



# “Social media marketing and customer purchase intention: Evidence-based bibliometrics and text analysis”

<b>AUTHORS</b>	Anh Tuan Phan Anh Van Nguyen Nhan Van Ho Giang Ha Hai 
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Nhan Van Ho, Giang Hai Ha, 2024

Anh Tuan Phan, MSc., Faculty  
of Economics and Business  
Administration, Da Lat University,  
Vietnam.

Anh Van Nguyen, Associate Professor,  
Faculty of Economics and Business  
Administration, Da Lat University,  
Vietnam.

Nhan Van Ho, Ph.D., Training  
Department, Duy Tan University,  
Vietnam.

Giang Hai Ha, MSc., Institute of  
Theoretical and Applied Research,  
Duy Tan University, Vietnam; School  
of Business and Economics, Duy Tan  
University, Vietnam. (Corresponding  
author)



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Anh Tuan Phan (Vietnam), Anh Van Nguyen (Vietnam), Nhan Van Ho (Vietnam),  
Giang Hai Ha (Vietnam)

# SOCIAL MEDIA MARKETING AND CUSTOMER PURCHASE INTENTION: EVIDENCE-BASED BIBLIOMETRICS AND TEXT ANALYSIS

## Abstract

The rapid proliferation of social media platforms has sparked heightened interest among businesses seeking to leverage them to enhance customer purchase intentions. Consequently, there has been a surge in research exploring the intersection of social media marketing and consumer behavior. However, gaps persist regarding the primary themes within this research domain. This study analyzes 282 research papers spanning from 2012 to 2022, sourced from the Web of Science Core Collection, focusing on social media and customer purchase intentions. Leveraging Latent Dirichlet Allocation (LDA) commands in STATA and VOSviewer software, the study investigates emerging trends and prevalent themes, visualizing the dataset. The findings indicate a notable increase in research output, particularly from developed countries, with significant collaboration between developed and developing nations. Moreover, the study identifies five principal research topics: 1) the impact of social media marketing on consumer purchase intention, 2) the consequences of online brand communities on purchase behavior, 3) factors influencing consumer purchase intention, 4) influencer effects on purchase intention, and 5) social media advertising and marketing strategies. Future inquiries should delve into various factors shaping customer purchase intentions, including the role of influencers, word-of-mouth dynamics, and advertising strategies while considering the diverse cultural contexts across different regions. This comprehensive analysis provides valuable insights for researchers and practitioners alike, guiding future endeavors in understanding and harnessing the power of social media in consumer decision-making processes.

## Keywords

social media platforms, country collaboration,  
advertising, consumer behavior, multidisciplinary  
research topic

## JEL Classification

M10, M30, M31

## INTRODUCTION

The prevalence of social media platforms such as TikTok, YouTube, and Facebook has fundamentally transformed the digital landscape over recent years (Chen & Qasim, 2021). In addition to employing them for communication, companies also use them to sell their products and consider them indispensable for success in the Internet marketplace (Ebrahim, 2020).

Social media marketing represents a strategic approach wherein businesses leverage these platforms to effectively captivate online consumers. A multitude of brands have capitalized on the rise of social media to forge robust client relationships and enhance communication dynamics (Ibrahim & Aljarah, 2018). Most companies have developed social networking sites as a potent tool to connect with and reach their target audience (Luo et al., 2018), which can impact their purchasing decisions (Suraweera & Jayathilake, 2021).

Frequently, consumers utilize social media to conduct product and service research, read reviews, and engage with brands (Lim & Rasul, 2022). Businesses may establish credibility and brand loyalty, increasing purchase intention by providing entertaining and informative material on social media (Hanaysha, 2022).

Consumers increasingly rely on their engagement with social media platforms (Hutter et al., 2013). As the number of consumers using social media continues to surge and businesses strategically incorporate social media into their operational frameworks, these platforms facilitate meaningful interactions between consumers and companies. Social media provides an avenue for consumers to connect and engage with businesses and their fellow consumers (Hall-Phillips et al., 2016).

Social media marketing plays a pivotal role in shaping customer purchasing intentions. This strategic approach harnesses the potential of social media to cultivate awareness and foster positive engagement. Social marketing can heighten customer purchase intent by aligning with social values and fostering engagement through these channels. Furthermore, the impact of community reviews and feedback on social platforms cannot be understated, as these evaluations, whether positive or negative, wield substantial influence over purchasing decisions.

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## 1. LITERATURE REVIEW

Social media marketing is the type of marketing that uses social media platforms, focusing on posting social media content to increase the sale of a product, service, or brand awareness (Davis, 2016; Sheela & Mohammad, 2018). It leverages the power of social networks to connect with a large and engaged audience. For businesses and organizations, utilizing social media marketing can significantly enhance brand visibility, foster customer engagement, and boost sales (Faisal & Ekawanto, 2022). Choosing the right social media platforms to reach and engage with customers through social media marketing effectively is essential (Agrawal & Trivedi, 2021). Regularly monitoring and adjusting your social media marketing strategy is critical to long-term success.

Purchase intention denotes a consumer's inclination or desire to acquire a product or service (Li et al., 2022). It is a crucial concept in marketing since it helps businesses and marketers understand what drives consumer behavior and how they can influence it (Morwitz, 2012). By understanding consumer purchase intentions, companies can tailor their marketing strategies to target better and engage their audience and ultimately drive sales (Agrawal & Trivedi, 2021).

Many studies have examined the correlation between social media marketing and purchase intention, with some favorable correlation (Emini

& Zeqiri, 2021; Jamil et al., 2022). The positive relationship can be found in various industry and contextual settings, such as in Indonesia (Kusumo et al., 2021), Vietnam (Nguyen et al., 2020), and Saudi Arabia (Alfeel & Ansari, 2019). Organizations solicit stakeholder feedback using social media (Pang et al., 2018). Consumer evaluations are a significant part of social media that raises questions about the information's quality, legitimacy, and authenticity (Chen et al., 2011). A study by Swathi and Linus (2022) reveals that SMM increases customer-business engagement. Another study examines the elements influencing purchase intent in e-commerce transactions (Dachyar & Banjarnahor, 2017).

Existence review studies have been conducted in different fields. For instance, a survey by Vrontis et al. (2021) explores the current themes and research gaps in social media influencer marketing. Besides, Bryła et al. (2022) focus on the impact of social media marketing on consumer engagement. A study in 2022 conducted advanced social media marketing strategies and background research on social media marketing in various contexts (Swathi & Linus, 2022). However, there is a lack of comprehension of the most significant trends and themes in the research on purchase intention and social media marketing.

Besides, there have been several research using bibliometric measurement in marketing and purchase behavior. For instance, Li and Hassan (2023)

seek to analyze the present state of research concerning the purchasing habits of Generation Z, delineate the progression of research into Generation Z's buying behavior, and pinpoint principal areas of research interest. Besides, Wu et al. (2022) delineate five prominent research themes of integrated marketing communications, including IMC theory and models, brand communication, media investigation, consumer analysis, and marketing. However, these studies did not use Latent Dirichlet Allocation (LDA) commands to explore the topics of the dataset but VOSviewer.

In summary, social media marketing is effective in providing valuable content, engaging with customers, and building relationships with customers. Companies that are proficient in utilizing social media to cultivate trust and credibility with customers are more prone to experience a favorable influence on the intention to purchase.

This study will examine the present academic discussion and attempt to identify the main topic and the publishing rate regarding social media marketing and purchase intention using bibliometric and LDA methods.

## 2. METHOD

Building upon the insights and gaps identified in the literature review, this study will now outline the methodology employed to address this research.

First, the terms “social media marketing”, “purchase intention,” and social media platforms, including “Facebook,” “Twitter,” “YouTube,” “Instagram,” “Zalo,” “TikTok,” “Google Ads,” and “Google Adwords” were used as search terms. All papers contained those in the title, abstract, keywords, and keywords plus. The search terms were combined by using Boolean “AND” and “OR” (see Appendix A).

**Table 1.** Kind of technique and results

Data	Methods/Software	Presentations of results
Keywords, Affiliation	Probability of co-occurrence	Map of keywords
		Map of the global network
Abstracts	Latent Dirichlet Allocation	5 classifications of research topics
WoS taxonomy of academic disciplines		Dendrogram of academic areas

The Web of Science (WOS) database was applied for data download. This database outweighs others due to its convenience in data collection, including 1) wide-range coverage of the topic area, 2) reliable sources with high-quality journals, 3) providing sophisticated search options, and 4) full-text article access (Pranckutė, 2021).

Second, the publication data were limited to 2022 because the search began in January 2023. Besides, there was no restriction on the initial date. The chosen papers were research articles and reviews written in English; any other types of papers written in different languages were eliminated. Data were downloaded separately to check consistency (see Appendix B).

The finished data were copied to STATA (version 16.0) for analysis (StataCorp., Texas, USA). The general information of the dataset included years of publishing, annual papers of each country, total citations until 2022, the average citation rate a year, the total number of downloads in the past six months and five years, and the average download times in the last six months/five years.

VOSviewer created a network graph illustrating the collaboration of countries and a co-occurrence network using keywords (Van Eck & Waltman, 2010).

Latent Dirichlet Allocation (LDA) determined the five most popular topics. Latent Dirichlet Allocation (LDA) is a technique for modeling themes that can find the primary subjects in a set of abstracts. Each abstract combines several themes, and each topic is a word distribution according to the LDA principle. Two researchers examine the abstract and identify subjects after determining the most popular topics. They resolved their disagreements by consulting with a senior researcher.

Below is a summary of analytical approaches for each data type (Table 1).

### 3. RESULTS

With the methodology in place, the findings will provide a comprehensive analysis of the data collected and shed light on the outcomes of the research efforts.

Table 2 provides an overview of the research output and impact of the publications over ten years. It shows the increasing trend in research productivity and influence, which can help evaluate the performance and impact of a research program or institution.

The number of papers published each year varies from 1 to 77, with an increasing trend from 2012 to 2022. The number of citations ranges from 29 to 1,316, with the highest number in 2020. The mean citation rate per year ranges from 3.6 to 1,540, with the highest rate in 2022.

The total download times in the last six months and five years range from 5 to 6,170 and from 53 to 3,132, respectively, with the highest usage in

2020. The average download times in the previous six months and last five years range from 3.5 to 25.0 and 5.0 to 73.6, respectively, with the highest mean use rate in 2012.

Table 3 displays the 30 most-cited research articles in social media marketing. The table contains the title of each piece, the journal in which it was published, the year of publication, the total number of citations, and the annual average number of citations. The papers cover various digital and social media marketing topics such as influencer marketing, social commerce, brand communities, and social media advertising. Its recent academic studies on how social media affects consumer behavior have garnered considerable interest, with each paper being cited at least 54 times. Table 3 also shows the popularity of certain journals for publishing research in this field, such as the International Journal of Information Management (five times), Journal of Retailing and Consumer Services (four times), Journal of Business Research (three times), and Journal of Consumer Behavior (three times).

**Table 2.** General indicators of studies

Year of publication	Total papers	Total citations	Average cite rate per year	Total download papers last six months	Total download papers last five years	Average download papers from the previous six months	Average download papers five years
2022	77	209	2.71	1540	2833	20.0	7.4
2021	63	696	11.0	812	3132	12.9	9.9
2020	53	1316	12.4	1105	6170	20.8	23.3
2019	28	713	8.5	244	1721	8.7	12.3
2018	19	362	4.8	100	1062	5.3	11.2
2017	14	677	9.7	115	1409	8.2	20.1
2016	13	979	12.6	160	2093	12.3	32.2
2015	9	651	10.3	50	1413	5.6	31.4
2014	1	29	3.6	5	53	5.0	10.6
2013	2	156	8.7	7	325	3.5	32.5
2012	3	955	31.8	75	1104	25.0	73.6

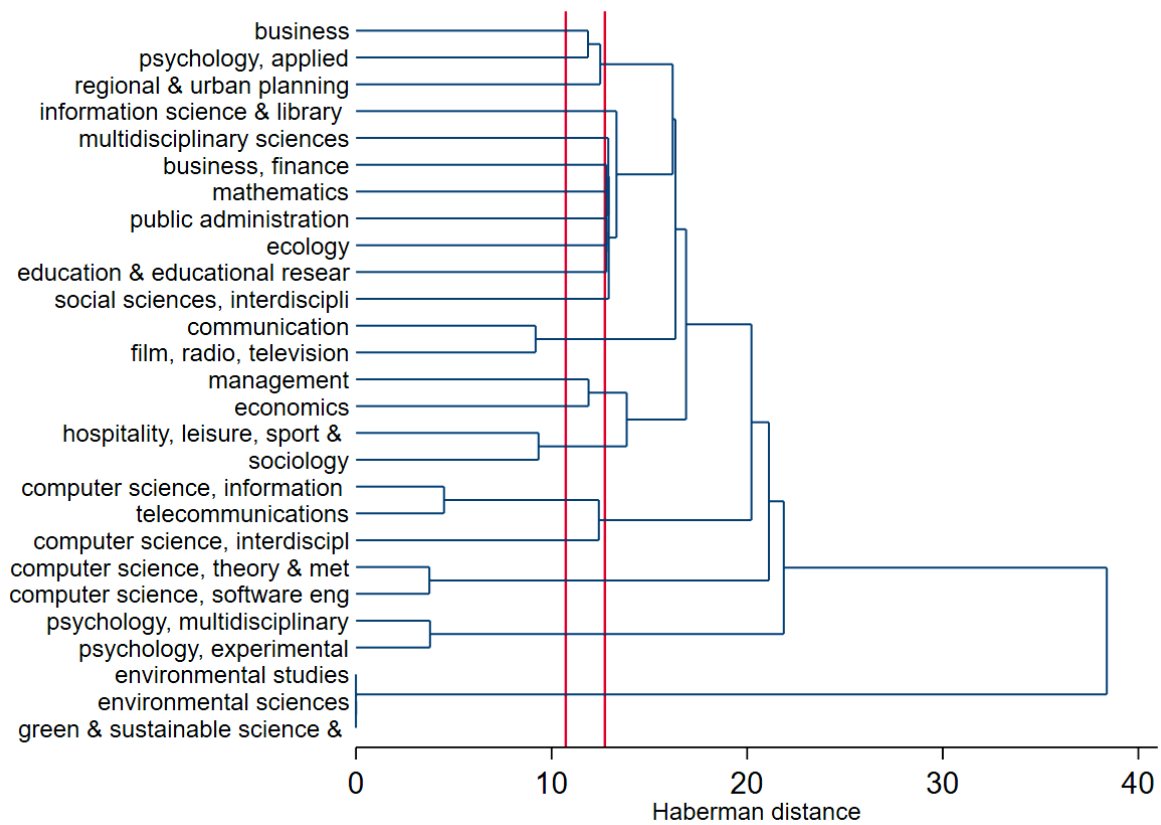
**Table 3.** Most cited papers

No.	Title	Journal	Year	Citations	Cited per year
1	"Setting the future of digital and social media marketing research: perspectives and research propositions"	"International Journal of Information Management"	2021	263	263.0
2	"Instagram and YouTube bloggers promote it, so why should I buy it? How credibility and parasocial interaction influence purchase intentions"	"Journal of Retailing and Consumer Services"	2020	227	113.5
3	"The role of live streaming in building consumer trust and engagement with social commerce sellers"	"Journal of Business Research"	2020	170	85.0
4	"Analyzing the effect of social support and community factors on customer engagement and its impact on loyalty behaviors toward social commerce websites"	"Computers in Human Behavior"	2020	87	43.5

**Table 3 (cont.).** Most cited papers

No.	Title	Journal	Year	Citations	Cited per year
5	"You are a great big sister' - parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing"	"Journal of Marketing Management"	2020	71	35.5
6	"Influencer endorsements: how advertising disclosure and source credibility affect consumer purchase intention on social media"	"Australasian Marketing Journal"	2020	60	30.0
7	"The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge"	"Asia Pacific Journal of Marketing and Logistics"	2020	60	30.0
8	"Why do people use food delivery apps (FDA)? A uses and gratification theory perspective"	"Journal of Retailing and Consumer Services"	2019	134	44.7
9	"Understanding the effect of social media marketing activities: the mediation of social identification, perceived value, and satisfaction"	"Technological Forecasting and Social Change"	2019	102	34.0
10	"The relationships among community experience, community commitment, brand attitude, and purchase intention in social media"	"International Journal of Information Management"	2019	63	21.0
11	"Exploring the impact of brand community identification on Facebook: firm-directed and self-directed drivers"	"Journal of Business Research"	2019	54	18.0
12	"The current state of knowledge on electronic word-of-mouth in advertising research"	"International Journal of Advertising"	2018	58	14.5
13	"Airbnb: online targeted advertising, sense of power, and consumer decisions"	"International Journal of Hospitality Management"	2017	165	33.0
14	"Personality factors as predictors of online consumer engagement: an empirical investigation"	"Marketing Intelligence & Planning"	2017	90	18.0
15	"Measuring consumer perception of social media marketing activities in e-commerce industry: scale development & validation"	"Telematics and Informatics"	2017	84	16.8
16	"How trust moderates social media engagement and brand equity"	"Journal of Research in Interactive Marketing"	2017	55	11.0
17	"Youtube vloggers' influence on consumer luxury brand perceptions and intentions"	"Journal of Business Research"	2016	260	43.3
18	"Predicting positive user responses to social media advertising: the roles of emotional appeal, informativeness, and creativity"	"International Journal of Information Management"	2016	211	35.2
19	"Power of consumers using social media: examining the influences of brand-related user-generated content on Facebook"	"Computers in Human Behavior"	2016	156	26.0
20	"Evaluating the influence of youtube advertising for attraction of young customers"	"Computers in Human Behavior"	2016	96	16.0
21	"Spreading love through fan page liking: a perspective on small-scale entrepreneurs"	"Computers in Human Behavior"	2016	55	9.2
22	"Social media marketing: applying the uses and gratifications theory in the hotel industry"	"Journal of Hospitality Marketing & Management"	2016	54	9.0
23	"Factors influencing continuance intention to use social network sites: the Facebook case"	"Computers in Human Behavior"	2015	127	18.1
24	"Research on the effectiveness of Facebook advertising in enhancing the purchase intention of consumers"	"Computers in Human Behavior"	2015	125	17.9
25	"Effect of social commerce factors on user purchase behavior: an empirical investigation from renren.com"	"International Journal of Information Management"	2015	125	17.9
26	"Viral effects of social networks and media on Consumers' purchase intention"	"Journal of Business Research"	2015	121	17.3
27	"Does a virtual like cause actual liking? How following a brand's Facebook updates enhances brand evaluations and purchase intention"	"Journal of Interactive Marketing"	2015	97	13.9
28	"How online social ties and product-related risks influence purchase intentions: a Facebook experiment"	"Electronic Commerce Research and Applications"	2013	127	14.1
29	"Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand"	"Journal of Business Research"	2012	790	79.0
30	"Online experiences and virtual goods purchase intention"	"Internet Research"	2012	137	13.7





**Figure 1.** Dendrogram illustrating the overlap of research areas based on WoS classifications

Figure 1 shows the connections between various research areas in social media marketing based on their co-occurrence in scientific publications. The dendrogram starts with a broad category of “environmental studies” and branches out into more specific subfields, including “computer science,” “communication,” “psychology,” and “social sciences.”

Within the “social sciences” subfield, the dendrogram further divides into subfields such as “education” and “information science.” The “communication” subfield branches into subfields such as “film, radio, television” and “sociology.” Finally, the “computer science” subfield is divided into subfields such as “information” and “technology.”

The dendrogram (Figure 1) highlights the multidisciplinary nature of social media marketing research, with connections among social science, communication, and computer science. It also identifies specific areas of overlap and potential for interdisciplinary collaboration, such as the intersection of marketing and computer science in data mining.

Table 4 shows an increasing trend in the total number of publications (sum of all topics) over the years, with a sharp increase from 2019 to 2020 and a further increase in 2021 and 2022. By reading the abstracts, the dataset was divided into 5 topics. The Impact of Social Media Marketing on Consumer Purchase Intention (Topic 1) across industries has garnered significant attention, peaking in 2022. Online Brand Communities and Purchasing Behavior Consequences (Topic 2) influence on purchasing behavior shows a steady rise in interest. Factors influencing consumer purchase intention and behavior on social media platforms (Topic 3) fluctuate, with notable peaks in 2019 and 2020. The Impact of Influencers on Social Media Purchase Intention (Topic 4) exhibits consistent growth, particularly evident in recent years. Social Media Advertising and Marketing (Topic 5) maintain steady interest, reflecting a continuous exploration of its multifaceted dynamics. Topics 3 and 5 have the highest number of publications throughout the years, with a significant rise in topic 5 from 2020 to 2022. On

the other hand, topic 2 has relatively low publication numbers across all years, which seems less popular among researchers.

Moreover, research themes were also explored by the co-occurrence of keywords (see Appendix B). The keywords characterize the scope of the studies. Three significant clusters emerged from 1,471 most frequent keywords that occurred together at least four times. Cluster 1 (red) refers to the impact of social media marketing on consumer purchase intention and the determinants associated with purchase intention, which include brand equity, brand community, or customer loyalty. Cluster 2 (blue) focuses on the technological acceptance model applied to social media marketing. Cluster 3 (green) focuses on the Technology Acceptance Model (TAM) in Social Media Platforms (Youtube and Instagram).

In addition, countries' collaboration regarding social media marketing and purchase intention was illustrated (see Appendix B). There was a collaboration between England and African countries. The other clusters between the US and Asian countries (Japan, South Korea, and Taiwan) were formed. The third cluster was among European countries (Germany, France, Italy), Australia, and Asian countries (Iran, Oman and India). The last one was the cooperation among Islamic countries (Saudi Arabia, Malaysia, and Indonesia), Belgium, and New Zealand. The mentioned clusters showed the inter-national collaboration in social media marketing and purchase intention between developed and developing countries.

## 4. DISCUSSION

This study explores the development of research papers and popular topics regarding social media marketing and purchase intention. Applying bibliometrics, social media marketing, and purchase intention-related articles were evaluated. A gradual increase in articles was discovered from 2015 to 2022. The findings show a growing trend in research papers and the strong collaboration between high-resource and low-resource settings. Based on the co-occurrence of keywords, most cited papers and LDA five popular topics were identified, including 1) determining factors to social media marketing and purchase intention; 2) influencers' impact on purchase intention; 3) Online Brand Communities and Purchasing Behavior Consequences; 4) Social Media Advertising and Marketing; and 5) The Effect of Social Media Marketing and Influencers on Consumer Purchase Intention in a Variety of Industries.

Research has observed the international collaboration between researchers in developing and developed countries. The most solid partnership was among the most developed countries (The US, South Korea, Japan, and Taiwan), which is shown by the significant number of papers

Figure 2 shows that this result was similar to previous studies using bibliometrics, which emphasized the US's leading role in research and development (Vrontis et al., 2021). This result also shows that

**Table 4.** LDA topic

Year Published	Number of papers (topic_1) <sup>a</sup>	Number of papers (topic_2) <sup>b</sup>	Number of documents (topic_3) <sup>c</sup>	Number of documents (topic_4) <sup>d</sup>	Number of documents (topic_5) <sup>e</sup>
2012	1	0	1	0	1
2013	0	0	1	0	1
2014	0	0	1	0	0
2015	1	0	4	0	1
2016	6	1	0	0	5
2017	3	1	3	0	6
2018	5	1	3	1	5
2019	7	0	8	1	7
2020	23	2	8	7	8
2021	25	4	7	9	6
2022	34	4	13	12	7

*Note:* <sup>a</sup> The Impact of Social Media Marketing on Consumer Purchase Intention in various industries. <sup>b</sup> Online Brand Communities and Purchasing Behavior Consequences. <sup>c</sup> Factors influencing consumer purchase intention and behavior on social media platforms. <sup>d</sup> The Impact of Influencers on Purchase Intention in Social Media Marketing. <sup>e</sup> Social Media Advertising and Marketing.



the number of researchers from developing countries in this research field needs to expand. The limitation in research may be in the human and financial capacity for conducting research (Vose & Cervellini, 1983).

As highlighted, based on abstracts, research in the database was conducted mainly in emerging countries. There were 17 emerging countries in the list of 21 nations founded in the abstracts (see Appendix B). This finding differed from the study by Vrontis et al. (2021), which found that most studies were conducted in the US. The wide attention of researchers to the development of social media marketing in low-middle-income countries (LMICs) can explain this. It can be the economic impact of LMICs, where small businesses and entrepreneurs reach new customers and expand their businesses. Research can help identify the opportunities and challenges for social media in emerging markets. Future research might focus on the characteristics of consumer behaviors between emerging and developed countries. Due to unique cultural and social contexts, understanding these nuances can help companies and policymakers design practical social media adoption and regulation strategies.

The keywords appeared on three social media platforms: Facebook, YouTube, and Instagram. This finding is consistent with others (Pang et al., 2020; Vrontis et al., 2021). This phenomenon can be explained by the fact that those are the favorite social platforms. Furthermore, limited research was conducted investigating Snapchat, Zalo, or TikTok, which specialize in a country. Thus, these social networking platforms are promising enough to deserve further examination. Cross-platform comparisons provide many opportunities for future research (You & Hu, 2021). Research could aid in determining the actual value of various social platforms to each country.

In terms of the dendrogram research field, social media marketing emerges as a multidisciplinary area of study. Within the articles gathered for this investigation, the field encompasses aspects of business, marketing, computer science, and psychology. That connection provides a more holistic understanding of complex phenomena and generates innovative solutions that are more effec-

tive than those developed by any one field alone. Business and marketing can provide insights into consumer behavior, market trends, and strategic decision-making. Computer science can contribute to developing algorithms and data analysis tools to extract insights from social media data (Zachlod et al., 2022). Psychology can offer theories and frameworks for understanding human behavior and decision-making in the context of social media (Constantino et al., 2021).

Based on the co-occurrence of keywords and the five most popular topics, the findings confirm that social media marketing and influencer marketing have recently gained significant attention from researchers, with a significant increase in published papers. Besides, the factors that influence consumer purchase intention and behavior on social media platforms and the impact of influencers on purchase intention in social media marketing are two essential subtopics within this field. This result is similar to that of Swathi and Linus (2022). They confirm an upward trend in research related to influencer marketing. Noteworthy, the consequences of online brand communities on purchasing behavior and social media advertising and marketing strategies have received relatively less attention from researchers. Therefore, researching online brand communities' purchasing behavior is necessary. By engaging with like-minded individuals online, consumers can develop a sense of loyalty and attachment to a brand, leading to increased brand trust and advocacy. In an online brand community, consumers can share their experiences and opinions about a brand and its products, influencing others' purchasing decisions. The findings differ from the study by Swathi and Linus (2022). They confirm that there should be more scientific papers on social media tactics on the purchase behaviors of Gen Z customers.

The present study offers significant insights for both scholars and businesses. Initially, it stands as the pioneering bibliometric study on social media marketing and its influence on customer purchase intent. More precisely, this analysis outlines existing research from a multidisciplinary research area and the development of worldwide researchers. Second, applying an LDA methodology consolidates prior findings and examines the effects of social media marketing

and influencer marketing on customer purchase intention. Moreover, the study also offers fresh perspectives that can steer future studies in this domain, warranting deeper exploration, such as online brand communities and the effect of influencers on customer purchase intention. This overview suggests that studies on both subjects are quickly gaining traction. Given this context, this study offers a crucial contribution to the literature by establishing a solid foundation for scholars to further develop investigations on online brand communities and the effect of influencers on purchase intention.

Finally, the overview highlights various areas lacking in research, offering promising directions for upcoming studies. Specifically, researchers should notice a more robust and more coherent between developing and developed countries. Additionally, better contextual situation understanding was needed by conducting more research in both emerging and developed countries. These points could serve as a founda-

tion for future research endeavors, significantly enhancing and expanding both this research area and the broader marketing discipline.

The results of this study should be considered carefully with several limitations. First, this overview focused solely on English-language articles published in peer-reviewed academic journals. Consequently, materials like book chapters, conference papers, theses, and other non-peer-reviewed literature were not included. Second, one electronic database, Web of Science, was used. Although it is a comprehensive research database providing access to a wide range of scholarly literature and tools for analyzing it, it might have yet to include articles relevant to our topic. A further study might apply more databases for analysis, such as Scopus data. Finally, a study gives an international perspective within the realm of social media marketing and customer purchase intention. An additional study might focus on specific regions or circumstances to explore the role of the contextual background.

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## CONCLUSION

This study explores the development of research papers and popular topics regarding social media marketing and customer purchase intentions. Applying bibliometrics and text analysis, the findings show a growing trend in research papers and the limited involvement of researchers from developing countries in this research field. The study also confirms that researchers have recently attracted considerable interest from social media platforms and influencer marketing. In contrast, the consequences of online brand communities on purchasing behavior and social media advertising and marketing strategies have received relatively less attention. The study provides important implications for researchers and enterprises, including the need for cross-platform comparisons of social media platforms and more research on online brand communities purchasing behavior.

## AUTHOR CONTRIBUTIONS

Conceptualization: Anh Tuan Phan.

Data curation: Anh Tuan Phan, Anh Van Nguyen, Nhan Van Ho, Giang Hai Ha.

Formal analysis: Anh Tuan Phan, Nhan Van Ho, Giang Hai Ha.

Funding acquisition: Anh Tuan Phan.

Investigation: Anh Tuan Phan.

Methodology: Anh Tuan Phan, Anh Van Nguyen, Giang Hai Ha.

Project administration: Nhan Van Ho, Giang Hai Ha.

Resources: Nhan Van Ho.

Software: Giang Hai Ha.

Supervision: Anh Tuan Phan, Anh Van Nguyen.

Validation: Anh Tuan Phan, Anh Van Nguyen, Nhan Van Ho, Giang Hai Ha.

Visualization: Nhan Van Ho, Giang Hai Ha.

Writing – original draft: Anh Tuan Phan, Anh Van Nguyen, Nhan Van Ho.

Writing – review & editing: Anh Tuan Phan, Anh Van Nguyen, Nhan Van Ho, Giang Hai Ha.

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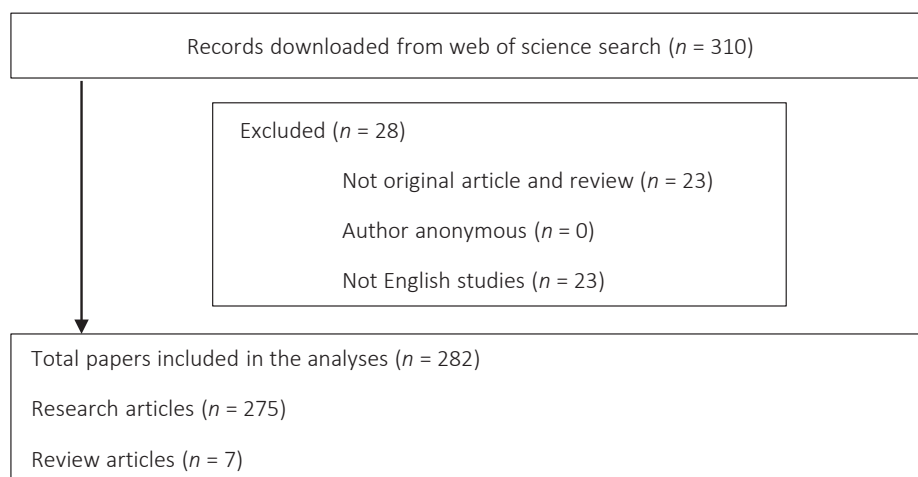
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## APPENDIX A

**Table A1.** Search query and results

No.	Keywords	Results
1	TS = ("social media marketing")	929
2	TS = ("Facebook")	23,186
3	TS = ("Twitter")	21,110
4	TS = ("YouTube")	7,707
5	TS = ("Instagram")	4,953
6	TS = ("Zalo")	9
7	TS = ("TikTok")	591
8	TS = ("Google Ads") or TS = ("Google AdWords")	123
9	TS = ("purchase intention")	5,442
10	1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8	48,198
11	10 AND 9	310

## APPENDIX B. Comparative study of cross-platform mobile application development



**Figure B1.** Research selection process



**Figure B2.** Places of research conducted



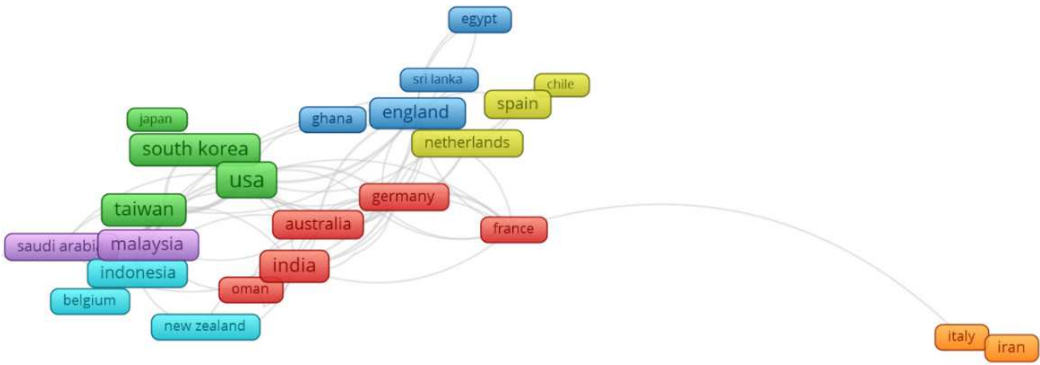
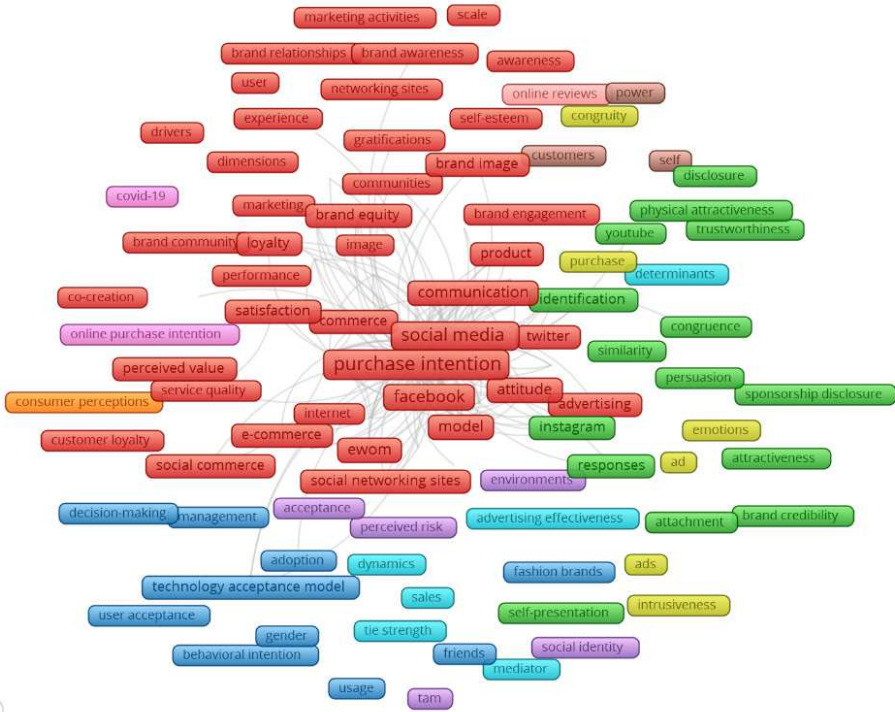


Figure B3. The global network



Note: The colors of the nodes indicate research clusters. The length of the lines was determined by the intensity of the relationship between the two nations.

Figure B4. Co-occurrence of most frequent research keywords