

A Computer Simulation Analysis of Social Media Marketing Strategy Optimization on Consumer Purchasing Behavior

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Abstract This paper integrates the SOR model and the TRA model to construct a theoretical model of social media marketing on consumer purchase intention, introducing trust as a mediating variable and social media burnout as a moderating variable. It explores the influence of five factors of entertainment, interaction, trend, customization and word-of-mouth in social media marketing strategy on consumers' purchase intention. The hypothesis study that trust positively affects consumer purchase intention and social media burnout negatively moderates the effect of social media marketing on trust is proposed, and the research hypothesis is verified through examples. The variables are analyzed for correlation, and then the path relationship test is carried out on this basis to explore the influence of trust and social media burnout on consumers' purchase intention. Comprehensive product consumer base data is synthesized to propose product social media marketing strategies. The results show that social media marketing has a positive effect on consumer purchase intention. Trust has a significant positive effect on purchase intention, the mediating effect of trust is obvious, and social media burnout negatively affects social media marketing.

Index Terms social media marketing, purchase intention, correlation analysis, moderating variables

I. Introduction

With the continuous development and popularization of Internet technology, social media has gradually become an indispensable part of people's daily life [1], [2]. The prosperity of social media platforms has also changed the business marketing model. Social media marketing, as an emerging marketing model, its main purpose is to utilize the power of the Internet to communicate and interact with target consumers through social media platforms to increase brand awareness and consumer purchase intention [3]-[6]. With the continuous popularization and application of social media, more and more enterprises have begun to integrate social media marketing strategies into their marketing activities [7], [8].

Social media marketing strategy has become one of the important means for contemporary enterprises to implement marketing activities, which not only changes the way of consumers' access to information and communication, but also has a far-reaching impact on consumer behavior [9]-[11]. Social media marketing strategy should be based on the marketing objectives of the enterprise and the needs of the target consumers, combined with the characteristics of social media platforms and user behavior, to carry out accurate content creation, accurate promotion and dissemination, accurate data analysis and tracking, and other marketing activities, and strive to improve brand awareness, user participation and purchase conversion rate [12]-[15]. For enterprises, social media marketing can help them better understand the preferences and needs of target consumers, shorten traditional marketing channels, and accelerate the generation of marketing results, while the optimization of social media marketing strategies is the key to success [16]-[18]. Only by accurately grasping the target audience, providing valuable content, stimulating user engagement and timely response can better results be achieved [19], [20]. For consumers, social media marketing can make it easier to understand product information and brand information, and improve the accuracy and confidence of purchase decisions [21]-[23].

This paper summarizes the advantages of social media marketing as compared to traditional media marketing. It analyzes the factors affecting consumer buying behavior in marketing activities and discusses the specific influence of social media on consumer behavior patterns. Drawing on the basic ideas of the SOR model and combining the theory of trust and consumer behavior to form a theoretical framework, we establish a model of the influence of social media marketing on consumer purchase intention. The influence mechanism of social media marketing (independent variable)-entertainment, interaction, trend, customization, and word-of-mouth-measured in five dimensions, on consumer purchase intention (dependent variable) is explored through examples. Trust is used as a mediating variable and social media burnout is used as a moderating variable to analyze the role of mediating and moderating variables.

II. Social media marketing and consumer buying behavior

Social media, as an interactive platform based on mobile Internet technology, mainly appears in the form of APP and webpage, enabling users to realize information reception, content creation and emotional sharing through various smart devices (such as computers, smartphones, etc.) [24].

Social media marketing, also known as social media marketing and new media marketing, is a way to develop public relations and customer service maintenance. It requires the use of social media marketing tools including forums, microblogs, search engines, wikipedia, Xiaohongshu, jittering and other self-media platforms, through graphic or video and other forms of content release and dissemination, so as to achieve the role of listening to users' voices and publicizing the brand's products [25], [26].

Compared with traditional media, social media, with its wide coverage and convenient access, has shown significant advantages of wider reach, more universal participation and lower cost in advertising and marketing communication. It has fundamentally reconstructed the power dynamics and relationship structure between information disseminators and receivers, and empowered the audience to take the initiative to disseminate. In the social media environment, the role of the audience has undergone a profound transformation, not only as recipients of information and consumers of content, but also as content innovators, collaborators, commentators, and even diffusers of information.

In sharp contrast, in the traditional mass media era, the audience is often in a passive position to receive information and lacks effective feedback and expression channels. In the context of the Internet era, the role of the audience has realized the integration of the dual identity of consumption and production, and actively participate in the whole process of content generation and dissemination. Common social media marketing methods include interactive marketing, fan community marketing, emotional marketing, KOL marketing and word-of-mouth marketing.

II. A. Factors of marketing activities that influence consumer buying behavior

II. A. 1) Promotional efforts and price concessions

Price is the primary consideration for consumers when making purchase decisions.

E-commerce platforms stimulate consumer demand through price reductions and promotions that hit consumers' price-sensitive nerves. Common promotional methods such as limited-time discounts, full reductions and coupons stimulate consumers' desire to buy by lowering prices to meet their psychological expectations of "good value". Limited promotions such as second kills and rush purchases can also create a sense of scarcity, hedging consumers' rational thinking and generating impulsive consumption.

Overall, the direct impact of price cuts is still a powerful lever to stimulate consumption, the platform through the differentiated price concessions, targeted to reach different consumer groups, to meet their psychological expectations of the price, to achieve rapid growth in sales.

II. A. 2) Quality of marketing messaging

In the age of information overload, quality messaging is critical to guide consumption.

The quality of the content of marketing messages directly affects consumer decisions. Whether marketing materials can attract attention at the first time and deliver valuable information about product selling points is the key to whether consumers can generate purchase interest. Good marketing content needs to refine product features and present them in a novel way. Story packaging, emotional marketing, etc. can enhance the interest of the marketing message, cause consumers to resonate, and arouse the consumer's impulse to buy. Targeted push can help consumers quickly access matching marketing messages, and big data technology makes personalized reach possible. Appropriate push frequency and timing will also affect the marketing effect, too frequent promotional information may cause resentment. Nodal promotions are more likely to stimulate consumer demand. Therefore, to grasp the rhythm of pushing and choose the right time to push is also the key to improve the marketing effect.

II. A. 3) Interactive experience and emotional appeal

With consumers increasingly focusing on shopping experience, marketing has begun to shift to emotional marketing and experiential marketing. In the e-commerce environment, games, lucky draws and other good interactive experience can shorten the psychological distance with consumers and increase their willingness to buy. Guiding consumers to actively participate, deepening brand awareness and emotional connection in the process of participation can significantly enhance the marketing effect.

Emotional resonance is also an important factor in promoting consumption, festivals, anniversaries and other time nodes containing a wealth of emotional factors, the right emotional touch is more likely to impress consumers. For example, in the Tanabata Festival launched "for love confession" theme activities, the use of emotional pry consumption.

Interactive participation and emotional experience has become the two major tools of contemporary marketing, e-commerce platforms need to be in addition to the traditional promotional methods, from the multi-sensory, cross-scene penetration of the emotional factors, to the ultimate interactive and emotional experience to capture consumers, so that consumers in the subtle fall in love with the brand, the brand into the life of the future of the marketing method.

II. B. Specific Impact of Social Media on Consumer Behavior Patterns

II. B. 1) Changes in Information Acquisition and Screening Behavior

Under the influence of social media, consumers' information acquisition and screening behaviors have undergone profound changes. In the past, consumers mainly learned about product specifics through product descriptions and user reviews on search engines or e-commerce websites. Nowadays, consumers are more inclined to obtain richer and real-time product information through social media platforms, such as Weibo and Jitterbug.

On social media platforms, consumers can not only follow popular product-related topics and browse user-generated content (e.g., buyer's shows, usage tutorials, etc.), but also participate in relevant discussion groups. This enables consumers to have a more comprehensive understanding of product performance, usage effects and market feedback.

II. B. 2) Adjustment of purchasing decisions

The popularity of social media has had an impact on consumer buying decisions. Previously, consumers' purchasing decisions were based more on personal needs analysis, budget setting and product comparison.

In the age of social media, consumers' purchase decisions are influenced by factors such as recommendations from communities and opinion leaders, as well as social authentication of products. Consumers usually check social media platforms for trends, popular recommendations, and purchase suggestions from friends or followers before making a purchase decision. In addition, the buying frenzy driven by social media platforms demonstrates the strong influence of social media on consumers' purchasing decisions.

II. B. 3) Increased consumer interaction and sharing behavior

The essence of social media is interaction and sharing, and the popularization and in-depth development of social media can enhance consumers' desire to interact and share in the shopping process. In the era of social media, consumers are more inclined to share their shopping experience, product experience and even participate in brand marketing activities on social media platforms. This not only enhances consumer loyalty to the brand, but also provides an opportunity for brands to fully understand consumer feedback and gain insight into market demand. Taking the tourism industry as an example, more and more consumers will share their travel photos, itinerary tips, and evaluations of hotels and attractions on social media platforms after their trips, which not only provides references for other consumers, but also provides a basis for related attractions and hotels to improve their services and products. Meanwhile, some attractions and hotels can encourage consumers to interact and share by organizing online activities or launching topic challenges on social media platforms, which can help expand brand influence and increase consumer loyalty.

III. Impact of social media marketing strategies on purchase intentions

III. A. Model construction and hypothesis formulation

In the model construction, this paper takes the SOR model as the basis, integrates the TRA model, and combines the theory of trust and consumer behavior to form a theoretical framework to study the influence mechanism between social media marketing and consumer purchase intention.

This paper explores the influence mechanism of social media marketing (independent variable)-entertainment, interaction, trend, customization and word-of-mouth measured in five dimensions-on consumer purchase intention (dependent variable) with empirical research, and introduces trust as a mediator variable and social media burnout as a moderating variable in an innovative way.

Accordingly, this study proposes the following hypotheses:

H1: Social media marketing positively influences consumers' online purchase intention.

H2: Social media marketing positively affects trust.

H3: Trust positively influences consumer purchase intention.

H4: Social media burnout negatively moderates the effect of social media marketing on trust.

III. B. Data collection

In this paper, in order to effectively verify the influence mechanism of social media marketing on consumers' purchase intention, consumers who have ever used the company's WeChat public number to make purchases, potential consumers subscribing to the company's public number, and people with higher incomes are mainly selected as the main survey objects.

The questionnaire was distributed through a combination of online and offline methods, but the data of the questionnaire were collected online.

From November 2024 to January 2025, a total of 672 questionnaires were collected through Questionnaire Star, among which 15 questionnaires with the same answers and 15 invalid questionnaires with obvious conflicts were excluded. There were 657 valid questionnaires, with a validity rate of 97.77%. The data were collected and entered in a uniform code, and preliminary statistical analysis was conducted through SPSS 24.0 software for further statistics.

III. C. Data analysis

III. C. 1) Descriptive statistics

(1) Descriptive statistics of basic information

The sample of this survey has a slightly higher proportion of females than males in terms of gender, with the number of males being 312, accounting for 47.49%, and the number of females being 345, accounting for 52.51%.

In terms of age distribution, there were 235 young people aged 18-29, accounting for 35.77%, 213 people aged 30-49, accounting for 32.42%, and 90 people aged 50 and above, accounting for 13.70%.

In terms of education distribution, there were 155 people with high school education or below, accounting for 23.59%. There are 268 people with specialized education, accounting for 40.79%. There are 171 people with bachelor's degree, accounting for 26.03%. There are 32 people with master's degree, accounting for 4.87%. There are 31 people with doctoral degree or above, accounting for 4.72%.

In terms of income level, there are 201 people with a monthly income of not more than 5,000 yuan, accounting for 30.59%. 246 people with a monthly income of 5,001-8,000 yuan, accounting for 37.44%. 150 people with a monthly income of 8,001-15,000 yuan, accounting for 22.83%. 44 people with a monthly income of 15,001-30,000 yuan, accounting for 6.70%. 30,001 yuan and above, accounting for 16 people, accounting for 2.44%. There are 16 people in the group of 30,001 yuan and above, accounting for 2.44%.

In terms of regional distribution, the Northeast region accounts for 14.46%. North China accounted for 15.07%. East China accounts for 13.39%. Central China accounted for 13.09%. South China accounted for 12.18%. Southwest China 16.13%. Northwest China accounts for 15.68%. The regional share is more balanced, indicating that the questionnaire survey is more comprehensive. The descriptive statistical analysis of the sample is shown in Table 1.

Table 1: Descriptive statistical analysis of samples

Categories	Options	Frequency	Percentage
Gender	Men	312	47.49
	Women	345	52.51
Age	≤18	119	18.11
	18-29	235	35.77
	30-49	213	32.42
	≥50	90	13.70
The degree of education	High school and below	155	23.59
	College degree	268	40.79
	University degree	171	26.03
	Graduate degree	32	4.87
	Doctoral graduate degree	31	4.72
Average monthly income	≤5000	201	30.59
	5001-8000	246	37.44
	8001-15000	150	22.83
	15001-30000	44	6.70
	≥30001	16	2.44
Area	Northeast	95	14.46
	North China	99	15.07
	Eastern China	88	13.39
	Central China	86	13.09
	South China	80	12.18
	Southwest	106	16.13
	Northwest region	103	15.68

(2) Descriptive statistics of variables

The basic indicators of the variables are described as shown in Table 2.

In the descriptive analysis of different variables, the mean interval of the indicators of this measurement is between 3.095-3.625 and the standard deviation is between 1.021-1.518. The absolute value intervals of skewness and kurtosis of the variables of this measurement are below 2, so it can be considered that the data have a good aggregation effect.

Table 2: The underlying index description of the variable

Dimension	Sort	Name	Mean value	Standard deviation	Kurtosis	Degree of bias
Entertainment	1	The content found on the company's wechat public seems interesting.	3.325	1.152	-0.526	-0.785
	2	It is easy to kill time with the company's wechat public.	3.425	1.021	-0.859	-0.625
Customizing	3	Wechat provides custom services.	3.325	1.177	-0.725	-0.521
	4	It is easy to use the company's wechat public.	3.379	1.186	-0.463	-0.436
Interacts	5	It is easy to communicate my views through the company's wechat public.	3.625	1.114	-0.915	-0.513
	6	Two-way interaction can be conducted through the company's wechat public.	3.369	1.110	-0.931	-0.714
	7	It is possible to share information with the company's wechat public.	3.471	1.036	-1.102	-0.573
Word of mouth	8	I'd like to share the contents of the company's wechat public number to my circle of friends.	3.095	1.027	-0.299	-0.936
	9	I want to share my opinions with my acquaintances on brands, goods or services from wechat.	3.157	1.518	-0.652	-0.558
Tide	10	Using the company wechat public is a leading fashion.	3.524	1.056	-0.663	-0.526
	11	The content found on the company's wechat public is the latest.	3.098	1.213	0.315	-0.725

III. C. 2) Correlation analysis

Correlation analysis, also known as statistical correlation, refers to the existence of interdependent relationships between things. Commonly used correlation coefficients are Pearson product-difference correlation coefficient and Spearman rank correlation, this paper uses Pearson correlation coefficient to demonstrate, usually it is considered that $P \leq 0.05$, which indicates that the two have correlation. Correlation coefficient: <0.4 , weak correlation. $0.4-0.7$, medium strength correlation. >0.7 , high correlation. >0 , positive correlation. <0 , negative correlation.

The Pearson correlation is shown in Figure 1.

The current measurements of entertainment, customization, interaction, word of mouth and trend have significant positive correlations on trust and purchase intention. Among the effects on purchase intention, entertainment (0.624) > customization (0.603) > word of mouth (0.513) > interaction (0.423) > trend (0.266). For trust, customization (0.512) > entertainment (0.463) > interaction (0.425) > word of mouth (0.422) > trend (0.345). And social media burnout has an inverse correlation with both trust and willingness to buy.

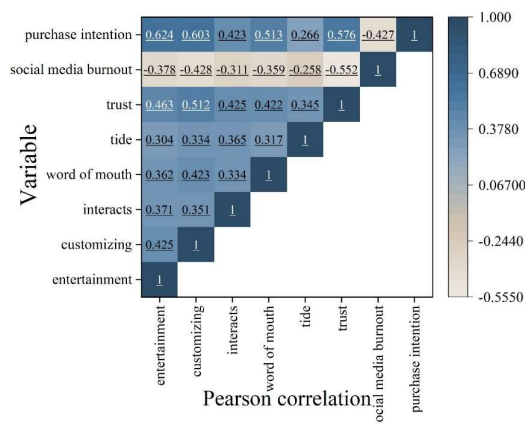


Figure 1: Pearson correlation

III. D. Path analysis

III. D. 1) Path relationship test

The results of the path analysis are shown in Table 3. Research Hypothesis H1 Social media marketing positively influences consumers' online purchase intention. The results of path analysis show that for consumers' online purchase intention, the perceived informativeness of entertainment can positively influence consumers' pleasant emotions (path coefficient = 0.337, $T = 4.653$, $P = 0.001$).

In terms of purchase intention, entertainment, interaction, customization, word-of-mouth, and trend in social media marketing positively influence consumers' purchase intention. Based on the results of path analysis, hypothesis H1 is valid.

Similarly, it can be concluded that entertainment, interaction, customization, word-of-mouth, and trend of social media marketing positively affect trust. Hypothesis 2 holds. Trust positively affects consumers' purchase intention and hypothesis 3 holds.

Table 3: Path analysis

Path	Path coefficient	T statistic	P value
entertainment→Purchase intention	0.337	4.653	0.001
customizing→Purchase intention	0.265	2.117	0.005
interacts→Purchase intention	0.202	2.201	0.006
word of mouth→Purchase intention	0.234	2.436	0.000
tide→Purchase intention	0.153	1.165	0.041
entertainment→trust	0.252	3.215	0.015
customizing→trust	0.306	4.187	0.008
interacts→trust	0.211	2.236	0.004
word of mouth→trust	0.175	1.898	0.006
tide→trust	0.133	1.204	0.023

III. D. 2) Moderating effects

Based on the above path analysis, the moderating effect of social media burnout between content features of social media marketing strategies and trust was further tested.

Research Hypothesis H4: Social media burnout negatively moderates the effect of social media marketing on trust. The higher the level of social media burnout in social media marketing strategies, the greater the effect of informational content on pleasurable emotions and the less trust in social media marketing. Social media burnout has a negative effect on the relationship between informational content and pleasurable emotions.

The effect of trust and social media burnout on consumer purchase intention is shown in Table 4. As can be seen from the table, after adding the moderating variables, the ΔF value of the P value from Model 1 to Model 2 is $0.000 < 0.05$, and the effect of the interaction term is significant. The results show that social media burnout presents a significant negative effect in the relationship between perceived informativeness and trust, so hypothesis H4 is valid.

Table 4: The impact of trust and social media burnout on the purchase will of the expense

	Model 1				Model 2			
Constant	B	Standard error	t	p	B	Standard error	t	p
constant	5.859	0.046	189.632	0.000	5.859	0.036	192.034	0.000
trust	-0.352	-0.136	12.554	0.000	-0.236	-0.087	5.512	0.000
Social media burnout	/	/	/	/	-0.517	0.087	8.991	0.000
R^2	0.253				0.419			
Adjust R^2	0.251				0.424			
F value	$F(1.523) = 89.651, p = 0.000$				$F(2.519) = 87.023, p = 0.000$			
ΔR^2	0.253				0.178			
ΔF value	$F(1.523) = 89.651, p = 0.000$				$F(2.519) = 67.705, p = 0.000$			

III. D. 3) Brokering effects

The mediating role of trust in the model was further tested by utilizing bootstrap self-sampling method, setting the number of samples to be 1000, with a 95% confidence interval, which indicates that the mediating effect is not significant when the confidence interval contains zero.

The mediation effect test is shown in Table 5. According to the results of the table mediation effect test, the confidence intervals in the analysis results of the five paths of entertainment→trust→willingness to buy, interaction→trust→willingness to buy, customization→trust→willingness to buy, word-of-mouth→trust→willingness to buy, and trend→trust→willingness to buy do not contain 0, indicating that this mediation effect is significant. Moreover, in each path, the sign of the mediating effect is consistent with that of the total effect, and the VAF value refers to the proportion of the mediating effect to the total effect, and in each path, the VAF value is greater than 0, indicating that the mediating effect exists. From the above analysis, it can be seen that the mediating effect hypothesis H3 is established.

Table 5: Intermediate effect test

Path	Direct effect	Mediation effect	Total effect	B (deviation)	Bootstrap 95% confidence interval		VAF
					Upper limit	Lower limit	
Entertainment→trust→purchase intention	0.563***	0.315	0.751***	0.054	0.185	0.263	32.19%
Interaction→trust→ purchase intention	0.652***	0.159	0.751***	0.054	0.042	0.231	22.54%
Custom→ trust→ purchase intention	0.432***	0.312	0.673***	0.067	0.185	0.355	43.69%
Word of mouth→trust→purchase will	0.153***	0.405	0.673***	0.067	0.182	0.347	23.57%
Trend→trust→purchase intention	0.561***	0.218	0.673***	0.035	0.078	0.321	20.96%

IV. Marketing issues and recommendations for marketing optimization

IV. A. Analysis of Social Media Marketing Issues

(1) The breadth of communication is insufficient and the precision of communication needs to be improved.

(2) Lack of attractiveness of marketing content, low consumer attention.

In the preliminary data survey and statistical analysis, consumers are not very interested in the content and presentation of the current product promotion on social media, indicating that the content lacks attractiveness and interest. The video content released by WeChat official account is homogenized and belongs to hard advertisement. From the dozens of likes and single-digit comments on each video, it can be seen that consumers are not interested in this form of pure advertising.

(3) Insufficient promotional efforts and low purchase intention

From the questionnaire survey, although offline purchase of products have more intuitive feeling and judgment, but consumers do not exclude the online order to buy, and even more inclined to online shopping, thanks to the mature development of the Internet and e-commerce. In addition, the current product promotional efforts are not enough, a single promotional activity, the lack of a real attraction to customers to order preferential activities, and similar competitors have no advantage.

(4) Insufficient sharing motivation, low willingness to share

In the interactive sharing link, consumers' willingness to share after purchasing the product is low, with a willingness to share of 3.095. On the one hand, this is caused by the low social attributes of the product, which may reduce the desire of users to share, but this is not conducive to the brand's word-of-mouth effect. On the other hand, the product itself does not make timely after-sale visits to users to guide them to share. In addition, the product does not have enough incentives for users' sharing behavior, such as giving coupons, discount codes or value-added services such as cleaning and replacement, etc., and there is no topic created for users to participate in to stimulate their sense of belonging to the brand. All these lead to consumers not having enough willingness to share.

IV. B. Suggestions for Optimizing Social Media Marketing Strategies

(1) Multi-platform social media content marketing

Jittery Voice, WeChat, Weibo, B Station and other mainstream social media platforms, each with its own focus and operating style, basically covering all age groups and circles of Internet users. Their main content ranges from funny, dance, food, fashion, beauty to personal life dynamics, news information, current affairs, travel tips and life experience and other topics. These platforms focus on user creation, sharing and interaction in terms of content, and each platform has unique features that attract different types of user groups.

(2) Precise Pushing, Positioning Different Consumer Groups

In the descriptive statistics of basic information, it can be found that the current main consumer groups of the product are those with a monthly income of no more than 5,000 yuan, 5,001-8,000 yuan, and 8,001-15,000 yuan. High income groups (15001-30000 yuan, 30001 yuan and above) are less willing to consume.

Through the group segmentation of consumer objects can be clear marketing target audience, and for its characteristics to choose the appropriate market positioning will help the product to avoid “one size fits all”, no focus on the phenomenon of blind marketing, to enhance the accuracy of marketing to improve efficiency. Reasonable selection of products and set prices, for public domain traffic, private domain traffic target consumers recommended products. Utilize big data to precisely push and personalize recommendations for target customers.

(a) Interpretation of user profiles. Based on the characteristics of digitization, intelligence and platformization, it can distinguish the difference of different consumer preference attributes by further analyzing the user consumption data, and enhance the marketing effect and precise placement through the way of user profiles.

(b) Focus on diversifying product categories. The items with similarity or with differences are placed in close proximity for comparative introduction.

(3) Live interaction on various platforms

Live streaming marketing, as an emerging promotion method, provides enterprises with highly potential market opportunities, and is now widely used as an important means of enterprise marketing and future development trend. Through the live broadcast platform, enterprises can communicate directly with consumers, answer questions, solve problems, improve consumer satisfaction, and establish a good brand image. Consumers are able to ask questions during live streaming, and companies can respond instantly to make consumers feel cared for and valued. This real-time interaction helps to build customer trust and enhance loyalty, thereby increasing customer satisfaction and maintaining long-term consumer support. Live broadcast also provides a convenient platform for enterprises to display product features and advantages, and real-time interaction with consumers, which is more advantageous than the traditional online shopping form.

(4) Increase the strength of the offer, additional concessions and gifts is an important factor in attracting customers to order.

(5) Guide users to share, activities to guide users to share, encourage co-creation of content.

V. Conclusion

Based on the SOR model, this paper builds a model of the influence mechanism between social media marketing and consumers' purchase intention. The model introduces mediating variables and regulating variables, and verifies the model hypotheses with the product survey data.

(1) The basic information of consumers is organized, and the main consumer groups of the product in social media channels are widely distributed, among which the middle- and high-income groups from 18 to 49 years old are the main consumer groups. In terms of product word-of-mouth, the descriptive statistics for “I want to share the content of my product's micro-signal with my circle of friends” and “I want to share my opinion of the brand, goods or services on WeChat with my acquaintances” were 3.095 and 3.157, respectively. Consumers' sharing intentions are poor, and marketing methods can be used to enhance consumers' discussion and sharing intentions, thus improving their purchase intentions.

(2) The correlation analysis of variables shows that entertainment, customization, word of mouth, interaction, and trend of social media marketing positively affect consumers' purchase intention, and the correlation coefficients are entertainment (0.624) > customization (0.603) > word of mouth (0.513) > interaction (0.423) > trend (0.266). And social media burnout has an inverse correlation with both trust and purchase intention.

(3) The path analysis of the model shows that, assuming that H1, H2, H3, and H4 hold true, the entertainment, customization, word-of-mouth, interaction, and trend factors in social media marketing strategies positively affect consumers' purchase intention. And too many social media marketing strategies can contribute to consumers' social media burnout, which reduces purchase intention.

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