

Impact of SMA on Consumer Attitudes, Engagement, and Purchase Intentions: A Systematic Theory-Oriented Literature Review

Yating Wang¹, Leila Mohammadi¹

¹Universitat Autònoma de Barcelona, Spain

Correspondence: Yating Wang, Universitat Autònoma de Barcelona, Spain.

Received: May 27, 2026

Accepted: July 17, 2026

Online Published: October 7, 2026

doi:10.11114/smc.v14i4.8868

URL: <https://doi.org/10.11114/smc.v14i4.8868>

Abstract

This systematic theory-oriented literature review synthesizes research on the relationships between social media advertising (SMA) and consumer attitudes, engagement, and purchase intentions. The review analyzes 582 journal articles, with particular attention to the theoretical frameworks and pathways used to explain consumer responses within the broader media culture of algorithmically driven platform ecosystems. This research found that the Theory of Planned Behavior, Uses and Gratifications Theory, and Technology Acceptance Model were frequently applied frameworks. The synthesis demonstrates that conventional communication antecedents—such as informativeness, entertainment value, and trust—are structurally mediated and co-constructed by predictive recommendation algorithms and specific platform affordances. Conversely, platform-induced irritation and perceived data privacy violations prompt active consumer resistance. Positive attitudes were consistently linked to engagement and purchase intention, although the effects of subjective norms and perceived behavioral control were more context dependent. Cross-cultural evidence further indicates that consumer responses vary across cultural and institutional settings and are shaped by differences in platform ecosystems and affordances. Future research can pay more attention to the impact of technical elements of SMA on consumer response. These insights offer a theoretically integrated account of SMA effectiveness and actionable strategies for designing effective SMA campaigns.

Keywords: SMA; consumer attitude, engagement, purchase intention, platform capitalism, decentralization, ecosystem

1. Introduction

1.1 Background

With the continuous development of digital technology, social media is increasingly becoming a digital platform for online users to interact with the outside world (Bhosale et al., 2020). The use of social media is also becoming increasingly popular (Kemp, 2023). The huge number of users and traffic on social media platforms naturally attract advertising (Michel & Gandon, 2024). The marketing strategy, advertising characteristics, user usage, and user response to advertisements in SMA are all worth exploring and studying.

Prior studies have shown that the content characteristics and marketing strategies of social media advertisements affect how users respond to advertisements and their engagement and interaction behaviors in social media advertisements. Factors that positively influence attitude towards online advertisement among digital natives include “the ease of use, usefulness, entertainment gratification, credibility, design, and personalization” of the advertisement (Lim et al., 2024). Advertising may also evoke both positive and negative emotions, which subsequently influence user behavior (Monesa & Simanjuntak, 2024). Moreover, platform and advertisement design can affect engagement and reduce psychological distance, thereby strengthening purchase intention (Sun et al., 2024). In addition, Ducoffe’s (1995) Web Advertising Model similarly emphasizes informativeness, entertainment, and irritation as central determinants of advertising value and effectiveness, a pattern also supported in later SMA research (Hamouda, 2018). These relationships are further shaped by platform-specific interfaces and affordances across Facebook, Instagram, TikTok, WhatsApp, and other social media environments.

Some scholars have presented different results on advertising value's contents or explanatory factors, like environmental awareness and Influencer Credibility (Pranata & Salehudin, 2024; Hanaysha, 2022; Hasbullah & Harun, 2022). In addition, users' social motivations were also relevant to attitudes toward SMA (Shareef et al., 2018; Pang et al., 2024). However, relatively few studies integrate advertising-value perceptions, motivations for social media use, and trust in the platform within a single explanatory framework. In addition to value perceptions and motivation, there are also considerations of

the trustworthiness of the technology platform that are relevant to consumer attitudes and behavior responses (Geng et al., 2021). Trustworthiness as a decision-making influence on customer attitudes toward advertisements as well as purchase intentions (Lee & Hong, 2019; Schouten et al., 2021). A synthesis that examines these factors together can therefore provide a more comprehensive account of consumer responses to SMA.

Most studies on customers' attitudes and participation behavior towards SMA and purchase intention (Chetioui et al., 2021a). However, there are still studies that remain skeptical about the relationship between the direct influence of these factors (Kang & Namkung, 2019), and there are some intermediary behaviors or customer interaction participation as a mediator to regulate the attitudes and purchase behavior (Hollebeek & Macky, 2019). Nonetheless, few studies have addressed the mediating and moderating effects of culture on advertising attitudes, engagement behaviors, and purchase intentions in the context of different cultures in Western and Chinese countries. There are also some studies on cultural difference moderation, exploring the acting gap of cultural moderating effects on consumer advertising responses (Wiese & Akareem, 2020; Lopopolo, 2021), but only 1-2 of the difference dimensions are selected for comparative difference analysis based on Hofstede's cultural difference theory (Hofstede, 2001). It is worth exploring the role of cultural differences in SMA and consumer response. This study attempts to gauge the impact of SMA on consumers' attitudes, engagement, and purchase intention, combining the role of cultural differences.

1.2 Research Aims and Objectives

1.2.1 Aim

This theory-oriented systematic review aims to synthesize and critically evaluate existing academic literature regarding the influence of SMA on consumer attitudes, engagement, and purchase intentions.

1.2.2 Objectives

- To contextualize social media-consumer dynamics within wider culture.
- To understand the impact of algorithmically driven platform ecosystems
- To evaluate the cross-cultural variations in consumer-advertisement interactions

1.3 Research Questions

RQ1: What does existing empirical literature identify as the key influence factors shaping users' attitudes toward SMA ?

RQ2: How are the relationships between attitude, engagement, perceived behavioral control, subjective norms, and purchase intentions characterized and synthesized across current studies?

RQ3: How does current research evaluate the moderating role of cultural differences on consumer responses to SMA?

2. Methodology

2.1 Review Design

This study adopts a systematic theory-oriented literature review approach to examine how previous empirical research has conceptualized and explained the influence of SMA on consumer attitudes, engagement, and purchase intentions. The purpose of the review is to provide a structured theoretical synthesis of the major explanatory frameworks used in the literature.

A theory-oriented review design was considered appropriate because the central contribution of the article lies in identifying and comparing the theoretical lenses through which SMA has been studied.

2.2 Data Sources and Search Scope

The literature search was conducted using two major academic databases: Web of Science and Scopus. These databases were selected because they index peer-reviewed academic journals in communication, advertising, marketing, consumer behavior, business, media studies, psychology, and the social sciences. The review focused on academic journal articles published between 2016 and 2025, in line with the manuscript's objective of synthesizing contemporary research on SMA and consumer responses.

The search strategy was based on the core concepts of the study. The initial keywords used to identify relevant literature included: SMA value, attitude towards SMA, motivation of using SMA, trust in SMA, customer engagement in SMA, purchase intention in SMA, perceived behavioral control, subjective norms, and cultural differences in SMA. These terms reflect the conceptual structure of the article and correspond to the main sections of the theoretical synthesis.

Because the review is theory-oriented, the search was designed to retrieve studies that addressed SMA in relation to consumer attitudes, engagement, purchase intentions, trust, motivation, behavioral control, subjective norms, and culture. The search, therefore, prioritized conceptual relevance to the research questions over bibliometric comprehensiveness.

The selection of studies followed predefined inclusion and exclusion criteria. Articles were included when they met the following conditions:

- They were written in English or available in an English version through the journal;
- They were published between 2016 and 2025;
- They were academic research articles;
- They contained original research;
- They were related to media studies, advertising, SMA, and consumer responses to SMA.

These criteria ensured that the final corpus was aligned with the purpose of the review: to synthesize theoretically relevant research on SMA and consumer-related outcomes.

2.3 Identification and Screening Process

The search initially identified 1,371 records across the two databases: 666 records from Web of Science and 705 records from Scopus. After applying the language criterion, 1,360 records remained. The publication-period criterion, limited to studies published from 2016 onward, reduced the number of records to 1,260. After applying the document-type criterion to retain academic journal articles, 1,085 records remained for title and abstract screening.

During the title and abstract screening stage, records were assessed for relevance to the research questions. First, titles and abstracts were assessed against the eligibility criteria. Second, the full texts of potentially eligible articles were reviewed. Studies were excluded when they were not directly related to SMA, did not examine consumer attitudes, engagement, purchase intention, trust, motivation, subjective norms, perceived behavioral control, or cultural differences, or appeared as duplicated records across databases. At this stage, 503 records were excluded. The final corpus consisted of 582 publications, which were retained for full-text review and theoretical synthesis. The screening process is summarized in Figure 1.

The screening process was therefore conducted in four stages:

- Identification of records in Web of Science and Scopus;
- Application of language and publication-year criteria;
- Application of document-type criteria;
- Title and abstract screening for thematic and conceptual relevance.

2.4 Analytical Focus of the Review

The analysis of the selected publications focused on the theoretical frameworks and conceptual relationships used to explain consumer responses to SMA. The manuscript therefore examines the literature through the following conceptual domains:

- Theoretical grounding of SMA research;
- Social media advertisement value perception;
- Social interaction motivation;
- Dependence and trust in social media;
- Attitude toward SMA and customer engagement;
- Attitude toward SMA and purchase intention;
- Subjective norms and perceived behavioral control;
- Customer engagement and purchase intention;
- Cultural moderation in SMA responses.

These domains form the basis of the findings section and reflect the major theoretical areas identified in the reviewed literature.

2.5 Data Extraction

For each selected article, the review extracted information directly relevant to the theoretical and conceptual aims of the study. The extraction focused on the following elements:

- The theory or theoretical framework used;
- The main consumer-response constructs examined;
- The relationship between SMA and attitude;
- The role of advertising value, informativeness, entertainment, irritation, trust, and motivation;

- The relationship between engagement and purchase intention ;
- The relationship between attitude and purchase intention;
- The role of subjective norms and perceived behavioral control;
- The role of customer engagement as a mediator or behavioral outcome;
- The treatment of cultural difference or cross-cultural moderation;
- The main theoretical contribution of the study.

This extraction strategy allowed the review to identify not only which theories appear most frequently in the literature, but also how these theories explain the movement from advertising exposure to consumer evaluation, engagement, and purchase intention. Besides, the following information was extracted from each article: authorship, publication year, sample types, social media platform, and principal conclusions.

2.6 Methodological Delimitation

Consistent with its theory-oriented purpose, the review uses qualitative thematic and relationship-based synthesis rather than bibliometric mapping or meta-analysis. The reported frequencies describe the reviewed corpus and support the conceptual synthesis.

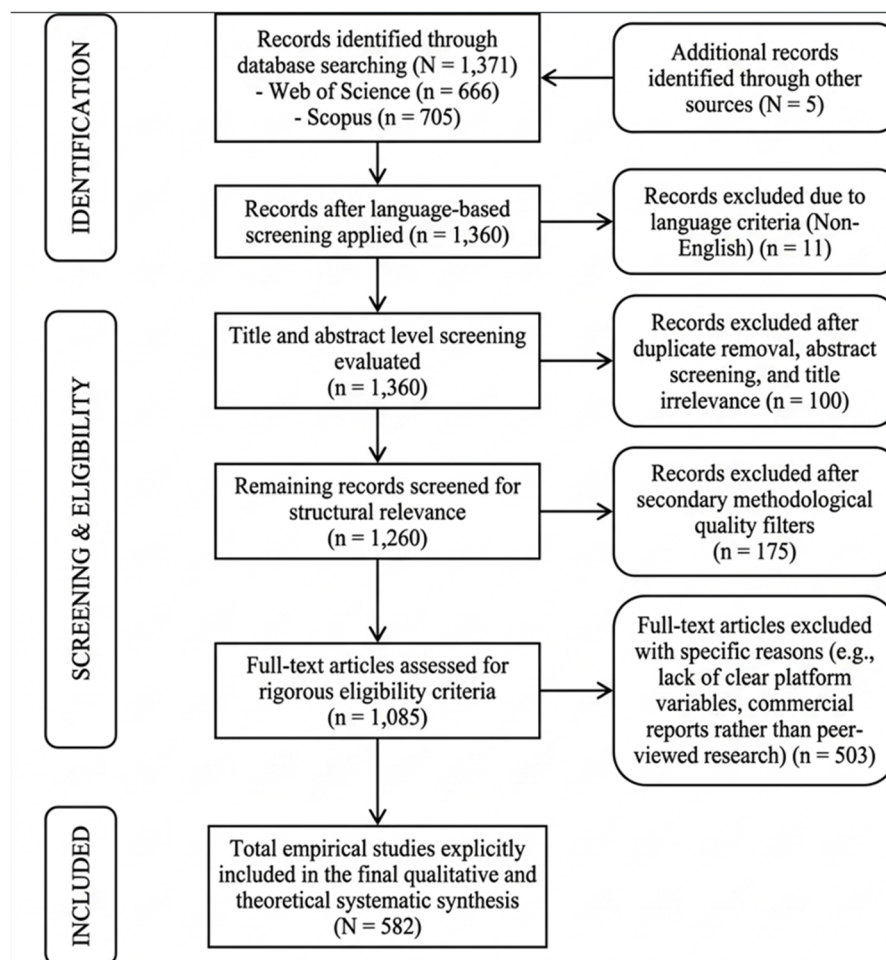


Figure 1. Process of Identification and Screening

3. Findings and Analysis

3.1 General Findings

The reviewed SMA literature is concentrated in the more recent years of the review period. Publications increased from relatively low levels in 2016-2019 to a clear peak in 2024, which alone accounted for 21% of the reviewed studies. The period from 2021 to 2024 contributed the majority of the sample corpus, indicating that empirical attention to SMA accelerated substantially after 2020.

Table 1. Distribution of Reviewed Studies by Publication Year (N = 582)

Publication year	No. of studies	Percentage of reviewed studies (%)
2016	20	3.4
2017	21	3.6
2018	42	7.2
2019	47	8.1
2020	60	10.3
2021	76	13.0
2022	89	15.3
2023	75	12.9
2024	122	21
2025	30	5.2
Total	582	100.0

Note. Percentages use the total number of reviewed studies (N = 582) as the denominator.

The platform distribution shows that most studies adopted a broad social media or SNS framing rather than focusing on a single platform, with general social media/SNS accounting for 58.7% of the reviewed studies. Among named platforms, Facebook and Instagram were the most frequently studied, followed by Twitter/X and YouTube among samples. Newer or more localized platforms, such as TikTok/Douyin, WeChat, Weibo, and Xiaohongshu/REDnote, appeared much less often, suggesting that platform-specific evidence remains unevenly distributed across the SMA literature.

Table 2. Platform Mentions in Reviewed Studies: Multi-Label Count (N = 582)

Platform category	No. of studies	Percentage of reviewed studies (%)
General social media/SNS	342	58.7
Facebook	111	19.0
Instagram	78	13.4
Twitter/X	38	6.5
YouTube	28	4.8
TikTok/Douyin	14	2.4
WeChat	10	1.7

Note. Multi-label coding was used. If one study examined Facebook, Instagram, and YouTube, each platform was counted once. Percentages, therefore use N = 582 as the denominator, but the total may exceed 100%. It wasn't shown in the table if the number of studies was less than 10.

The sample distribution shows that general consumers and social media users were by far the most common sample type, representing 61.1% of the reviewed studies. More specific samples, such as students, young consumers, professionals, and children or adolescents, appeared less frequently.

Table 3. Distribution of Reviewed Studies by Sample Type (N = 582)

Sample type	No. of studies	Percentage of reviewed studies (%)
General consumers/social media users	356	61.2
Not specified	56	9.6
Students	44	7.6
Generation Z, millennials, or young adults	38	6.5
Professionals, managers, or experts	33	5.7
Children, adolescents, or youth	21	3.6
Participants/respondents; sample type not specified	18	3.1
Social media content, posts, videos, influencers, or content creators	16	2.7

Note. Sample types were broadly classified. For example, general consumers, social media users, and respondents were coded as general consumers/social media users when appropriate.

The methodological distribution indicates a strong reliance on survey-based research, which accounted for more than 50.0% of the reviewed studies. Experiments, Mixed-method, qualitative, and content-analysis approaches were comparatively less common.

The reviewed studies drew on a wide range of theoretical frameworks. The Theory of Planned Behavior, Uses and Gratifications Theory, Ducoffe's Web Advertising Model, the Technology Acceptance Model, and the Stimulus–Organism–Response framework were used most frequently. Hofstede's Cultural Dimensions Theory was commonly applied in cross-cultural or multinational research.

Table 4. Distribution of Reviewed Studies by Theories

Theory	No. of studies	Theory	No. of studies	Theory	No. of studies
Theory of Planned Behavior (TPB)	82	Uses and Gratifications Theory (UGT)	24	Ducoffe Web Advertising	16
Hofstede Cultural Dimensions Theory	19	Technology Acceptance Model (TAM)	16	Stimulus–Organism–Response (SOR)	12

Note. Parts of the theories (numbers were more than 10 in the reviewed samples) are shown in this table. This table outlines the frequency of specific theoretical frameworks explicitly identified within the titles, abstracts, or theory grounding of the 582 reviewed papers. A theory was coded as “used” only when the authors explicitly identified the theory as informing the hypotheses, conceptual model, variable selection, or interpretation of findings. Merely citing a theory without applying it analytically was not treated as theory use. The listed categories do not necessarily exhaust the sample when theories were not explicitly specified.

3.2 The Key Influence Factors Shaping Users’ Attitudes Toward SMA

For RQ1, the attitude-relationship coding findings indicates that informativeness, entertainment, trust, social interaction, and TAM/technology-related factors were mostly associated with positive attitudes toward SMA. Irritation showed the clearest negative pattern. These findings suggest that favorable SMA attitudes are most consistently linked to useful, enjoyable, credible, and technologically acceptable advertising experiences, whereas irritation functions as a negative attitudinal driver. To address RQ1, Table 5 details the primary antecedents shaping user attitudes.

Table 5. Relationships Between SMA Antecedents and Attitude

Relationship path	Relationship evidence cases	Positive relationships	Negative relationships	Non-significant/no relationship	Conditional relationships
Informativeness -> attitude	40	36	0	1	3
Entertainment -> attitude	25	20	0	5	0
Irritation -> attitude	15	0	11	4	0
Trust -> attitude	24	22	1	0	1
Social interaction -> attitude	10	8	0	1	1
TAM/technology-related factors -> attitude	12	10	0	1	1
Other Consumer personal factors -> attitude	28	8	3	1	16

Coding instructions: The research results indicate a relationship between the two variables. The research results report evidence of a positive/ negative/no significant/no relationship (e.g., significant differences, negative, insignificant/not significant, or stronger/weaker associations) between the two. Conditional relationships: The relationship varies across different conditions or categories; these are not classified as positive, negative, or non-significant.

3.2.1 Social Media Advertisement Value Perception

Advertisement value played an important role in previous research related to users’ attitudes toward ads (Crespo et al., 2025). The Ducoffe Web Advertising Model, a widely used theoretical framework in the field of advertising value-attitude-behavioral intention, examines the key factors affecting the value of online advertisements: informativeness, entertainment, and excitement (Ducoffe, 1995). Advertising value has an impact on consumer attitudes toward online advertising, which in turn affects consumer behavior and intention (Ducoffe, 1996). The information contained in social media advertisements can satisfy users' needs for information acquisition, including information on promotional activities, interactive reward activities, product information, product experience, etc., which often makes consumers perceive that the advertisements have a certain practical value and can satisfy informational needs, thus generating positive attitudes towards digital advertisements (Mahmut et al., 2022). However, in today's network society, some scholars have suggested that information overload will also make the audience feel that the information is too complicated and contradictory, increasing the risk of trust in the advertisements (Kusi et al., 2022), which in turn Informativeness -> attitude may become Conditional relationship. Entertainment means users can get entertainment satisfaction and perceive the emotional entertainment value of digital advertisements (Ünalımsı et al., 2024). On the contrary, in digital advertising environments, this hyper-focus on amusement can distract audiences from critical content evaluation, demonstrating that entertainment value does not inherently produce favorable or media-literate attitudinal outcomes (Pineda et al., 2022). Also, there have been studies conducted to prove that the concept of irritation can explain the value of advertisements in the research, and it is considered to be a negative predictor of advertisement value. Although some recent research indicated Non-significant/no relationship between irritation and attitude in special groups and modern platform ecosystems (Alkindi et al., 2025).

3.2.2 Social Interaction Motivation

According to the Uses and Gratifications Theory, social media platforms fulfill specific social needs and motivations of users, influencing their attitudes and perceptions of the medium and its content. Social motivations serve as a key determinant of the

effectiveness of brand communication within social media environments (Buzeta et al., 2024). The positive attitude that people develop towards SMA from opinion leaders is dependent on whether they like the post, whether they relate to it, or even want to make a social/expressive connection with it (Abrar et al., 2021). The observation of other people interacting with advertisements posted by the consumers' friends or influencers results in their developing a positive attitude towards it. Furthermore, users motivated by self-expression on social media, driven by their observation of shared experiences among peers or influencers, thereby garnering attention, and social recognition (Madan & Kapoor, 2022). Within the paradigm of platform capitalism, user engagement, expressed through clicking, liking, sharing, or watch time, plays a double role here. It is used both as a means of measuring the purchase intent and training machine learning models to serve advertisements in the most efficient way possible. However, it is notable that users motivated by passive consumption have been found to have indifference towards social media advertisement. These users tend to ignore advertisements on social media platforms where they feel such advertisements are disruptive.

3.2.3 Dependence and Trust in Social Media

The dependency theory by Ball-Rokeach & DeFleur (1976) and trust transfer theory by Stewart & Zhang (2003) state that users' dependency on media plays an important role in their perceptions of the trustworthiness of the platform's content (Wirtz et al., 2017). Trust in a social media platform primarily pertains to its credibility as a reliable source of information (Sangwan et al., 2022), while trust in social media advertisements is related to not only trust in the brand but also a connection with the advertisement's content and even the creator or source of the message (Gupta & Sharma, 2022). Empirical literature consistently underscores how psychological and structural media dependency drives shifts in user attitudes and behavioral intentions. For instance, high dependency on specialized brand channels or fan pages significantly fostered positive consumer attitudes toward platform-hosted content, and heightened consumer engagement and purchase intentions for products promoted within these ecosystems (Bianchi et al., 2017). Social media dependency fosters positive attitudes and intentions to purchase products promoted on these platforms. Users who trust the platform are more inclined to believe that advertisements are personalized and aligned with their interests, positively associating with higher perceptions of ad relevance, which can, in turn, enhance purchase intentions (Sombultawee & Wattanatorn, 2022).

3.2.4 Technology-Related Factors and Other Factors

According to TAM (Technology Acceptance Model), the perceived usefulness of technology and ease of use mostly positively related to attitude toward SMA (Lin & Kim, 2016). Some recent studies have examined how technological changes—such as algorithms and big data—affect usability and usefulness, which in turn influence users' attitudes toward these technologies. Additionally, the technological convenience provided by platforms that integrate entertainment and shopping ecosystems is also linked to users' intentions. Other factors also affect the attitude toward SMA, such as critical media literacy. Critical media literacy enables consumers to see through the manipulative power of algorithmic targeting, spot product placements by influencers, and deliberately resist ad tracking through privacy settings. For some specific SMAs, environmental awareness and personal social media usage habits, and Privacy concerns were also associated with attitudes.

3.3 The Relationships Between Attitude, Engagement, Perceived Behavioral Control, Subjective Norms, and Purchase Intentions

The purchase-intention results show predominantly positive relationships across all four predictors. Attitude had the largest evidence base and the strongest positive pattern, with 49 positive relationships out of 56 evidence cases. Perceived behavioral control and subjective norms also showed mostly positive associations with purchase intentions, although subjective norms had a larger number of non-significant cases. Engagement was less frequently studied but still showed a mainly positive relationship. No negative relationships were coded for these purchase-intention pathways. In alignment with RQ2, the synthesized pathways between attitude, engagement, and purchase intention are provided in Table 6.

Table 6. Relationships Between Attitude, Engagement, Perceived Behavioral Control, Subjective Norms, and Purchase Intentions

Relationship path	Relationship evidence cases	Positive relationships	Negative relationships	Non-significant/no relationship	Conditional relationships
Attitude -> purchase intentions	56	49	0	2	5
Engagement -> purchase intentions	14	11	0	1	2
Perceived behavioral control -> purchase intentions	25	21	0	3	1
Subjective norms -> purchase intentions	21	16	0	5	0

Note. Relationship evidence and conditional relationships were coded using the same conservative rule described in Table 5.

3.3.1 Attitude toward SMA and Purchase Intention

Purchase intention refers to consumers' willingness and tendency to purchase products or services in social media advertisements, which can directly guide the occurrence of purchase behavior (Efendioğlu, 2019). According to the Theory

of Planned Behavior, consumer attitudes influence purchase intention. This framework of attitude-behavior is reflected in many psychological, economic, and sociological theories. Positive advertising attitudes enhance purchase intentions by shaping consumers' beliefs about the product or brand (Al Reshaid et al., 2024). Notably, positive consumer attitude towards the advertisement tends to lead to more favorable purchase intention and behavior (Chetioui et al., 2021a). Because consumers can generate positive attitudes suggests that digital advertisements can meet the needs of users to make positive purchasing decisions, which in turn affects purchasing behavioral intentions.

3.3.2 Subjective Norms and Perceived Behavioral Control

According to the model proposed by the Theory of Planned Behavior (TPB), subjective norms and perceived behavioral control influence consumers' purchase intentions where subjective norms refer to the perceived social pressure to engage in a behavior, based on the expectations of significant others, such as family, friends, or peers.

A study by Juliana et al. (2024) has demonstrated that the influence of friends and family strongly shapes consumer decisions. Consumers tend to rely on the opinions of trusted others when making purchase decisions, particularly in cultures with high social interconnection. At the same time, some studies have found no significant or decreased correlation between subjective norms and purchase intention (Akar, 2024; Zayed et al., 2022).

Perceived behavioral control (PBC) refers to the perception of the ease or difficulty of performing a behavior, influenced by past experiences and external factors that may facilitate or hinder the behavior. Research by Kim et al. (2019) suggests that perceived control over financial resources significantly influences purchase intentions. When consumers perceive that they can afford a product or easily access it, their intention to purchase increases. Similarly, A study by Iqbal et al. (2024) found that the resources and chances enhance perceived behavioral control, leading to stronger purchase intentions. Improved online shopping interfaces and security features increase consumers' perceived control, thereby enhancing their intentions to make online purchases. Studies by Tseng et al. (2021) have shown that when consumers perceive fewer risks associated with purchasing a product, their sense of control increases, which in turn positively affects their purchase intentions. However, some studies have found no significant correlation between behavioral control and purchase intention (Lončarić et al., 2021; Sarfraz & Bano, 2023).

In the relationship between subjective norms, perceived behavioral control, and purchase intention, some scholars have added moderating factors to their research, such as religious culture (Hassan et al., 2022), trust (Kong et al., 2021) and moral obligation (Kumar, 2024).

3.3.3 Customer engagement and Purchase intention

It has been shown that the active participation of customers in SMA is a presentation of social relationships and influences that will be mediated through the generation of initial trust, which in turn will positively influence the intention to buy from them (Supotthamjaree & Srinaruewan, 2021). In the context of social media, Interactive ads that encourage user engagement (e.g., liking, commenting, or sharing) foster a sense of involvement, which strengthens positive attitudes and increases purchase intentions. Customer engagement moderates the relationship between customer perceptions and behavioral intentions (Dabbous & Barakat, 2020). Abdul-Ghani et al. (2019) suggest that customer engagement behaviors drive consumers' behavioral intentions as reflected in persistent search behaviors and repurchase intentions (Waltenrath, 2024). Some studies indicate that there are other factors moderating the relationship between participation and purchase intention, such as mindfulness (Konstantoulaki et al., 2022). However, some scholars argue that online social engagement does not necessarily promote purchase intention, as users may choose to comment or share to express their disapproval of the message or values conveyed by the product or brand, which may have a negative impact on purchase (Aghekyan-Simonian et al., 2012).

3.4 The role of Culture on Consumer Responses to SMA

The culture analysis indicates that cultural differences are an important but unevenly examined issue in SMA research. 49 studies reported evidence confirming cultural effects. 46 studies were coded as involving different cultural backgrounds. 41 mentioned culture, but without clearly examining its relational or directional role.

Table 7. Cultural-Difference Statistics in SMA Studies

Cultural indicator	No. of studies	Coding criterion
Studies confirming cultural effects	49	Results reported significant cultural differences, moderating effects, or stronger/weaker effects across cultures.
Studies conducted across different cultural backgrounds	46	Studies explicitly used cross-cultural, cross-national, across-cultures, different-cultural-backgrounds, or multi-country designs or wording.
Studies not confirming/no significant cultural effects	4	Cultural relationships were reported as insignificant, not significant, no moderating effect, or no moderation.
Culture mentioned without relationship or impact analysis	41	Culture-related terms were mentioned, but no explicit moderation, cross-cultural design, or directional result was coded.

Cultural differences play a moderating role in users' social commerce adoption. Culture serves as a mediating moderator between advertising content and attitude, engagement response (Anderson et al., 2024) and consumer behavior (Torelli &

Rodas, 2017), which not only involves customers but also includes influencers. Hofstede's model of cultural values (Hofstede et al., 2010) has been widely used in comparative, cross-cultural research. He proposed a six-value typology of national cultures, namely power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, long-term orientation versus short-term orientation, and indulgence versus restraint. Individualism/collectivism and Longus/short-term orientation as two cultural values have been identified as key in explaining cross-cultural differences in (brand-related) SMA (Lin et al., 2017). Analyzing cross-cultural data, it becomes evident that differences in consumer behavior toward SMA are determined by the historical and structural divide in terms of platform ecosystems between the West and China. Western marketplaces are dominated by the presence of two corporations: Meta (Facebook, Instagram) and Google (YouTube). Conversely, in the case of Chinese market environments, represented by such platforms as WeChat (owned by Tencent) and Douyin (operated by ByteDance), it is necessary to consider the existence of super-apps, where the functionality of the social network, video streaming driven by algorithms, and wallet functions (e.g., WeChat Pay and Alipay) are integrated in one space. Uncertainty avoidance and Power distance have also been used in different studies on SMA and consumer response (Pineda et al., 2022). Hofstede's cross-cultural theory has been used in many types of research to demonstrate the cultural effect on different elements such as engagement and purchase intention (Zamora-Medina et al., 2023).

4. Discussion

The findings indicate that consumers form attitudes toward SMA through a combination of message value, social motivation, trust, and technological experience. Informativeness was the most consistently positive antecedent due to reducing uncertainty and supporting purchase decisions (Tuten & Solomon, 2021). However, information overload can weaken this benefit, highlighting the need to balance informational richness with clarity and advertising frequency (Fu et al., 2020). Entertainment was generally positive, but one-fifth of the coded relationships were nonsignificant, suggesting that amusement alone may be insufficient when advertising lacks relevance or cultural fit. Peers and social factors also have an impact on consumer attitudes and engagement. They may comment to express their opinion in seeking to align with specific cultural groups, which may enhance their attitude and be convincing to buy, inspiring social marketing strategies to improve electronic word-of-mouth. Trust in social media platforms means that SMA can be considered as a reliable resource to make purchase decisions (Sombultawee & Wattanatorn, 2022). The advertiser needs to investigate which social media platforms their target audience trusts to advertise effectively. Irritation, by contrast, remains a clear barrier, and consumer-specific factors such as environmental concern, ethical evaluation, and media literacy may further differentiate responses.

Attitude has been shown to positively influence both engagement and purchase intention, while engagement fosters brand interaction and often serves as an indirect driver of purchase decisions. Nevertheless, engagement should not be equated with conversion because users can interact with advertising for exploratory, social, or critical reasons. However, as shown in the findings and analysis section, the relationship between subjective norms, perceived behavioral control, and purchase intentions remains inconsistent, with 24% and 16% no-significant relationships, largely due to variations in cultural contexts (e.g., collectivism and individualism), individual differences, and the complexity of SMA communication, such as social media platforms. As shown in the findings, survey(questionnaire) methods were mostly used in previously reviewed studies to verify or explore these relationships; however, few studies combined with other methods to deeply understand their behavior mechanism or explore why they showed different responses. Cross-cultural research highlights the role of cultural factors in influencing consumer engagement and purchase decisions across diverse markets. Kim et al. (2019) found that cultural differences affect individual engagement motives, posing challenges for globalized marketing strategies. Local culture and cultural differences should be taken into account in SMA strategies.

5. Conclusion

5.1 Summary of the Study

This theory-oriented systematic review synthesizes research on the relationships between SMA and consumer attitudes, engagement, and purchase intentions. Across the reviewed studies, informativeness, entertainment, social motivation, trust, and technology-related perceptions generally contributed to favorable attitudes, whereas irritation was predominantly detrimental. Attitude was the most consistent predictor of both engagement and purchase intention. Engagement supported brand interaction and operated as an indirect stimulator of purchasing, but it did not necessarily translate into conversion. In this regard, it is critical to understand the major differences between Western and Chinese digital platforms (such as Instagram, TikTok, and Rednote, Douyin). The effects of subjective norms and perceived behavioral control were less uniform and depended on consumer, product, platform, and cultural conditions. Cross-cultural research further demonstrated that consumer responses are shaped not only by national cultural values but also by the institutional organization and affordances of platform ecosystems. By integrating Uses and Gratifications Theory, the Technology Acceptance Model, the Theory of Planned Behavior, advertising-value models, and cultural frameworks, this review provides a more coherent explanation of how users move from advertising exposure to evaluation, interaction, and purchase intention. It also identifies important gaps in research on platform-specific mechanisms, actual purchasing behavior, and the causes of nonsignificant or conditional relationships. Overall, SMA

effectiveness should be understood as the outcome of an interaction among advertising content, user motivations, platform technologies (e.g., the algorithmic systems of platform capitalism), and cultural contexts.

5.2 Limitations of the Study

While providing a comprehensive synthesis, this study recognizes certain limitations inherent in the compiled literature. The study is limited by its selected volume of literature, mostly based on empirical self-reporting surveys, which risks mixing social desirability and personal biases. The theory-oriented coding also synthesizes reported relationships rather than estimating pooled effect sizes. Conversely, with digital media technologies evolving rapidly, existing academic models struggle to capture the real-time changes brought by emerging generative artificial intelligence (AI) tools and synthetic influencer marketing.

5.3 Future Scope

In future research, the use of longitudinal studies and digital methods to track behavior conversion rates from advertising engagement through to purchase, rather than simply purchase intention statements, will be possible. The influence of generative AI, automated content optimization, and deep-fake models on users' perceptions of brand and platform authenticity within platform news feed environments can be studied. Finally, the role of differing degrees of awareness regarding user privacy and ad blocking as an attempt to subvert it can be investigated, along with media literacy.

Acknowledgments

Not applicable.

Author contributions

Not applicable.

Funding

Not applicable.

Competing interests

Not applicable.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

References

- Abdul-Ghani, E., Hyde, K. F., & Marshall, R. (2019). Conceptualising Engagement in a Consumer-to-Consumer Context. *Australasian Marketing Journal*, 27(1), 2-13. <https://doi.org/10.1016/j.ausmj.2018.06.004>
- Abrar, M., Sibtain, M. M., & Shabbir, R. (2021). Understanding purchase intention towards eco-friendly clothing for generation Y & Z. *Cogent Business & Management*, 8(1), 1997247. <https://doi.org/10.1080/23311975.2021.1997247>
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19(3), 325–331. <https://doi.org/10.1016/j.jretconser.2012.03.006>

- Akar, E. (2024). Digital consumerism in times of crisis: exploring the shift in online shopping behaviour. *British Food Journal*, 126(9), 3441-3462. <https://doi.org/10.1108/BFJ-01-2024-0021>
- Al Reshaid, F., Tosun, P., & Yanar Gürce, M. (2024). Cryptocurrencies as a means of payment in online shopping. *Digital Policy, Regulation and Governance*, 26(4), 375-393. <https://doi.org/10.1108/DPRG-12-2023-0185>
- Alkindi, M. Z. H., Haddad, A., Dawood Hafiz, A. M., Abdulhadi Akkof, A. M., & Teoh Cheng, K. (2025). Harnessing the power of Social Media Advertising: strategic opportunities. *Marketing Intelligence & Planning*, 43(6), 1100-1124. <https://doi.org/10.1108/MIP-10-2023-0546>
- Anderson, K. C., Albinsson, P. A., & Ducarroz, C. (2024). Peer-to-peer community on social media: An exploratory cross-cultural study. *Journal of Consumer Behaviour*, 23(3), 1285-1306. <https://doi.org/10.1002/cb.2276>
- Ball-Rokeach, S. J., & DeFleur, M. L. (1976). A Dependency Model of Mass-Media Effects. *Communication Research*, 3(1), 3-21. <https://doi.org/10.1177/009365027600300101>
- Bhosale, V. S., Raverkar, D. P., & Tamondkar, T. (2020). Importance of digital marketing in the new age. *International Journal of Advance and Innovative Research*, 7(1), 79-82. https://www.researchgate.net/profile/Vijaya-Bhosale/publication/344851786_IMPORTANCE_OF_DIGITAL_MARKETING_IN_THE_NEW_AGE/links/65e85a1ce7670d36ab00711c/IMPORTANCE-OF-DIGITAL-MARKETING-IN-THE-NEW-AGE.pdf
- Bianchi, C., Andrews, L., Wiese, M., & Fazal-E-Hasan, S. M. (2017). Consumer intentions to engage in s-commerce: A cross-national study. *Journal of Marketing Management*, 33(1), 1-31. <https://doi.org/10.1080/0267257X.2017.1319406>
- Buzeta, C., De Keyser, F., Dens, N., & De Pelsmacker, P. (2024). Branded content and motivations for social media use as drivers of brand outcomes on social media: a cross-cultural study. *International Journal of Advertising*, 43(4), 637-671. <https://doi.org/10.1080/02650487.2023.2215079>
- Chetioui, Y., Butt, I., & Lebdaoui, H. (2021a). Facebook advertising, eWOM and consumer purchase intention-Evidence from a collectivistic emerging market. *Journal of Global Marketing*, 34(3), 220-237. <https://doi.org/10.1080/08911762.2021.1891359>
- Crespo, C. F., Ferreira, A. G., Ribeiro, F. M., & Alshevskaya, T. (2025). Unlocking the Power of Ads: A Cross-Cultural Examination of Consumers' Advertising Value Perceptions. *Journal of International Consumer Marketing*, 37(4), 328-349. <https://doi.org/10.1080/08961530.2024.2447720>
- Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of retailing and consumer services*, 53, 101966. <https://doi.org/10.1016/j.jretconser.2019.101966>
- Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1-18. <https://doi.org/10.1080/10641734.1995.10505022>
- Ducoffe, R. H. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21-35. <https://doi.org/10.1080/00218499.1996.12466626>
- Efendioğlu, İ. H. (2019). The impact of conspicuous consumption in social media on purchasing intentions. *Journal of Business Research-Turk*, 11(3), 2176-2190. <https://doi.org/10.20491/isarder.2019.732>
- Fu, S., Li, H., Liu, Y., Pirkkalainen, H., & Salo, M. (2020). Social media overload, exhaustion, and use discontinuance: Examining the effects of information overload, system feature overload, and social overload. *Information Processing & Management*, 57(6), 102307. <https://doi.org/10.1016/j.ipm.2020.102307>
- Geng, S., Yang, P., Gao, Y., Tan, Y., & Yang, C. (2021). The effects of ad social and personal relevance on consumer ad engagement on social media: The moderating role of platform trust. *Computers in human behavior*, 122, 106834. <https://doi.org/10.1016/j.chb.2021.106834>
- Gupta, M., & Sharma, A. (2022). Enhance customer engagement via Facebook fanpage for increased purchase intentions: Case of ewallet. *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 1117-1134). IGI Global Scientific Publishing.
- Hamouda, M. (2018). Understanding Social Media Advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. *Journal of Enterprise Information Management*, 31(3), 426-445. <https://doi.org/10.1108/JEIM-07-2017-0101>
- Hanaysha, J. R. (2022). An examination of Social Media Advertising features, brand engagement and purchase intention in the fast food industry. *British Food Journal*, 124(11), 4143-4160. <https://doi.org/10.1108/BFJ-08-2021-0907>
- Hasbullah, M. N. M., & Harun, H. (2022). Tadbir Urus Institusi Zakat Di Pulau Pinang: Peranan Dan Sumbangan Terhadap Ekonomi Golongan Asnaf di Pulau Pinang:(Governance of Zakat Institution in Penang: Roles and Contributions to The Economy of The Asnaf In Penang). *International Journal of Mosque, Zakat and Waqaf Management (Al-Mimbar)*, 77-98. <https://doi.org/10.53840/almimbar.v2i2.59>
- Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-made first—does halal consciousness affect Muslims' intention to purchase?. *Journal of Islamic Marketing*, 13(2), 466-480. <https://doi.org/10.1108/JIMA-05-2019-0102>

- Hofstede, G. (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. SAGE Publications.
- Hofstede, G., Hofstede, G. J., Minkov, M. (2010). *Cultures and Organizations: Software of the Mind* (3rd ed.). McGraw Hill LLC.
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Iqbal, A., Saraswati, E., T, S., & Tojibussabirin, M. (2024). Green consumption behaviour in Indonesia: exploring the role of government support. *Cogent Social Sciences*, 10(1), 2439546. <https://doi.org/10.1080/23311886.2024.2439546>
- Juliana, J., Limayurid, A. S., Adirestuty, F., Ridlwani, A. A., Rusmita, S. A., & Ismail, S. (2024). Intention to buy halal food through the ShopeeFood application on Generation Z Muslims. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-04-2023-0120>
- Kang, J.-W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78, 189–198. <https://doi.org/10.1016/j.ijhm.2018.10.011>
- Kemp, S. (2023). *Digital, Global Overview Report*. DataReportal. <https://datareportal.com/reports/digital-2023-global-overview-report>
- Kim, H., Youn, S., & Lee, D. (2019). The effect of corporate social responsibility reputation on consumer support for cause-related marketing. *Total Quality Management & Business Excellence*, 30(5-6), 682–707. <https://doi.org/10.1080/14783363.2017.1332482>
- Kong, H. M., Witmaier, A., & Ko, E. (2021). Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands. *Journal of Business Research*, 131, 640–651. <https://doi.org/10.1016/j.jbusres.2020.08.021>
- Konstantoulaki, K., Rizomyliotis, I., Cao, Y., & Christodoulou, I. (2022). Social media engagement and the determinants of behavioural intentions of university online programme selection: the moderating role of mindfulness. *Corporate Communications: An International Journal*, 27(3), 457–469. <https://doi.org/10.1108/CCIJ-07-2021-0081>
- Kumar, R. (2024). To save the environment is my moral duty: investigating young consumer's green purchase behaviour with moderated mediation approach. *Social Responsibility Journal*, 20(8), 1508–1534. <https://doi.org/10.1108/SRJ-02-2023-0066>
- Kusi, G. A., Rumki, M. Z. A., Quarcoo, F. H., Otchere, E., & Fu, G. (2022). The role of information overload on consumers' online shopping behavior. *Journal of Business and Management Studies*, 4(4), 162–178. <https://doi.org/10.32996/jbms>
- Lee, J., & Hong, I. B. (2019). Consumer's Electronic Word-of-Mouth Adoption: The Trust Transfer Perspective. *International Journal of Electronic Commerce*, 23(4), 595–627. <https://doi.org/10.1080/10864415.2019.1655207>
- Lim, W. M., Gupta, S., Aggarwal, A., Paul, J., & Sadhna, P. (2024). How do digital natives perceive and react toward online advertising? Implications for SMEs. *Journal of Strategic Marketing*, 32(8), 1071–1105. <https://doi.org/10.1080/0965254X.2021.1941204>
- Lin, C. A., & Kim, T. (2016). Predicting user response to sponsored advertising on social media via the technology acceptance model. *Computers in Human Behavior*, 64, 710–718. <https://doi.org/10.1016/j.chb.2016.07.027>
- Lin, H.-C., Swarna, H., Bruning, P. F. (2017). Taking a global view on brand post popularity: Six social media brand post practices for global markets. *Business Horizons*, 60(5), 621–633. <https://doi.org/10.1016/j.bushor.2017.05.006>
- Lončarić, D., Dujmić, E., & Krešić, G. (2021). Assessment of the intention to consume farmed fish using the theory of planned behaviour – Scale validation. *Zbornik Veleučilišta u Rijeci*, 9(1), 1–17. <https://doi.org/10.31784/zvr.9.1.1>
- Lopopolo, P. (2021). *Real-time marketing to break through the clutter: A cross-cultural comparison of factors and motivators influencing social media consumer engagement and brand eWOM intention in China and Italy* [Master's thesis, Ca' Foscari University of Venice].
- Madan, S. K., & Kapoor, P. S. (2022). Study of consumer brand following intention on Instagram: Applying the uses and gratification theory. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 1964–1986). IGI Global Scientific Publishing.
- Mahmut, B., Huseyin, K. O. R. K. M. A. Z., Sak, F. S., & Ozlem, A. (2022). Determinants of consumer attitudes towards Social Media Advertising: Evidence from the Turkish airline industry. *Studies in Business and Economics*, 17(1), 5–23. <https://doi.org/10.2478/sbe-2022-0001>
- Michel, F., & Gandon, F. (2024). Pay Attention: A Call to Regulate the Attention Market and Prevent Algorithmic Emotional Governance. *Proceedings of the AAAI/ACM Conference on AI, Ethics, and Society*, 7(1), 971–983. <https://doi.org/10.1609/aies.v7i1.31696>
- Monesa, F., & Simanjuntak, E. R. (2024). The Impact of Soft-Sell Appeal in TikTok on the Attitude towards the

- Ads. *WSEAS Transactions on Business and Economics*, 21, 1890-1900. <https://doi.org/10.37394/23207.2024.21.154>
- Pang, H., Qiao, Y., & Zhang, K. (2024). Modeling pathway linking mobile social media intensity to attitude towards electronic word-of-mouth and engagement: the significant role of social trust and perceived homophily. *Technological Forecasting and Social Change*, 198, 123023. <https://doi.org/10.1016/j.techfore.2023.123023>
- Pineda, A., Sanz-Marcos, P., & Gordillo-Rodríguez, M. T. (2022). Branding, culture, and political ideology: Spanish patriotism as the identity myth of an iconic brand. *Journal of consumer culture*, 22(1), 82-102. <https://doi.org/10.1177/1469540519899977>
- Pranata, F. A., & Salehudin, I. (2024). The Impact of Exposure to Online Advertising on the Intention to Download Online Loan Applications among Young Adults (18-27 Years) in Indonesia. *Journal of Marketing*, 4(2), 113-131. <https://doi.org/10.35313/jmi.v4i2.171>
- Sangwan, S., Sharma, S. K., & Sharma, J. (2022). Disclosing customers' intentions to use social media for purchase-related decisions. *Asia-Pacific Journal of Business Administration*, 14(1), 145-160. <https://doi.org/10.1108/APJBA-02-2021-0061>
- Sarfraz, U., & Bano, S. (2023). Moderating impact of brand authenticity and control over ads on the effectiveness of Facebook advertising: A two-sample study. *EuroMed Journal of Business*, 18(3), 424-440. <https://doi.org/10.1108/EMJB-12-2021-0196>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2021). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. In *Leveraged marketing communications* (pp. 208-231). Routledge. <https://doi.org/10.4324/9781003155249-12>
- Shareef, M. A., Mukerji, B., Alryalat, M. A. A., Wright, A., & Dwivedi, Y. K. (2018). Advertisements on Facebook: Identifying the persuasive elements in the development of positive attitudes in consumers. *Journal of Retailing and Consumer Services*, 43, 258-268. <https://doi.org/10.1016/j.jretconser.2018.04.006>
- Sombultawee, K., & Wattanatorn, W. (2022). The impact of trust on purchase intention through omnichannel retailing. *Journal of Advances in Management Research*, 19(4), 513-532. <https://doi.org/10.1108/JAMR-06-2021-0196>
- Stewart, K. J., & Zhang, Y. (2003, September 30). Effects of hypertext links on trust transfer. *ICEC '03: Proceedings of the 5th International Conference on Electronic Commerce* (pp. 235-239). <https://doi.org/10.1145/948005.948037>
- Sun, Y., Zhong, Y., Zhang, Z., Wang, Y., & Zhu, M. (2024). How technical features of virtual live shopping platforms affect purchase intention: Based on the theory of interactive media effects. *Decision Support Systems*, 180, 114189. <https://doi.org/10.1016/j.dss.2024.114189>
- Supotthamjaree, W., & Srinaruewan, P. (2021). The impact of Social Media Advertising on purchase intention: the mediation role of consumer brand engagement. *International Journal of Internet Marketing and Advertising*, 15(5-6), 498-526. <https://doi.org/10.1504/IJIMA.2021.118264>
- Torelli, C.J., Rodas, M. (2017). Globalization, branding and multicultural consumer behavior. In CV. Jansson-Boyd, & MJ. Zawisza (Eds.) *Routledge International Handbook of Consumer Psychology* (41-58). Routledge.
- Tseng, W. Y., Chiu, W., & Leng, H. K. (2021). A comparative study of consumers' intention to purchase counterfeit outdoor products in Taiwan and Hong Kong. *Journal of Asian Business and Economic Studies*, 28(3), 162-176. <https://doi.org/10.1108/JABES-02-2020-0011>
- Tuten, T. L., Solomon, M. R. (2021). *Social Media Marketing*. SAGE Publications.
- Ünalıms, E., Dirsehan, T., & Erdoğan, İ. E. (2024). Consequences of influencer-created content on influencers' authenticity in the beauty and personal care industry. *Journal of Marketing Communications*, 1-27. <https://doi.org/10.1080/13527266.2024.2371833>
- Waltenrath, A. (2024). Consumers' ambiguous perceptions of advertising disclosures in influencer marketing: Disentangling the effects on current and future social media engagement. *Electronic Markets*, 34(1), 8. <https://doi.org/10.1007/s12525-023-00679-8>
- Wiese, M., & Akareem, H. S. (2020). Determining perceptions, attitudes and behaviour towards social network site advertising in a three-country context. *Journal of Marketing Management*, 36(5-6), 420-455. <https://doi.org/10.1080/0267257X.2020.1751242>
- Wirtz, B. W., Göttel, V., & Daiser, P. (2017). Social networks: Usage intensity and effects on personalized advertising. *Journal of Electronic Commerce Research*, 18(2), 103-123. http://www.jecr.org/sites/default/files/2017vol18no2_Paper1.pdf
- Zamora-Medina, R., Suminas, A., & Fahmy, S. S. (2023). Securing the youth vote: A comparative analysis of digital persuasion on TikTok among political actors. *Media and communication*, 11(2), 218-231. <https://doi.org/10.17645/mac.v11i2.6348>
- Zayed, M. F., Gaber, H. R., & El Essawi, N. (2022). Examining the factors that affect consumers' purchase intention of organic food products in a developing country. *Sustainability*, 14(10), 5868. <https://doi.org/10.3390/su14105868>