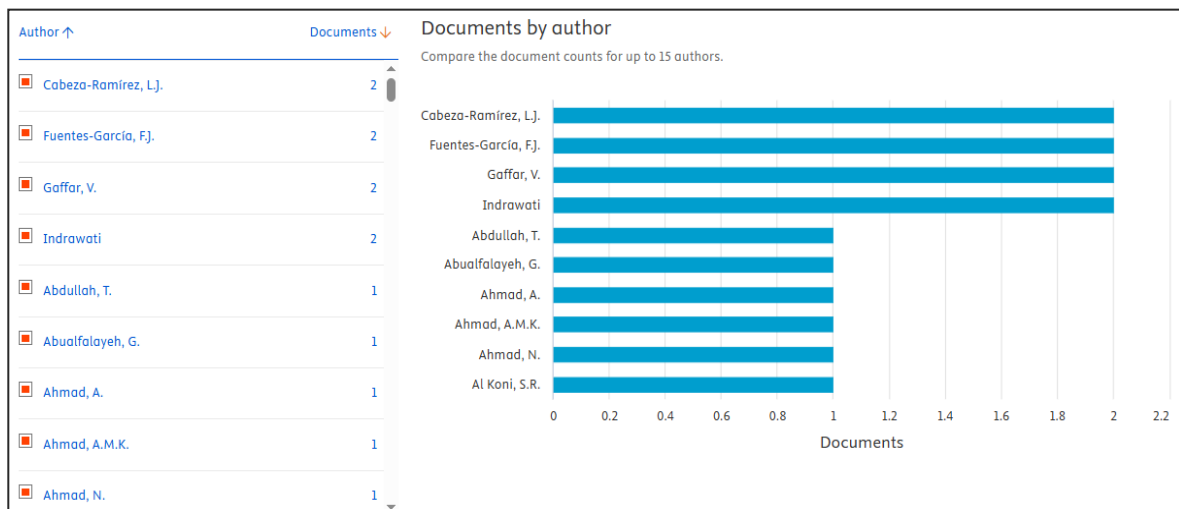


Figure 3: Document by authors (2020-2024). *Source:* Scopus database

Figure 3 provides a visual representation of the number of documents authored by various individuals. Here are the key pieces of information we can gather from the figure: Specific Data Points: Authors like Cabeza-Ramírez, L.J., Fuentes-García, F.J., Gaffar, V., and Indrawati have authored two documents. - Authors like Abdullah, T., Abualfalyeh, G., Ahmad, A., Ahmad, A.M.K., Ahmad, N., and Al Koni, S.R. have authored 1 document each.

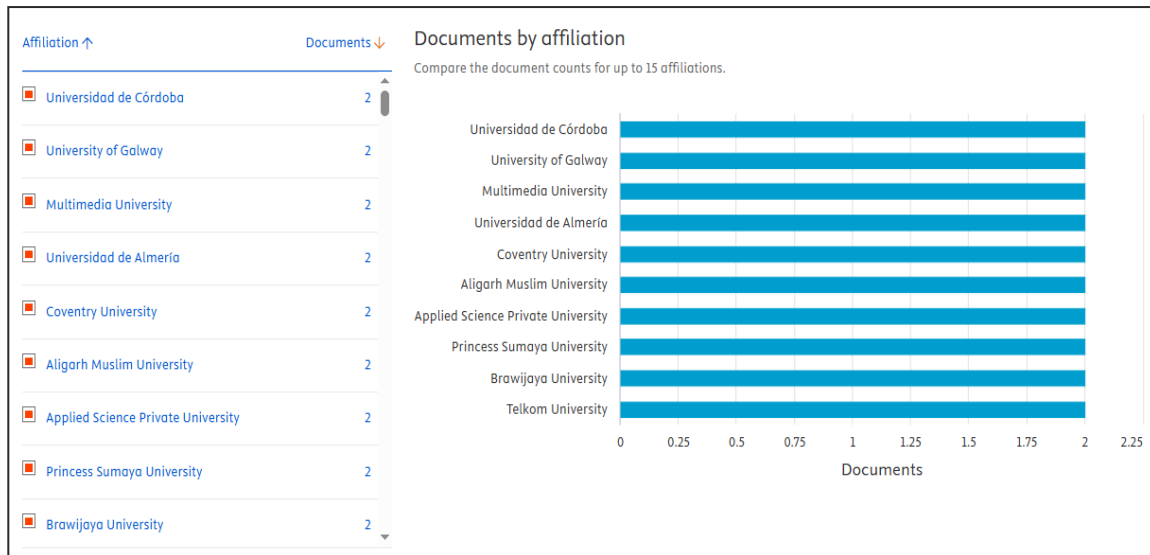


Figure 4: Document by affiliation (2020-2024). *Source:* Scopus database

Figure 4 visually represents the number of documents associated with various academic affiliations. The left sidebar lists various universities and institutions and the number of documents associated with each. Each affiliation has a count of 2 documents. The affiliations listed are Universidad de Córdoba, University of Galway, Multimedia University, Universidad de Almería, Coventry University, Aligarh Muslim University, Applied Science Private University, Princess Sumaya University, Brawijaya University, Telkom University.

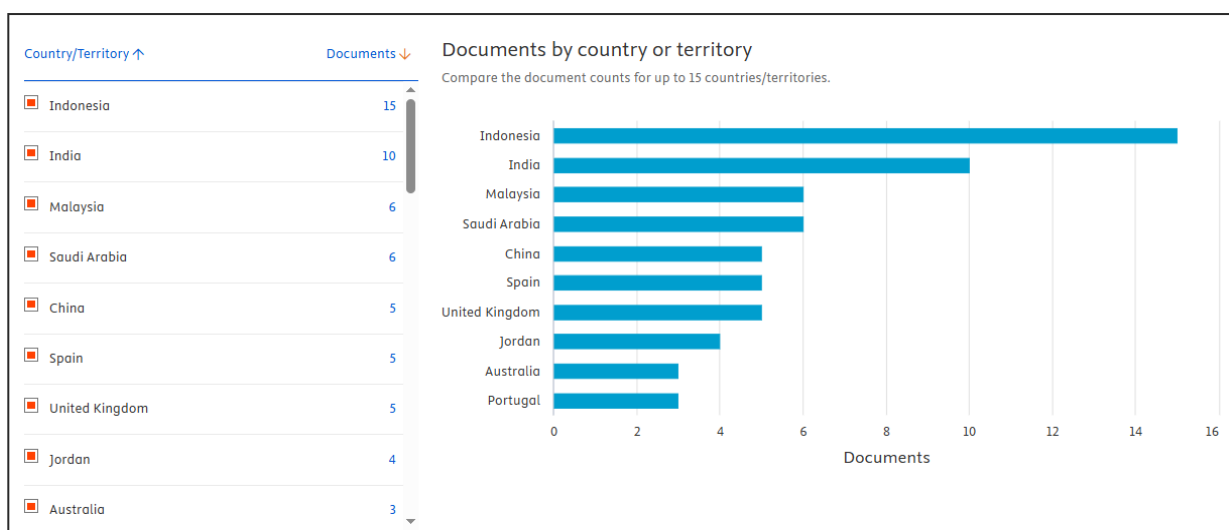


Figure 5: Demographic countries (2020-2024). *Source:* Scopus database

Figure 5 shows a comparison of document counts by country or territory. Here is a detailed breakdown of the information: Countries/Territories and Document Counts: Indonesia: 15 documents, India: 10 documents, Malaysia: 6 documents, Saudi Arabia: 6 documents, China: 5 documents, Spain: 5 documents, United Kingdom: 5 documents, Jordan: 4 documents, Australia: 3 documents, Portugal: 3 documents

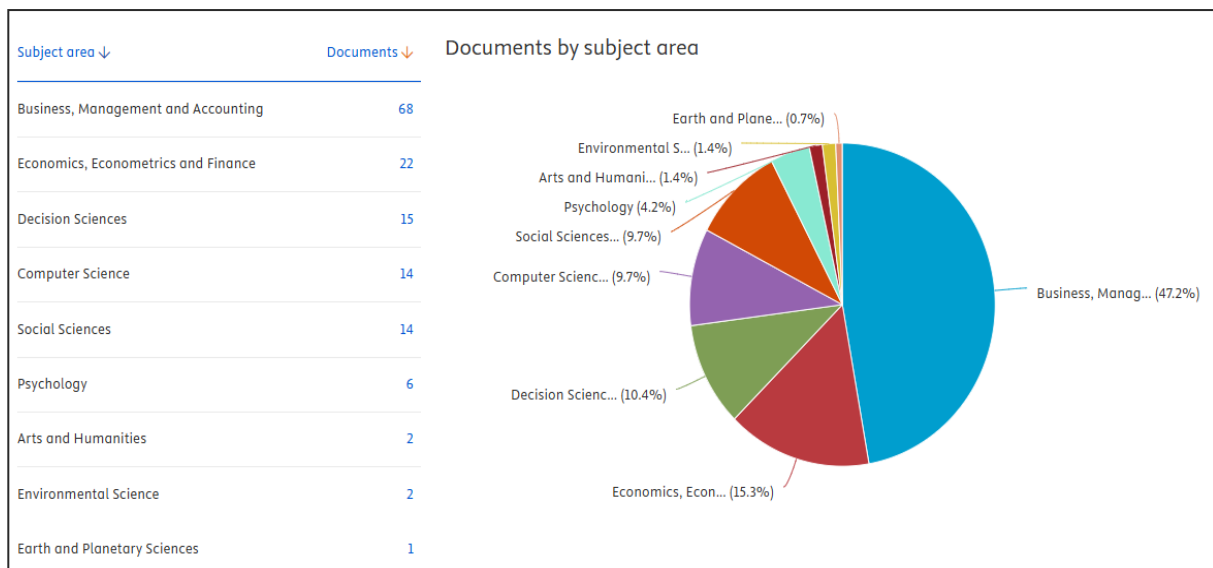


Figure 6. Document by subject area (2020-2024). Source: Scopus database

Figure 6 provides a visual representation of the distribution of documents across various subject areas. Here are the key pieces of information we can gather: Proportional Representation: The pie chart visually shows the proportion of documents in each subject area. Business, Management, and Accounting have the largest share, making up 47.2% of the documents. Economics, Econometrics, and Finance follow with 15.3%. Decision Sciences and Computer Science each have around 10.4% and 9.7% respectively. Social Sciences also has 9.7%. The remaining subject areas have smaller shares, with Psychology at 4.2%, Arts and Humanities, Environmental Science at 1.4%, and Earth and Planetary Sciences at 0.7%.

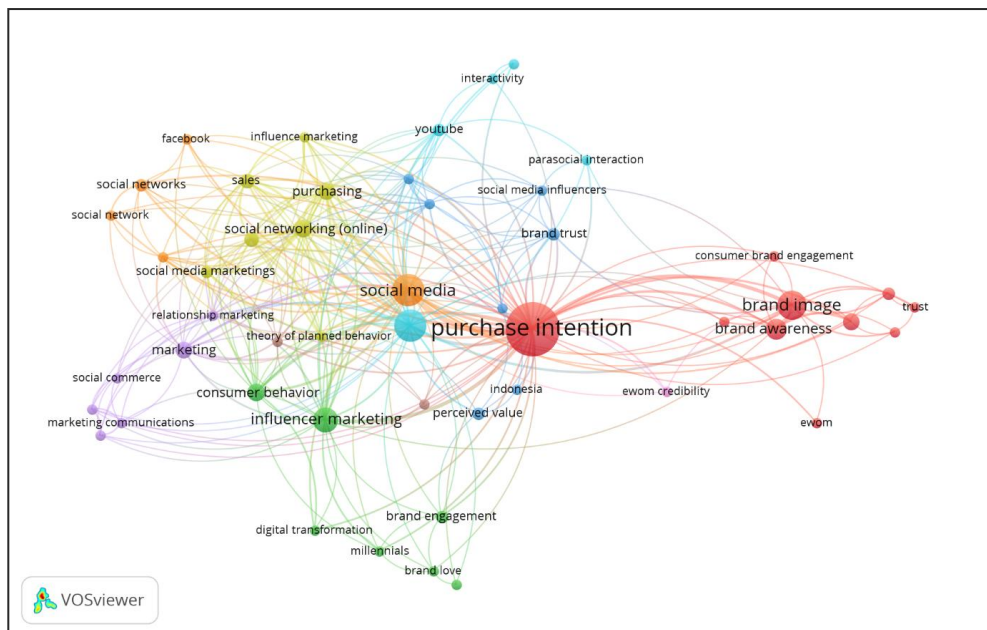


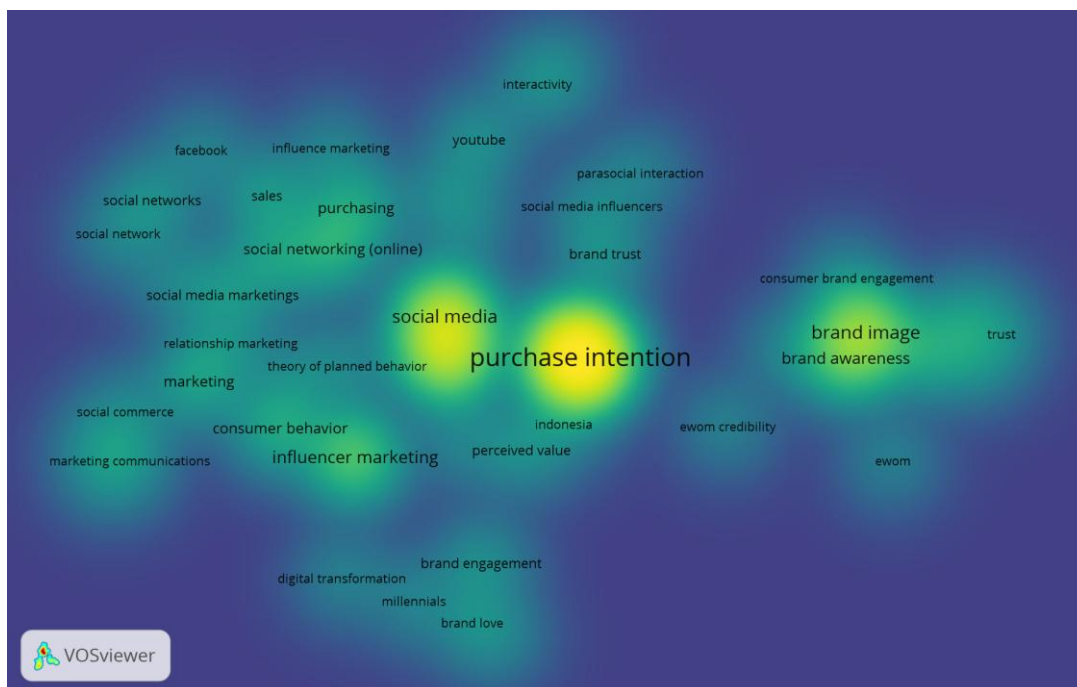
Figure 7: Keyword distribution and network visualization. Source: VOS Viewer

4.2 Result of Bibliometric Analysis

This research uses VOS Viewer software to conduct bibliometric analysis. The author applied the keywords "The Influence of Social Media Marketing on Purchase Intention Mediated by Electronic Word of Mouth." After analyzing the data with VOS Viewer, researchers produced a network, overlay, and density visualization. The following are the results of the bibliometric analysis. Figure 7 is a graph showing the related between marketing, social media, and consumer behavior. Key points: 1. Purchase Intention: A key concept that is influenced by various factors, including social media. 2. Influencer Marketing: Closely linked to consumer behavior, digital transformation, and brand engagement, influencing brand image and awareness. 3. Connectedness: Social media, influencer marketing and brand

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Figure 8 is a network visualization showing the related between social media terms, influencer marketing, and purchase intent. Key points: 1. Center Term: Purchase intention and social media as the main terms. 2. Related Concepts: Influencer marketing, brand image, and consumer behavior are closely related to purchase intention. 3. Connections and Relationships: Lines connect terms with a thickness that indicates the strength of the relationship. 4. Temporal Information: The color gradient reflects the change in relevance of terms from 2021 to 2024. 5. Grouping: Terms are grouped by themes, such as brands related to trust. 6. Emerging Trends: Terms such as digital transformation and para-social interaction reflect new trends in marketing.



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Figure 9 is a heat map showing the bibliometric network. The main points are: 1. Main Themes: “Purchase intent” is the main theme, followed by terms such as social media, influencer marketing, brand image, and brand awareness. 2. Groups of Related Terms: Terms are grouped by co-occurrence, such as “social media” and “social networking”. 3. Intensity of Interest: A heatmap shows the relevance of terms, with light yellow areas indicating high relevance, and dark blue low relevance. 4. Peripheral Terms: Terms like “Facebook” and “YouTube” are in the periphery, indicating lower relevance. 5. Relatedness: Proximity between terms indicates a close relationship, such as “influencer marketing” with “consumer behavior” and “social media”.

4.1 Discussion

The results of the bibliometric analysis in this study show that social media marketing significantly influences consumer purchase intention, with brand image acting as a mediator connecting the two. Based on the literature, it was found that an effective social media marketing strategy can strengthen brand image, which in turn increases consumers' positive perception of the product or brand. A good brand image increases consumer trust, which directly affects the increase in purchase intention. This research also confirms that interactions that occur through social media not only increase brand awareness but also create an emotional closeness that encourages consumers to make purchases. Thus, brand image is a key factor mediating the relationship between social media marketing and purchase intention, providing important insights for companies in designing more effective marketing strategies.

5. CONCLUSION

Overall, this study confirms the important role of social media marketing in influencing consumer purchase intentions, with brand image as the key mediating factor. The results of this bibliometric analysis show an alignment between the existing literature, which confirms that brand image is not only an outcome of social media marketing but also a key mediator of the relationship between social media marketing and purchase intention. These findings can provide insights for future research and more strategic marketing practices in this digital era.

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