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Are Social Media-Based Marketing Strategies the New Mechanisms for Attracting Consumers? A Quantitative Method-Based Approach

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Abstract: This research used a quantitative approach to explore the impact of social media marketing on consumer purchase intention. Due to the technological development of social media platforms in the recent past, as well as the addition of several functionalities to these platforms, the way that consumers and firms engage has changed dramatically in the current competitive market. To understand the influence of social media marketing and the important role of influencer marketing in consumer purchase intention, a cross-sectional analysis was performed. Data from 210 participants were used for this study. Furthermore, a comprehensive and critical analysis of the existing research on social media marketing was also undertaken. The results reveal that there is a significant positive relationship between social media marketing and purchase intention.

Keywords: social media marketing; social networking service; purchase intention; quantitative method; influencer marketing

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1. Introduction

In the past, prior to the existence of advanced technology, people experienced limitations in terms of expressing themselves to the world and were only able to speak to a small audience. As time passed, the first social networking service, Six Degrees, was created, and it has been active since 1997 [1]. Following this predecessor, Facebook and Myspace were brought into the world. With the development of science and technology, our society has been greatly influenced by social network services (SNSs), which comprise users building their own online sites to create content and share services and communications through connections with friends. Social network services include renowned online platforms such as YouTube, Facebook, Instagram, and Twitter (X), with a growing number of users utilizing them. Due to the rapid growth of digitalization, social media platforms have fundamentally changed the dynamics of marketing and consumer engagement. It is practically impossible to think of a modern-day business owner who seeks to connect directly with their target customers without using an SNS platform [2], for example, Instagram, Facebook, or X (previously known as Twitter). The obvious reason for the rise of SNS platforms is their ability to enable real-time interactions and engagement with followers or customers, which helps to create more personalized products for customers [3]. Furthermore, influencer marketing has brought a new perspective to social media platforms and has created a different dimension of social media marketing, creating a powerful intermediary between customers and companies [4]. This marketing process tends to be more effective, as the followers of the influencer perceive that a recommendation of a product has been given by a peer rather than by a marketer. Moreover, due to the significant decrease in Internet costs and the existence of low-end smartphones, huge numbers of people have joined social networking platforms, democratizing marketing opportunities, which is more noticeable in small-to-mid-sized companies.

These SNS platforms have reduced the cost of marketing online and created a venue for businesses to amplify their brand visibility to a wide range of customers [5]. Furthermore, AI tools are also used by companies to analyze vast amounts of consumer data, with the aim of refining and personalizing marketing strategies [6]. Figure 1 shows that social media marketing (SMM) is the most effective tactic used (53%) by marketers; additionally, at the same time, it is not very difficult to implement (28%). On the other hand, content marketing campaigns are employed by 48% of businesses and have become the second most popular tactic used by marketers; however, these are reasonably difficult (38%) to deploy. Content marketing is followed by search engine optimization (SEO), email marketing, data- and AI-driven marketing, and marketing automation campaigns in these rankings.

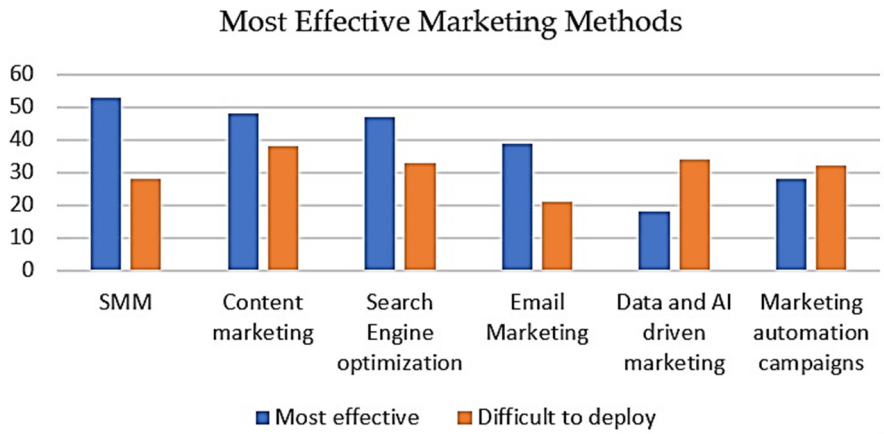


Figure 1. The most effective marketing tactics used by marketers and the most difficult tactics to implement (Source: Ascend2 and its research partner, 2019).

The core objective of this paper is to understand, using quantitative methods, whether social media marketing, as well as influencer marketing, has become a leading tool used to attract consumers to make purchases in the 21st century. This paper also examines how social media platforms have changed over time and the ways in which consumers and marketers interact, as well as how followers interact among themselves. We extensively review the existing literature in the field of social media marketing to understand the complexities and nuances of social media interactions [7] by going through several databases, i.e., Scopus, ScienceDirect, and Google Scholar. At the same time, we adopt data-driven methods to confirm our findings. Privacy is another important challenge in SMM. To provide personalized advertisements and enhance customer targeting, most brands are gathering users' personal data, which raises questions concerning the user's data privacy rights, as well as questions of ethical and regulatory concern.

2. Literature Review

2.1. Evolution of Social Media Marketing (Influencer Marketing)

Social media networks, such as Facebook, Twitter, and Instagram, have undergone a noticeable evolution in recent decades; social media marketing methods have evolved from simple brand presences to sophisticated, data-driven strategies aimed at understanding niche markets, consumer interests, and consumer behavior [8]. Social media marketing was initially known for sharing organic content and community building, but it has moved into more diverse fields, such as influencer marketing, live telecasting, and storytelling [9]. Furthermore, the rise of TikTok (a China-based social media platform), Instagram reels, and YouTube shorts have opened a new way of targeting customers. Individuals who have built a significant follower base on social media platforms such as TikTok, Instagram, YouTube, or even Twitter and who use their platform to shape opinion are considered influencers. Those with a noticeable following acquire a reputation for authenticity or reliability rather than traditional fame [10]. Earlier influencer marketing relied on celebrities' endorsements

to create brand awareness or brand recognition [9]. Currently, influencer marketing plays a critical role in deciding consumer purchase intention [11]. Earlier research suggested that consumers often find recommendations from influencers they follow more credible than traditional advertisements [12].

2.2. Social Media Marketing (SMM) and Its Strategies

Social media is widely known for its affordable marketing techniques and easy tools that businesses can utilize to enhance their sales and brand value [13–15]. Social media marketing has the functionality to enable two-way engagement and communication between businesses and their consumers [16]. Businesses encourage their users to post pictures of their purchased products on SNS platforms [17]. By doing so, SNS platforms such as Instagram, Facebook, Twitter, etc., have helped marketers to build their brand [18–21] and to create emotional connections with their customers [22]. Several marketing strategies are being used on social media platforms, such as influencer partnerships, content marketing, location-based marketing strategies, and community engagement [23]. Some influencers have a smaller number of followers and are known as micro-influencers, and some have larger numbers of followers, thereby providing broad exposure, known as macro-influencers. To reach more consumers and to target specific demographics, companies previously paid social media platforms for such services; targeted ads are an example of this.

2.3. Social Listening

Social listening is another important dimension of social media marketing. It refers to the process of monitoring and analyzing the platform to better judge what is being said about a certain brand, their competitors, the quality of their products, etc. This is achieved by tracking conversations, content analysis, and feedback across SNS channels. By doing so, social listening guides marketers to understand customer preferences, needs, and wants, as well as what is wrong with existing products [24–27]. Moreover, social listening also helps in understanding competitors' activities and new-generation trends, as well as user emotions and early detection of crises [28]. Furthermore, it also boosts overall customer satisfaction [29]. Present-day advanced analytics tools help marketers to track keywords and hashtags across multiple platforms [30,31]. This helps them to quickly react to events and facilitates staying ahead of their competitors [32,33].

2.4. Social Media and Consumer Behavior

Social media marketing has drastically changed the way consumers discover, analyze, and make purchase decisions. Consumers frequently find out about new products, services, or their potential strengths or weaknesses through social media platforms. AI algorithms and customized ads expand the visibility of brands to their customers. In addition to data-driven algorithms, online customer reviews, posts, and recommendations influence consumer behavior dramatically these days [4,34]. Consumers tend to rely more on peers' reviews shared on social media platforms than on those posted by marketers [35]. In short, due to the interactive and dynamic nature of social media platforms, consumers have literally transformed the ways in which they make purchase decisions [5]. Furthermore, due to the impulse-buying functionality of social media platforms, consumers are frequently influenced by viral content and trends [36,37]. Social media not only affects what the user buys but also how they interact with and perceive the brand in the long term [38,39]. Pentina [40] found that the visual functionality of SNS platforms (i.e., Instagram, Facebook, and Pinterest) stimulates a higher level of engagement, which directly or indirectly affects purchase intentions [40,41]. A summary of several important studies on social media marketing, consumer behavior, and purchase intention in the literature is given in Table 1.

Table 1. Summary of the relevant literature reviews in the field of social media marketing/SNS.

Title of the Research	Finding	Authors and Journal with Publication Date
Users of the world, unite! The challenges and opportunities of social media.	SNS platforms have developed into an important marketing method that allows individual customers to interact with firms and provide personalized information.	Kaplan, A. M. and Haenlein, M. (2010) [2].
Social media: The new hybrid element of the promotion mix.	Influencer marketing and their interactions with users play a significant role in enhancing brand visibility and consumer engagement.	Mangold, W. G. and Faulds, D. J. (2009). *Business Horizons* [5]
A study of the impact of social media on consumers.	Customer purchase intention and behavior are significantly influenced by user recommendations and user-generated content.	Hajli, N. (2014). *International Journal of Market Research* [8]
The impact of influencer marketing on consumer behavior: A meta analytic Review.	Social media platforms such as Instagram and YouTube play an important role in influencing user preference.	Smith, J. K. (2020). *Journal of Consumer Behaviour* [23]
Social Media Influencers: A Marketing Tool or a Passing Fad?	Social media influencers are significantly enabling user engagement and preferences.	Mangold, W. G. and Smith, S. (2020), *Journal of Consumer Behaviour* [42]
How Social Media Influences Consumer Behavior	Social media creates social proof and trust, which influence consumer buying behavior.	Smith, A. N., Fischer, E., and Yongjian, C. (2018), *Journal of Consumer Psychology* [43]
Popularity of brand posts on brand fan pages: An Investigation of the Effects of Social Media Marketing	Brand posts on social media platforms and their engagement determine the effectiveness of marketing.	Vries, L., Gensler, S., and Leeflang, P. S. (2012). *Journal of Interactive Marketing* [41]
Socialnomics: How social media transforms the way we live and do business	Despite the significant advantages of social media marketing, it also offers significant disadvantages, such as ad fatigue and privacy concerns.	Qualman, E. (2019). *Wiley* [44]
Influence of internet interpersonal trust on social networking sites: A comparison of Facebook and MySpace	Social media marketing also depends on trust; on social media platforms, trust influences consumer engagement.	Lee, E.-J. and Youn, S. (2009). *Journal of Interactive Advertising* [4]
Social Media: Influencing Customer Satisfaction in B2B Sales	Customer satisfaction and brand loyalty are enhanced by social media engagement in B2B sales.	Agnihotri, R., Dingus, R., Hu, M. Y., and Krush, M. T. (2016), *Industrial Marketing Management* [45]
Consumer engagement in a virtual brand community: An exploratory analysis.	When it comes to brand community and engagement with the brand, social media platforms are crucial.	Brodie, R. J., Ilic, A., Juric, B., and Hollebeek, L. (2013), *Journal of Business Research* [46]
Can You Measure the ROI of Your Social Media Marketing?	The return of investment on SNS platforms is complex to measure but its usefulness is justifiable.	Hoffman, D. L. and Fodor, M. (2010), *MIT Sloan Management Review* [3]
Marketing Communications: A Brand Narrative Approach	Social media marketing is much more effective when brand messaging is consistent and there is engagement on SNS platforms.	Dahlen, M., Lange, F., and Smith, T. (2010), *John Wiley & Sons* [47]
Social Media Research: A Guide to Ethics	SMM is an important tool and it improves purchase intention; however, privacy plays a critical role as well.	Waters, R. D., Tindall, N. T., and Morton, T. S. (2020), *International Journal of Social Research Methodology* [48]
Groundswell: Winning in a World Transformed by Social Technologies	Consumer relationships with businesses are transforming with the help of social technologies and business strategies.	Li, J. and Bernoff, J. (2011), *Harvard Business Press* [49]

Table 1. *Cont.*

Title of the Research	Finding	Authors and Journal with Publication Date
Consumer Engagement in a Virtual Brand Community	Engaging consumers in virtual brand communities is another way of engaging customers in order to boost their loyalty, advocacy, and purchase intention.	Fournier, S., Avery, J., and Lewis, M. (2013), *Journal of Consumer Psychology* [50]
Customer Behavior as an Outcome of Social Media Marketing:The Role of Social Media Marketing Activity and Customer Experience	Social media interactions enhance brand equity and loyalty through a stimulus–organism–response model.	Wibowo, A.; Chen, S. C.; Wiangin, U.; Ma, Y.; Ruangkanjanases (2020), *Sustainability* [13]
The Impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption: A Systematic Literature Review.	Influencer marketing, balanced content design, and strong brand relationships are key strategies, with young, status-driven individuals showing the highest level of engagement.	Bryla, P., Chatterjee, S., and Ciabiada-Bryła, B. (2022), *International Journal of Environmental Research and Public Health* [51]
Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era	This study examines how social media marketing activities (SMMAs) influence user intentions on Facebook and Instagram, with social identification and satisfaction acting as mediators. Findings indicate that SMMAs significantly shape consumer intentions, offering valuable insights for marketers targeting Pakistani users.	Jamil Khalid, Dunnan Liu, Gul Rana Faizan, Shehzad Muhammad Usman, Gillani Syed Hussain Mustafa, and Awan Fazal Hussain (2022), *Frontiers in Psychology* [52]
Customer engagement and social media: Revisiting the past to inform the future	This study reviews customer engagement (CE) research on social media, highlighting key influences, theoretical frameworks, and research gaps.	Lim, W. M. and Rasul, T. (2022), *Journal of Business Research* [53]
Emerging trends in social media marketing: a retrospective review using data mining and bibliometric analysis	This research emphasizes the need for further research on business perspectives, particularly among small retailers, and the exploration of disruptive technologies such as AI and blockchain in the field.	Bashar, A., Wasiq, M., Nyagadza, B., and Maziriri, Eugine (2024), *Future Business Journal* [54]

2.5. Social Media and Purchase Intention

Several earlier studies (Table 1) have discovered that social media platforms play a crucial role in shaping consumer purchase intention by providing SNS users' generated comments, feedback, or other kinds of information [55,56]. Influencer marketing or their recommendations enhance trust and credibility towards the products and services advertised [57]. On the other hand, personalized and customized advertisements also boost user engagement and experience [55,58]. Furthermore, the interactive functionalities of social media platforms enable companies to gather information about their users and preferences, which helps them to better understand the needs and wants of their customers [59]. In addition to this, social media platforms also encourage users to join companies' pages to create communities around brands. These pages allow users to share their experiences, preferences, and recommendations, which further reinforce purchase intentions through peer influence [57]. Apart from these, SNS platforms have a functionality that allows users to purchase directly through the SNS platform, adding another level of convenience [60]. Considering these, it is clear that social media marketing has become increasingly important for businesses aiming to capitalize on social media to increase their profitability. Therefore, this paper hypothesizes as follows:

H1: *There is a significant relationship between social media marketing and the purchase intentions of social media users.*

3. Methodology

3.1. Data Collection

This study adopted a cross-sectional research design, utilizing an online self-reported questionnaire to gather data on a sample of social media users. A total of 220 samples were collected; of those, 210 valid samples were finally selected for this research. The remaining 10 respondents were eliminated due to inconsistencies in their responses or incomplete data that could have compromised the relatability of the analysis.

Respondents were informed of the research purpose and objectives and were assured of the confidentiality of their responses before they completed the survey. All respondents were required to provide informed consent prior to filling out the survey, ensuring compliance with ethical guidelines. The targeted population included active users of social media in the age group of 18 years to 60 years. Responses were collected from South Korea, in alliance with the geographical focus of this research. Although the survey was accessible to a broad audience, most of the respondents were university students, a group known for its high engagement with social media. This demographic was selected due to their significant interaction with social media platforms and the emphasis in previous research on the importance of understanding student purchasing behaviors [61,62].

3.2. Instruments

The instrument used for data collection was a structured questionnaire divided into the following three main sections: (1) demographic information, (2) the impact of social media marketing, and (3) consumer purchase intention and behavior. The demographic section aimed to gather information on the participants' age, gender, occupation, and other relevant characteristics, while the other two sections focused on the core research variables: social media marketing and its effects on consumer behavior.

The questionnaire was adapted from several previous studies [63–65], ensuring that the items used were grounded in existing research. Modifications were made where necessary to tailor the items to the specific context of this study, ensuring relevance and clarity. A five-point Likert scale was used to assess respondents' opinions and attitudes, with responses ranging from "strongly disagree" to "strongly agree" (Table 2). This scale allowed for the measurement of the degree of agreement or disagreement with each statement, providing a nuanced understanding of respondents' views on social media marketing and its effects on purchase behavior.

Table 2. Scale development.

Variables	Authors	Number of Items	Likert Scales (1 = Strongly Disagree to 5 = Strongly Agree)
Social Media Marketing (SMM)	Seo and Park (2018) [50]	3	5
Social Media Marketing (SMM)	Tayyaba, Noreen and Sang-Lin, Han (2015) [13]	3	5
Purchase Intention	Aji et al. (2020) [51]	3	5

The questionnaire was pre-tested through a pilot study to ensure the clarity and reliability of the items, before collecting the data for the full study. Feedback from the pilot study helped to refine the questionnaire, ensuring that all items were understandable and effectively addressed the research objectives. The final version of the questionnaire demonstrated satisfactory reliability and validity, as confirmed by the reliability statistics (Table 5) and validity measures reported (Table 6).

3.3. Data Analysis

Descriptive statistics were applied to summarize the demographic characteristics of the respondents and to provide a clear overview of the data. Frequency distribution tables

were created to report the distribution of respondents across different categories, and the results are shown in Tables 3 and 4. These tables provided a detailed breakdown of the age and gender of the respondents, as well as their occupational status. For example, Table 3 illustrates that 20% (42) of respondents were aged 20 years or younger, while 40% fell into the 31–50-year-old range. Additionally, 56.7% (119) of the respondents were male and 43.3% were female. The occupational distribution revealed that the majority (53.8%) of the respondents were students, followed by 34.7% who were employed, with a smaller proportion (11.4%) in other categories.

Table 3. Demographic characteristics.

Variable	Description	Frequency	Percentage
Gender	Male	119	56.7%
	Female	91	43.3%
Age	≤20	42	20%
	21–30	40	19%
	31–40	43	20.5%
	41–50 or older	40	19%
	≥51	45	21.4%
Occupation	Employee	73	34.7%
	Student	113	53.8%
	Other	24	11.4%
Nationality	Korean	210	100%

Table 4. Frequency of agreement with the items on the scale of social media marketing and purchase intention.

Scale Adopted	Items	Disagree (1–2)		Uncertain (3)		Agree (4–5)	
		n	%	n	%	n	%
Social Media Marketing (SMM)	I think SNS marketing has increased due to the growing influence of social networks.	71	33.8	10	4.8	129	60.5
	I feel that advertisements on social media platforms can influence my buying decisions.	67	31.9	10	4.8	133	63.4
	The ads that appear on my profile are relevant to my personal interests and I enjoy seeing them.	86	41.0	10	4.8	114	54.3
	I feel that choosing products and services to buy using advertisements on social media platforms is a wise idea.	73	34.7	11	5.23	126	60.0
	Advertisements on social media platforms increase my interest in buying products and services.	70	33.3	3.3	2.1	133	63.3
	I feel that seeing advertisements on social media platforms is a waste of time.	115	54.8	48	22.9	47	22.4
Purchase Intention	Advertisements on social media platforms increase my interest in buying products and services.	76	36.1	4	1.9	128	61.9
	Interacting with products advertised on social media increases my interest in buying those products and services.	68	32.3	14	6.6	128	61.0
	Interacting with a company's social media helps me make better decisions about purchasing their product.	54	25.7	9	4.28	147	70.0
	I will purchase products marketed on social media.	51	24.2	10	4.76	149	70.9I

To provide a more intuitive understanding of the data, frequency distributions were also visualized using bar graphs. Figure 2 presents a graphical representation of key factors such as SMM and purchase intention (PI). This visualization aids in quickly identifying patterns in the data.

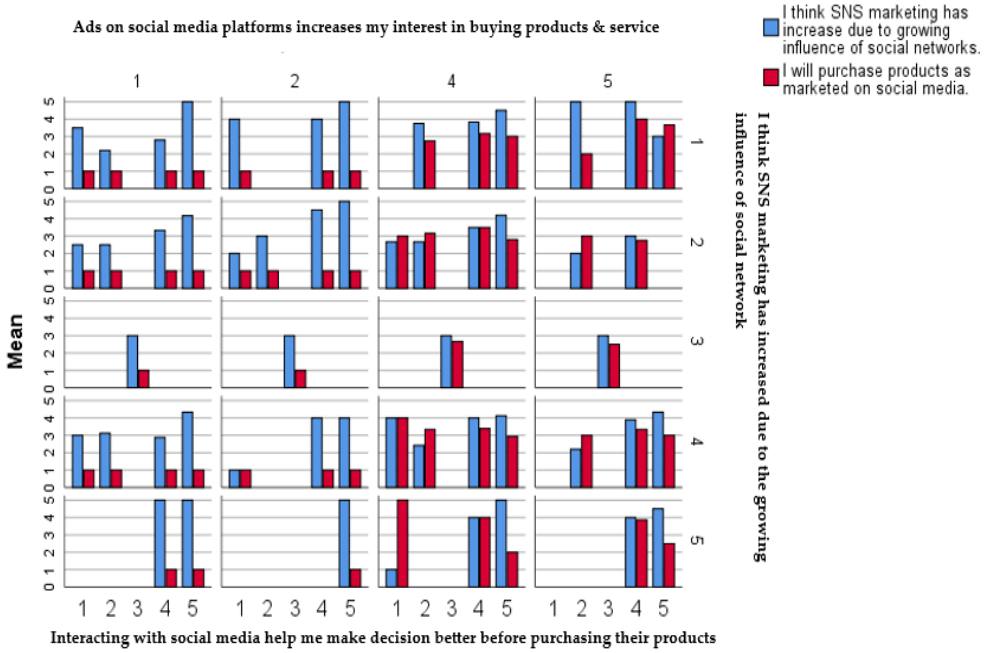


Figure 2. Graphical representation of the important questionnaire items regarding SMM and PI.

4. Results

This research aimed to investigate the Korean population; hence, only participants of Korean nationality were considered (100%) for this research. Table 4 shows that 60.5% (129) of the respondents either agreed or strongly agreed that they thought SNS marketing had increased due to the growing influence of social networks. A total of 133 (63.4%) believed that advertisements on social media platforms could influence their buying decisions. Around 60% to 63.3% agreed that choosing products and services to buy using advertisements on social media platforms was a wise idea and that social media platforms increased their interest in buying products and services.

On the other hand, regarding purchase intention, 128 (61%) of the respondents either agreed or strongly agreed that advertisements on social media platforms increased their interest in buying products and services. The same number of respondents also believed that interacting with products advertised on social media increased their interest in buying those products and services. Around 150 respondents, totaling approximately 70%, agreed that interacting with social media helped them to make better purchase decisions and that they will purchase products marketed on SNS platforms. The bar graph also shows the same results (Figure 2).

Factor Analysis

To check the validity of the item questions, a factor analysis was executed using Statistical Package for the Social Science (SPSS 27.0) software. Factor analysis helps us to understand how each item question is gathered or grouped together, based on their correlation values. Our current research paper had a total of 10 items/questions, representing social media marketing and purchase intention, with a factor load of more than 0.6 for each item; clustering these in terms of dimension indicates that they fall into those two intended variables. Table 5 shows that the items SSM_1 to SMM_6 all have factor loads of more than 0.63 and that the items PI_1 to PI_4 all have factor loads of 0.78 or more, indicating that the items are strongly related to the factors. The validity and reliability of the data, gathered

using Google Forms, were checked using SPSS. The factor loads, as well as the Cronbach's alpha (Cr-α) values, namely 0.758 for SMM and 0.787 for purchase intention, are illustrated in Table 5.

Table 5. Factor loads of the items after rotation and their Cronbach's alpha values.

Code	Items	1	2	Cr-α
SMM_1	I think SNS marketing has increased due to the growing influence of social networks.	0.632	0.119	0.758
SMM_2	I feel that advertisements on social media platforms can influence my buying decisions.	0.764	0.285	
SMM_3	The ads that appear on my profile are relevant to my personal interests and I enjoy seeing them.	0.760	0.117	
SMM_4	I feel that choosing products and services to buy using advertisements on social media platforms is a wise idea.	0.796	0.032	
SMM_5	Advertisements on social media platforms increase my interest in buying products and services.	0.841	0.029	
SMM_6	I feel that seeing advertisements on social media platforms is a waste of time.	0.810	0.030	
PI_1	Advertisements on social media platforms increase my interest in buying products and services.	0.235	0.783	0.787
PI_2	Interacting with products advertised on social media increases my interest in buying those products and services.	0.094	0.780	
PI_3	Interacting with a company's social media helps me to make better decisions before purchasing their products.	0.071	0.801	
PI_4	I will purchase products marketed on social media.	0.186	0.823	

Note: SMM = social media marketing; PI = purchase intention.

The mean value, standard deviation, composite reliability (CR), and average variance extracted (AVE) are presented in Table 6, in order to determine if the data are suitable for the stated analysis. The AVE scores ranged from 0.551 to 0.691 and were higher than the acceptable threshold of 0.50 [13]. Table 6 provides further details about the variables and their values.

Table 6. Mean, standard deviation, average variance extracted (AVE), and composite reliability (CR).

Variable	Items	Statistics		AVE	Composite Reliability (CR)
		Mean	Std. Dev		
Social Media Marketing (SMM)	I think SNS marketing has increased due to the growing influence of social networks.	3.951	0.643	0.551	0.717
	I feel that advertisements on social media platforms can influence my buying decisions.				
	The ads that appear on my profile are relevant to my personal interests and I enjoy seeing them.				
	I feel that choosing products and services to buy using advertisements on social media platforms is a wise idea.				
	Advertisements on social media platforms increase my interest in buying products and services.				
	I feel that seeing advertisements on social media platforms is a waste of time.				
Purchase Intention	Advertisements on social media platforms increase my interest in buying products and services.	3.651	0.715	0.691	0.732
	Interacting with products advertised on social media increases my interest in buying those products and services.				
	Interacting with a company's social media helps me make better decisions before purchasing their products.				
	I will purchase products marketed on social media.				

Table 7 illustrates the Pearson correlation value between social media marketing and purchase intention. The correlation coefficient of 0.637 suggests a robust positive association between purchase intention and social media marketing. At the 0.01 level, a strong positive correlation indicates that there is a statistically significant relationship between purchase intention and social media marketing, with a p-value of 0.000. We can argue that a greater percentage of the fluctuation in purchase intention can be explained by social media marketing. This means that improving one is likely to improve the other.

Table 7. The Pearson correlation analysis of scale items.

		SMM_avg	**PI_avg**
SMM_avg	Pearson Correlation	1	0.637 **
	Sig. (2-tailed)		0.000
	N	210	210
PI_avg	Pearson Correlation	0.637 **	1
	Sig. (2-tailed)	0.000	
	N	210	210

** Correlation is significant at the 0.01 level (2-tailed).

5. Discussion

The main objective of this research was to identify the influence of social media marketing on consumer purchase intention. From the results of this study, it was interesting to learn that there is a significant relationship between social media marketing and purchase intention. Influencer recommendations play an important role in brand recognition and credibility. The idea of using SNS platforms to contact people with a well-known personality (i.e., influencers) and turning them into marketing strategies was not a common strategy a few years ago. This functionality has opened up a new dimension of marketing and has enabled influencers to be more actively involved in giving opinions or recommendations. Furthermore, social media algorithms are increasingly playing an important role in how companies market their products to end-users online.

This study has contributed to our understanding of how companies can utilize SNS platforms as a marketing tool and how consumers can be attracted by companies' marketing strategies. Based on our research results, it is possible to say that social media marketing does lure consumers to purchase companies' products or services. People nowadays spend a large proportion of their time on SNS platforms; they are a good way to advertise products and services to draw people's attention toward companies' products, and eventually succeed in selling them. SNS marketing and social media algorithms have fundamentally changed the digital marketing landscape. Companies are using AI-driven tools to engage customers more effectively on social media platforms. Having said that, it is also important to understand the importance of high-quality content creation. Additionally, maintaining ethical standards is always challenging for companies. In addition to this, companies must consider various variables; SNS advertising could have negative effects on a company's reputation, and SNS advertising applications are inconvenient to fill in. False and exaggerated advertisements, for example, could be critical to companies' product sales; if people have high expectations from advertisements, the reality may disappoint them, which might damage a company's reputation in the long run [51].

6. Conclusions

In conclusion, this study enhances our understanding of the impact of social media marketing on consumer purchase intentions. The quantitative method offers significant advantages, such as its ability to produce objective, reliable, and generalizable results. Using structured questionnaires allows for the systematic collection of numerical data that can help in identifying patterns, testing hypotheses, and making reasonable predictions. The frequency distribution table shows that more than 60% of the respondents agree that SMM influences their purchase intentions. The majority of the respondents also disagreed

(54.8%) that seeing an advertisement on SNS platforms is a waste of time. Approximately 70% of the respondents agreed that they have either purchased products marketed on social media or that SMM helped them to make better purchase decisions. In terms of our research hypothesis, the data we collected have proven that there is a significant positive relationship between social media marketing and purchase intention. Despite the significant advantages of quantitative research, there are several limitations to this approach; oversimplifying complex social dimensions is one of the most notable drawbacks. Data-driven results may fail to capture underlying reasons or personal experiences.

The findings of this study have certain implications for marketing managers. The results of this study suggested that social media platforms provide specific opportunities for companies to directly engage with their target customers. By creating interactive and authentic content, marketers can create customer loyalty. Apart from this, social media platforms provide huge amounts of data that can be used to create better marketing strategies. Moreover, customer reviews, comments, or endorsements play an important part in building consumer perception and purchase intention. By understanding and working with these implications, marketers can effectively use social media to influence consumer purchase decisions.

Like many other papers, this paper has several limitations. The sample size for the quantitative research was comparatively low. A bigger sample size may give us a much more comprehensive understanding. Furthermore, samples were collected only from the Korean population; investigating more countries may help us to understand the bigger picture. Having equal representation from all sections of the population would enable a more detailed understanding of our findings. However, the sample in this study predominantly comprised students; therefore, the findings of this research cannot be generalized. To enhance the validity of the research findings, future research should aim to gather data from other countries in order to test the hypothesis. A comparative analysis across different cultural and socioeconomic factors could also be carried out after investigating the findings from different cultural backgrounds.

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Institutional Review Board Statement: As informed consent was obtained from all participants prior to data collection. Each participant voluntarily agreed to share their personal information, with a clear understanding that the data would be used exclusively for research purposes. Participants were also explicitly informed that their responses would be collected anonymously, ensuring that no personally identifiable information would be linked to the data. Given these protections, the study adheres to ethical guidelines while safeguarding participant privacy and confidentiality.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: Due to privacy concerns and in adherence to ethical guidelines, the data collected for this study is not available for public release. The confidentiality of participants' personal information is a top priority, and appropriate measures were taken to ensure that all data is anonymized and securely stored. As such, access to the raw data cannot be provided in order to uphold participants' privacy rights and protect sensitive information.

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