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From Likes to Clicks: A Systematic Review on Social Media Marketing and its Influencing Factors using the Technology Acceptance Model

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Abstract

Harnessing the influence of social media has emerged as a potent strategy for disseminating and endorsing content. In a bid to captivate their target audience, marketers employ a variety of content formats, including infographics, videos, blogs, and images. This study aimed to discern the factors influencing social media marketing. Employing the Preferred Reporting Items for Systematic Reviews and Meta-Analysis methodology, 56 publications sourced from the SCOPUS database encountered meticulous examination. Furthermore, a systematic review of an additional 56 publications from both COPUS and Google Scholar was executed using the vote counting technique. The extensive review utilized Virtual Object System viewer to scrutinize authors' networks and keywords, shedding light on research trends and identifying gaps. Vote counting was applied to determine the elements impacting social media marketing. Findings revealed the geographic distribution of research, emphasizing the imperative for increased contributions from specific regions. The prevalence of factors such as "perceived usefulness" and "behavioral intention" in over 30 publications underscored their significance. This systematic review not only enhances our understanding of current research but also lays the foundation for future endeavors and strategic decision-making within the dynamic realm of social media marketing.

Keywords: Social media; Marketing; Factor; Perception; Intention to use; Technology Acceptance Model; Brand; Enterprises.

Biographical notes: Karnika is an M. Sc student of Agricultural Extension Education at Tamil Nadu Agricultural University, Coimbatore. She is excellent in her studies. She provides more innovative ideas in her research work. She provides more ideas related to digital marketing. Her way of delivering a message to others is different from others. She has a keen interest in the field of marketing and endeavors to generate new ideas within the marketing domain, utilizing diverse platforms.

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provided funding for this project. He is expertise in Information and Communication Technology and imparts a wealth of knowledge to students.

Introduction:

Social media encompasses a set of online tools that leverage the principles and technological foundation of Web 2.0, allowing users to generate and distribute content (Kaplan and Haenlein, 2010). Globally, social media like Facebook, Instagram, WhatsApp, Twitter, and Blogs are becoming more and more popular (Maryam et al., 2015). Social media applications encompass a variety of platforms, including but not limited to social networking sites, customer review platforms, content sharing websites, wikis, online forums, and location-based social media (Zeng and Gerritsen, 2014). Social media, being a form of new media technologies, facilitate collaboration and interaction, allowing for the generation and sharing of user-created content both within and among organizations (Filo et al., 2015). Social media can be utilized tool to alter traditional marketing strategies to modern marketing strategies which helps to reach target customers (Muthiah and Kannan, 2015). The usage of social media makes it an excellent place for companies to advertise their goods and services.

Users on social media spread information, which allows them to effectively promote themselves (Xiang and Gretzel, 2010). Despite the ample attention it has received in marketing literature, only a limited number of studies have endeavored to investigate the impact of social media marketing on consumers' purchasing decisions (Mason et al., 2021; Hasan and Sohail, 2021). Several research endeavors have explored the determinants impacting social media marketing within the insurance industry. These investigations have delved into elements such as perceived risk, trendiness, interaction, and adaptability (Sano, 2015). Some evaluated the efficacy of social media marketing by assessing trendiness, perceived risk, entertainment value, interaction, and customization (Seo and Park, 2018). Few studies have focused on events, information, and advertisements to examine social media marketing (Jo, 2013).

Exploring additional themes can extend the theoretical underpinnings established by studies rooted in the Technology Acceptance Model (Davis, 1989). Utilizing past research, this information serves as a basis for understanding both “perceived usefulness” and “perceived ease of use” (Venkatesh et al., 2003). This model has been expanded in numerous studies to incorporate more constructs in a range of online information technologies, like perceived risk in online deals, (Pavlou 2003), and trust in online purchasing (Gefen et al. 2003). As consumers become more acquainted with a brand and its offerings, they frequently seek out additional information online. They assess the benefits of choosing this brand over its competitors before making a purchase decision (Sharma et al., 2021). Customers possess the chance to sway others into making purchase using online comments, reviews, and verbal recommendations (Liu et al., 2021). Knowledge about the product is just as important as their products to an organization's success (Ai and Tan, 2018). Companies looking to stand out in the market must comprehend knowledge transfer (Demers, 2007). As a result, social media channels have evolved into a powerful instrument for nearly cost- free virtual customer interaction and communication.

Enterprises can enhance customer engagement by harnessing the potential of social media networks (Gkikas et al., 2022). As brand trust grows among the target market consumers, companies will find it more convenient to convey their intended marketing messages and cultivate favorable perceptions of their brands in the minds of customers (Ebrahim, 2020). Previous studies examined factors such as enjoyment in online learning (Lee, 2009), playfulness on the World Wide Web (Moon and Kim, 2001), perceived media richness in blogs (Chang and Yang, 2012), and social influence in web gaming (Hsu and Lu, 2004).

The formulation of marketing strategies by companies, with a particular emphasis on communication plans, is crucial given the substantial influence of social media on consumer information gathering and purchasing patterns. This research underscores the essentiality for businesses of all scales to integrate social media, establish an online presence, and adapt their business approaches to sustain competitiveness within their markets (Benjamin Ach, 2013).

The research pinpointed the elements influencing social media marketing and extensively scrutinized the extensive pool of information available on the topic. By finding, analyzing, and assessing the existing literature, a systematic literature review (SLR) seeks to answer a particular research question. SLR is a review of the available data concerning a well-defined question (Dewey and Drahota, 2016). It employs clear and methodical methods to recognize, choose, and evaluate pertinent original research, and to extract and handle data from the studies incorporated in the review (Wright et al., 2007). Conducting a thorough examination of existing literature, this research aids in identifying the predominant factors that impact social media marketing. It significantly contributes to understanding the influential elements shaping social media marketing and the conceptualization of effective strategies for SMM. Consequently, the study delves into an analysis of prior research on social media marketing, addressing the following research questions:

1. What factors have the greatest impact on the acceptance and implementation of social media marketing?
2. What are the research gaps in the reviewed papers of this study?

Research Methodology

This review employed Preferred Reporting Items for Systematic Reviews and Meta- Analysis (PRISMA) technique to analyze previous literature. The study used Scopus to search literature. Various combinations of keywords were used to search the literature from the database and some strategies like inclusion and exclusion have been used to collect literature from the Scopus. Based on the automated filters provided by the database, 115 literatures were found by eliminating duplicate literature from the records using the criteria of inclusion and exclusion. The research investigated the elements impacting the utilization of social media marketing, identifying relevant articles through the screening of titles and abstracts. The review involves the inclusion and exclusion of literature that are represented in table 1.

Table 1: Inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
Timespan	2013-2023	
Subject area	Social Sciences	Energy, Economics, Econometrics and Finance, Arts and Humanities, Engineering, Medicine, Decision Sciences, Earth and Planetary Sciences, Pharmacology, Toxicology and Pharmaceutics, Genetics and Molecular Biology, Neuroscience, Nursing, Materials Science, Chemistry and Chemical

		Engineering.
Document Type	Article	Conference papers, Book chapters
Language	English	Non-English
Source type	Journal	Trade journal
Publication stage	Final	Press
Open access	Open access	Restricted access
Screening		
Title and abstract	Factors influencing the adoption of social media marketing	
Full text	Based on the Technology Acceptance Model	

The year ranges between 2013 to 2023. Several articles have been included by using various terms and excluded by certain criteria such as non-English papers, trade journals, articles that are not published yet, conference papers and book chapters. Table 2 displays the number of research papers that could be identified using the search terms in the Scopus database. From the database search, 2116 literature were collected using the terms "factors" AND "social media" AND "marketing", 453 literature from the terms "factors" AND "social media marketing", 223 literature from the terms "factors" AND "adoption" AND "social media" and "marketing", 31 literature were collected from the terms "TAM" AND "social media marketing", 16 literature from the terms "TAM" AND "factors" AND "social media marketing", 21 literature from the terms "TAM" AND "factors" AND "adoption" AND "social media" AND "marketing", 10 literature were collected using the terms "factors" AND "social media" AND "marketing" AND "agriculture", 3 literature from the terms "factors" AND "social media marketing" AND "agriculture", 9 literature from the terms "factors" AND "adoption" AND "brand" AND "social media marketing", 33 literature from the terms "factors" AND "social media marketing" AND "enterprises" and 3 literature were collected using the terms "adoption" AND "social media marketing" AND "agriculture". Therefore, the total literature collected would be 2918 from the SCOPUS database.

Table 2: Keywords employed and the overall count of publications

Database	**Set of Keywords**	**Number of literature**
Scopus	"factors" AND "social media" AND "marketing"	2116
	"factors" AND "social media marketing"	453
	"factors" AND "adoption" AND "social media" and "marketing"	223
	"TAM" AND "social media marketing"	31
	"TAM" AND "factors" AND "social media marketing"	16

	"TAM" AND "factors" AND "adoption" AND "social media" AND "marketing"	21
	"factors" AND "social media" AND "marketing" AND "agriculture"	10
	"factors" AND "social media marketing" AND "agriculture"	3
	"factors" AND "adoption" AND "brand" AND "social media marketing"	9
	"factors" AND "social media marketing" AND "enterprises"	33
	"adoption" AND "social media marketing" AND "agriculture"	3

Based on the flow diagram of PRISMA (Figure 1), 56 well-researched papers were selected for the review based on screening, elimination of duplicate literature, grey literature, and irrelevant abstract and full-text content. The number of literatures after eliminating duplicate literature was reduced to 64 papers and after skimming abstract and full-text, the number of literatures was reduced to 56 papers. This study conducts a systematic review using VOSviewer and synthesizes the review from a wide range of prior research literature. The selected 56 papers have different study areas like enterprises, agrotourism, businesses, artificial intelligence, brands, consumption, industries, and so on. Although the study domains may vary, they are accustomed to identifying factors through the application of the Technology Acceptance Model in the adoption of social media for marketing purposes.

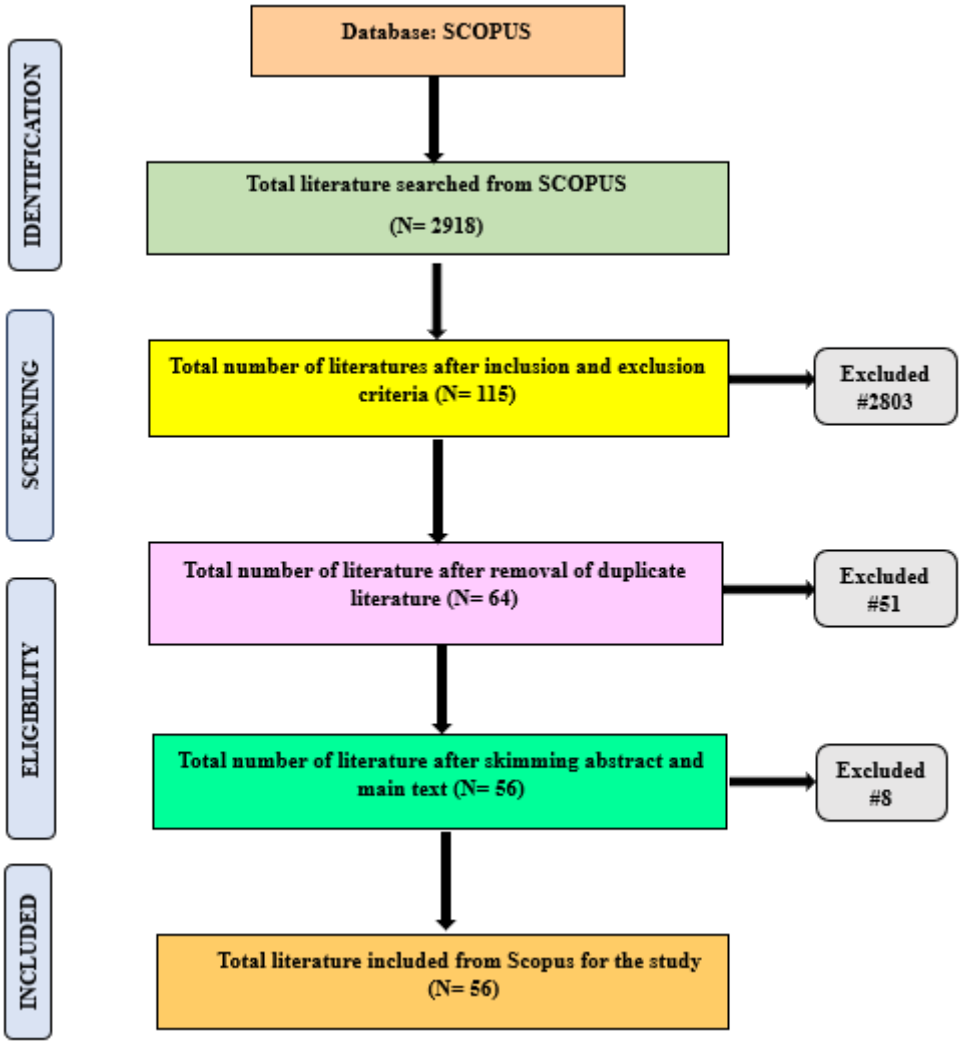

Fig 1: PRISMA flowchart depicting the search literature for a systematic review of social media marketing

Statistical analysis

The review emphasized the factors influencing social media marketing from the literature selected from Scopus and Google Scholar. This review was employed for analyzing the selected literature based on vote counting. "Positive" and "Negative" studies are classified according to statistical significance in vote counting (Cooper, 2002). Counting the positive studies and negative studies is known as vote counting (Lewis and Pattanayak, 2012). With few modifications for the study, vote counting was used to count the elements that have the most impact on the adoption of social media for marketing.

Results and Discussion

The review identified the relevant literature by using different sequences of keywords related to the study area and different criteria such as year range, inclusion, and exclusion. A total of 56 literature from the SCOPUS database were selected to identify the research gap and 56 literature were selected from Google Scholar and SCOPUS to determine the most influencing factors for marketing through social media.

This research adds to the discourse on the systematic methodology by employing VOSviewer to examine the literature sourced from the SCOPUS database. A network map of keywords from the literature on

marketing through social media from the SCOPUS database is shown in Figure 2. The study gathered information from various sources to investigate essential elements related to the adoption of social media marketing. The diagram illustrates the interconnectedness of social media with diverse domains, including agrotourism, businesses, brands, and artificial intelligence. It delineates the influence of several factors that impact the incorporation of social media for marketing purposes.

The network of the author and co-authors within the realm of academic papers focused on social media marketing is depicted in Figure 3. The illustration depicts authors through circles, with connecting lines indicating co-authorship relationships. The circle size reflects the number of papers co-authored by each author. The circle color may convey information about the author's affiliation or field of study. Figure 3 indicates that authors and co-authors from the United Kingdom published a significant number of papers, whereas India published few publications. Thus, by examining the papers, a few publications from India were also a research gap that needed to be filled, and the publications from India have very low citations. The void can be addressed by examining key sectors where India can excel, including agriculture and agribusiness, within the realm of social media marketing.

The study examined the co-occurrence and keywords of selected literature from the Scopus, to create a broad marketing domain, the keyword "social media marketing," representing the core of the discipline, is connected to terms like "digital marketing" and "electronic marketing." The clusters in Figure 4 indicate how important it is for customers to interact with the product and create content. The clusters concentrate on “perception”, “brand equity”, “brand image”, “brand satisfaction”, and “brand loyalty”. The terms "artificial intelligence" and "social media marketing" are frequently used together, which implies a growing interest in this area which helps to establish possible opportunities for AI-powered social media platform marketing techniques.

The research emphasizes the global focus on social media marketing within the field, showcasing prevalent areas of interest. The countries with the highest citation rates are the United Kingdom and the United States, demonstrating their robust research in this field. Research output is rising in nations like China, India, and Indonesia there may be a shift towards these regions that contribute more. A recent investigation in the realm of social media marketing was carried out focusing on Jordan. The overlay visualization of countries related to the citation of their literature represents the worldwide focus on this topic.

The overlay visualization of social media marketing paper authors and citations from the Scopus database is shown in Figure 6. The distribution of research papers about social media marketing is depicted in the figure. Researchers (Cu & Le, 2021) have important papers that have been referenced by other researchers. This demonstrates the substantial amount of papers that lacked attention. A research gap could arise because the research papers lack novel ideas or promising methodologies. Addressing this disparity has the potential to prompt a multitude of research investigations into social media marketing and the incorporation of emerging technologies. Now, social media has been integrated with other technologies such as Artificial Intelligence to enhance marketing of the products and services. Other sectors such as education, transport, billing, fashion industry, and health have more studies compared to businesses related to agriculture like value addition, herbal products, preserved foods, and so on.

The predominant factors in a selection of 56 publications sourced from SCOPUS and Google Scholar are shown in Figure 7. The data reveals that “perceived usefulness” and “behavioral intention” are featured in over 30 publications, while “perceived ease of use”, “attitude”, and “trust” are present in more than 10 publications. These factors play a crucial role in assessing the integration of social media into marketing

strategies using the Technology Acceptance Model. The constructs of different factors with authors are given in Table 3. Table 3 enumerates the relationship between various factors, which can either be positive or negative.

The research identified the key elements that have the greatest impact on the adoption of social media marketing from Table 3. According to Al-Daihani's (2016) research, "social influence" and "perceived enjoyment" have a greater impact on "behavior intention" than "perceived utility". Findings from the Yaacob et al. (2020) research indicated that students' willingness to embrace YouTube as an educational tool was connected to their perceptions of its "ease of use," "utility," and "social influence" factor, thereby aligning with the Technology Acceptance Model. According to Hendijani Fard & Marvi (2020), the study revealed that "perceived usefulness" and "perceived ease of use" are affected by "purchase intention" and "attitude" toward the purchase. The prediction of "perceived usefulness" indirectly influences "argument quality" through "perceived ease of use". Some studies like Lee & Lee (2019) have a positive effect on influencing factors and some studies like AlHadid et al., (2023) negatively influence the social media adoption for marketing.

Several studies directly influence the factors while some studies such as Hendijani Fard & Marvi (2020) influence the variables that contribute to the adoption of social media for marketing in an indirect manner. According to Matubatuba et al., (2022), "perceived utility" and "attitude" which influence the "intended behavior" of non-users of Bus Rapid Transit (BRT). The management of BRT operations should think about using feeders to transport commuters from areas away from the BRT stations to change the way non-users perceive ease of use. Marketing campaigns would be launched to encourage commuters to try the BRT by providing first-time users with a free ride or discounted fares. The findings show that the intention to use the BRT was most strongly predicted by perceived behavioral control but the attitude of consumers was not influenced to use BRT.

Collaborative learning is simple and helpful for academic work through "social media usage", "peer interaction", "perceived usefulness", and "perceived ease of use" all contribute to students' ability to achieve a higher Grade Point Average (GPA) in college (Amadu et al., 2018). The greatest influence on attitude turned out to be hedonic motivation (HM). Numerous variables appeared to be important motivators, including the "sense of personal happiness", "satisfaction", and "entertainment". "Perceived usefulness" significantly influenced "attitude" directly. Most participants believed that having an online presence during the COVID-19 pandemic was highly beneficial and effective. The primary determinant of young individuals' inclination to vote for student candidates was discovered to be their connection with their fellow peers. It was discovered that the credibility of the message had little bearing on students' intentions to support a specific (SRC) member (Chininga et al., 2021).

"Online event promotion" (OEP) was found to have a notable and direct influence on "attitude" ($\beta = 0.372$, $p = 0.006$). Additionally, it came out that "subjective norms" had a lack of observable impact on "brand image", with $\beta = 0.19$ (Kusonwattana et al., 2022). "Perceived usefulness" and "Facilitating condition" have a strong and positive relationship. There is a robust and favorable connection between "Perceived ease of use" and "facilitating condition". Furthermore, the utilization of social media positively impacted the "attitude" towards "social media usage" in English Writing (SMU-EW) among preservice English teachers in Indonesia, as indicated by a significant t-value of 12.405. This suggests that the benefits of social media can play a crucial role in influencing and predicting the "Behavioral Intention" of SMU-EW in this group (Mukminin et al., 2023).

The connection between the desire to use and one's "attitude" towards "usage" is robust. "Payment

intermediaries" play a crucial role in shaping "consumers' attitudes" and "intentions" related to online payments when utilizing e-commerce platforms (Luong et al., 2022). The positive impact on the "perceived benefit" of social media for learning is influenced by factors such as "compatibility" (PCM), "information quality" (IQ), "perceived enjoyment" (PE), and "perceived cost" (PC). "Perceived ease of use" (PEOU) is positively influenced by "perceived enjoyment", "self-efficacy" (SE), "facilitating conditions", and "intelligence quotient" (IQ). However, "social norms" and "self-efficacy" did not have an impact on "perceived usefulness". Similarly, "perceived usefulness" did not affect "perceived ease of use". The elements of "perceived usefulness," "subjective norm," and "perceived ease of use" significantly enhance students' willingness to utilize social media for educational purposes. In the context of learning in the United Arab Emirates, the Technology Acceptance Model was employed and extended by incorporating the factor of "perceived playfulness." (Alomari, 2021). Indonesian school principals have achieved high averages in utilizing social media, as well as in their perceptions of its "usefulness", "ease of use", "subjective norm", "attitudes", "supporting conditions", and "self-efficacy". The evaluation of social media usage by these principals has been positive (Prasojo et al., 2021). The way teachers and students view the ease of utilizing e-learning technology in Nigerian higher education institutions is crucial. The perceptions regarding the utility and simplicity of using social media networking platforms play a significant role in determining the acceptance and adoption of e-learning by students and faculty in these institutions (Ajibade et al., 2022).

"Perceived utility" of social media usage is indicative of its overall impact. Given that young individuals are familiar with social media, "perceived ease of use" has a relatively low value. Young people engage with social media daily, leading to a greater indirect influence on the inclination to use "leisure travel" for personal purposes. This is primarily attributed to the "perceived ease of use" across 85 social media platforms. Frequent use of social media contributes to the perception of its value in delivering trustworthy information (Zainul and Zamrudi, 2019). The adoption of Social Media Marketing (SMM) by Small and Medium Enterprises (SMEs) can be promoted for improved company efficiency through three factors: "perceived ease of use," "perceived usefulness," and "compatibility." Additionally, the impact of demographic factors such as age and gender on these components is considered. The research suggests that SMEs can enhance their performance by aligning their SMM adoption with the age and gender of their owners. (Kikawa et al., 2022). In comparison to "perceived team efficacy", "social media usage" had a considerable influence on the workforce within the organization. Most likely as a result of the modern environment and people's heavy reliance on technology, social media has a considerable influence on knowledge dissemination (Omar et al., 2016).

The positive influence of "collaborative learning" and "engagement" was observed in the interaction between peers and instructors in online learning during the COVID-19 pandemic period (Alismaiel et al., 2022). Throughout the COVID-19 pandemic, the utilization of social media was significantly impacted by external circumstances. The three main determinants were "perceived utility", "perceived ease of use", and "environmental factors". In contrast to the "perceived use of use", the factors of "complexity", "compatibility", and "relative advantage" within the "technological contexts" exhibited the most significant positive impact on the "perceived usefulness" (Trawnih et al., 2021). Both "compatibility" and "perceived usefulness", and "compatibility" and "perceived ease of use" have a positive correlation, respectively. The standardized regression estimates for the relationships between variables were 0.25 and 0.179, and both were determined to be statistically significant at a p-value of less than 0.001. Additionally, there was a highly significant association between "enjoyment" and "perceived ease of use", as indicated

by an estimate of 0.308 at a p-value of less than 0.001 (Hasni et al., 2021).
The business performance of MSMEs in the province of Jambi does not seem to be significantly influenced by social commerce, as the uniqueness of their resource capabilities does not play a substantial role. Instead, the competitive advantage of these MSMEs appears to be a key factor in regulating their business performance. Moreover, the application of the social commerce model, combined with a focus on resource capacity, impacts the business performance of MSMEs in the province of Jambi through the lens of competitive advantage (Yaacob et al., 2021).
The inclination to use a mobile application is primarily shaped by the "perceived usefulness" rather than the "perceived ease of use". Most survey participants do not think that competition significantly impacts the ease of using a mobile application. Nevertheless, they do acknowledge the advantages of technology when their business competitors incorporate it into their operations, which serves as a driving force for their adoption of mobile applications (Nabhani et al., 2016). "Credibility"," trustworthiness", "self-efficacy", and "reliability" of the source all have a big influence on "brand trust". "Credibility", "trustworthiness", "source credibility", "self-efficacy", and "consumer buying intention" are all positively moderated by persuasive knowledge. "Trust" in a brand exerts a considerable impact on and positively impacts the "intention" of consumers to make a purchase (Akram et al., 2023).
The intention to use social media for travel is considerably impacted by the "perceived usefulness" by using social media and an "individual's social capital". Their impact on "usefulness", "perceived ease of use", and "perceived trust" only indirectly affect "intention". This offers valuable perspectives on the hospitality and tourism sector in India, along with insights into the use of social media for recreational travel (Singh et al., 2023). The usefulness of information is enhanced by the strength of the "argument" and the "trustworthiness" of the source. For those in the tourism management field seeking to leverage social media platforms such as Instagram as tools for marketing communication, aiming to promote "word-of-mouth (eWOM)" about their travel destinations (Silaban et al., 2023).
"Perceived expertise", "perceived benefits", and "health consciousness" were the factors that had the biggest effects on intention to return, whereas perceived risk had minimal impact. The research revealed that "EWOM" had the greatest impact, followed by health consciousness when examining the factors that influence perceived benefits (Husin, 2019). "Overtourism" is positively impacted by "tourist flow concentration". "Overtourism" is not substantially affected by "social media use". The impact of "tourist flow concentration" on both "social media use" and "over tourism" is substantial. Specifically, the mediating influence of "tourist flow concentration" is more pronounced in its effect on "overtourism" when compared to the factors of "self-presentation", "entertainment", and "information-seeking". Additionally, the strength of this impact is highlighted by a path coefficient of 0.80, emphasizing the significant role of "socialization" in driving the phenomenon of "overtourism" (Song and Wondirad, 2023).
"Utilitarian motivation", "hedonic motivation", "habit", and "trust" in social networking sites (SNSS) all had a positive impact on "consumer intention". The study discovered that the impact of usage habits on the connection between utilitarian motivation and the intention to purchase can be moderated. This was determined through a multi-group analysis that assessed how usage habits function as a moderating variable in the relationships between specific variables and the intention to make purchases via social networking sites (Sharifi Fard et al., 2019). "Customer interaction" and "brand trust" act as a mediator between "community relationship management" and "brand loyalty"; it has no direct impact on either (Wongsuphasawat et al., 2019).

A significant finding revealed a three-way interaction effect, suggesting that when it comes to "brand attitude", "familiar brands" exhibit a stronger congruity effect between "endorser type" and "message" appeal compared to unfamiliar brands. Adequacy of endorsements and advertising effectiveness are mediated by endorser attributes (Zhu et al., 2022). "EWOM intentions" are positively impacted by "information value", "Facebook trust", and "self-disclosure". Additionally, it supported the idea that information value is positively impacted by "source credibility". A notable correlation between "trust in Facebook" and "privacy concerns" has not been identified (Martínez et al., 2022). "Loyalty" is a factor influencing the "brand equity" of Thai online retailers of beauty and health products. "Brand loyalty" holds the highest influence coefficient at 0.35, while "brand awareness" closely follows with a total influence coefficient of 0.34. There is a 0.32 overall influence coefficient. The "perceived quality" has a 0.33 total influence coefficient. Total influence coefficients for "brand trust" and "brand association" are 0.08 and 0.20, respectively (Nuamthong and Pankham, 2023). The optimal level of interaction is not being fully realized by brands when it comes to scheduling their timings during working days and hours. Still, they do make use of the chance to release longer messages to boost interaction (Cuevas-Molano et al., 2022). Customers' intentions to buy and make additional purchases when they shop online, particularly in South Africa, are influenced by brand awareness, brand loyalty, and brand attitude (Machi et al., 2022).
The mediation analysis helps to clarify how the relationship between "internal factors" and "social media adoption" is strengthened by the influence of three key aspects of social media platforms: "perceived ease of use", "relative advantage", and "compatibility". In the context of the interaction between "external factors" and "social media", the role of technology is identified as a partial mediator. The three-dimensional presence of technology acts as a partial mediator because external factors positively and significantly impact "social media acceptance", thereby amplifying their overall influence. (Mohamad, 2022). Posts with product images get more interaction, particularly when the items are accessories for fashion. Furthermore, social responsibility-related content boosts interaction. Lastly, and this is a very important point, we find that posts with videos only get a small amount of interaction from followers. The findings help businesses gain a deeper understanding of the possible applications of social media platforms and, as a result, the impact of social media (Bonilla-Quijada et al., 2023).

Conclusion

This review presents the systematic review of 56 papers from Scopus and 56 papers from Google Scholar and SCOPUS. The results of the analysis indicated that the key factors influencing adoption were "perceived usefulness", "behavior intention", "perceived ease of use", "attitude", and "trust" in social media marketing. For business purposes, entrepreneurs most frequently visit Facebook and Twitter. Many businesses and organizations greatly benefit from employing social media marketing strategies on Google, Facebook, LinkedIn, Twitter, and YouTube to interact and communicate with their customers. Social media has become a thriving platform in the current digital age. There has been a noticeable increase in the number of people regularly engaging with social media. Facebook, Instagram, Twitter, and WhatsApp are now popular destinations for individuals of various ages, where they spend a significant amount of their time. The study identifies that there is a lack of strategies used by agripreneurs for marketing agricultural products. The study found that there is an absence of literature related to the marketing through social media of agricultural products. Further studies should consider the publications related to social media marketing of agri products using various statistical tools and theories like TAM.

Limitations

The review is constrained by certain limitations, as it focuses solely on specific countries such as Taiwan, Uganda, and Norway, which lack comprehensive studies in the field of social media marketing. Moreover, the investigation relies on the Technology Acceptance Model, implying that there could be additional factors influencing social media marketing that have not been considered.

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Figures and Tables

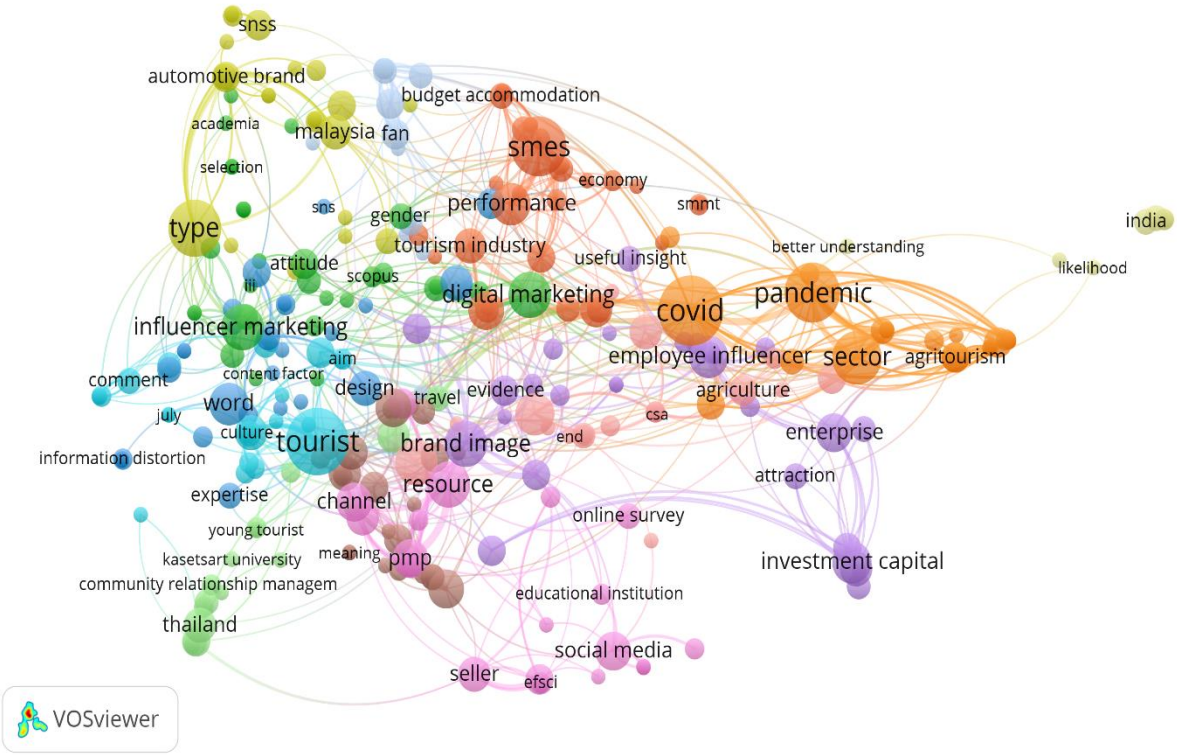

Fig 2: Keywords network of selected papers from the SCOPUS database

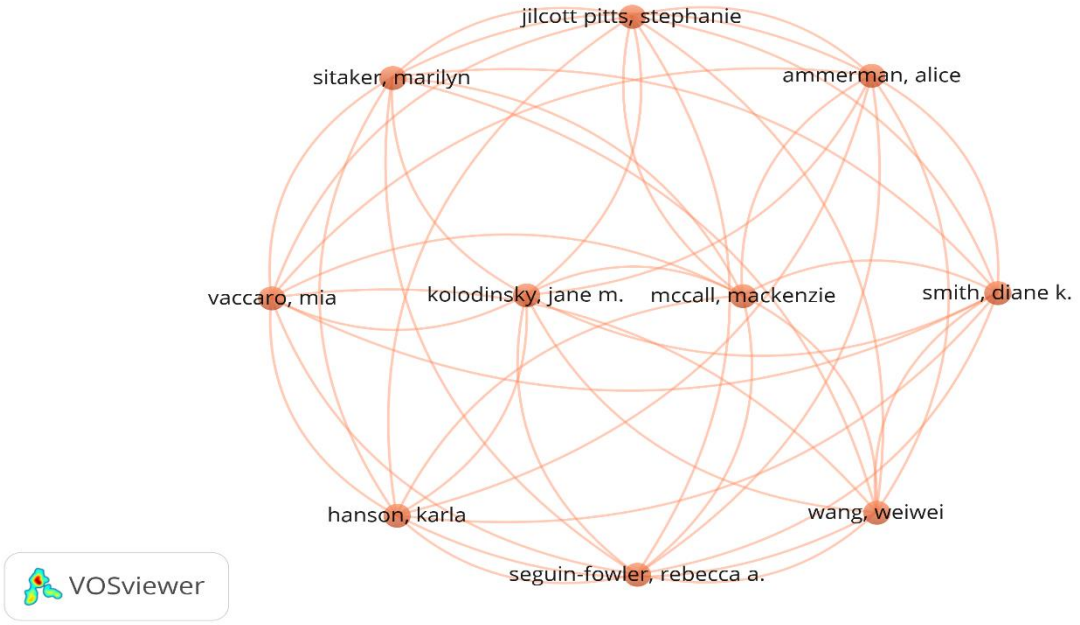

Fig 3: Authors and Co-authors Network of selected literature from the SCOPUS database

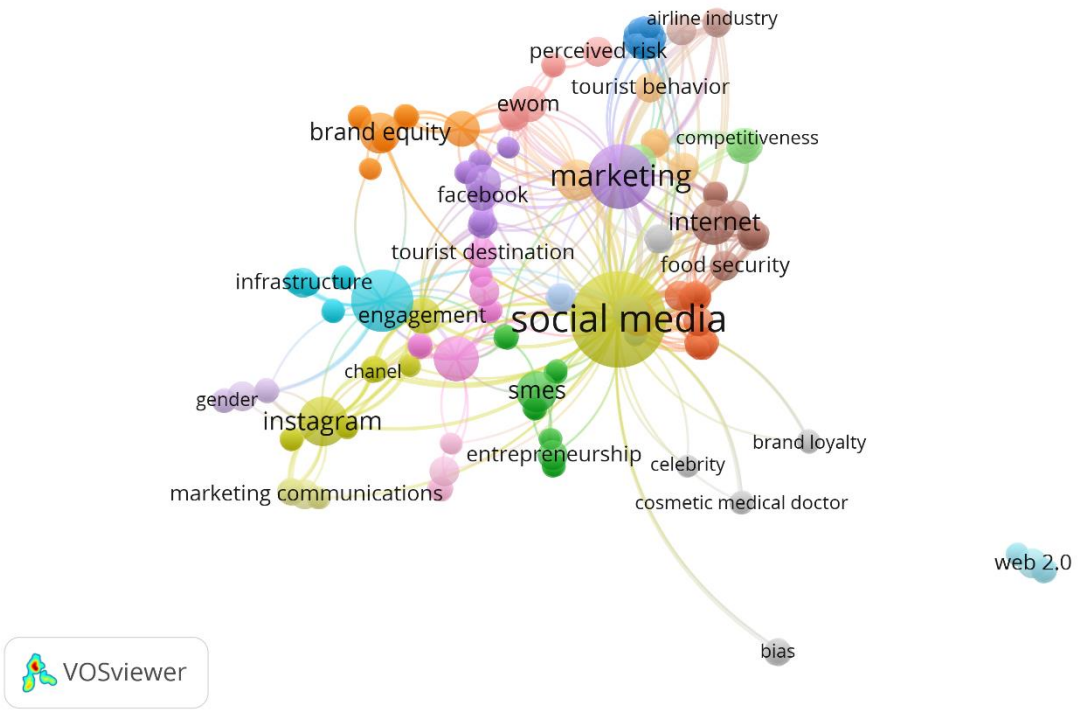

Fig 4: Co-occurrence and keywords of selected literature from the SCOPUS database

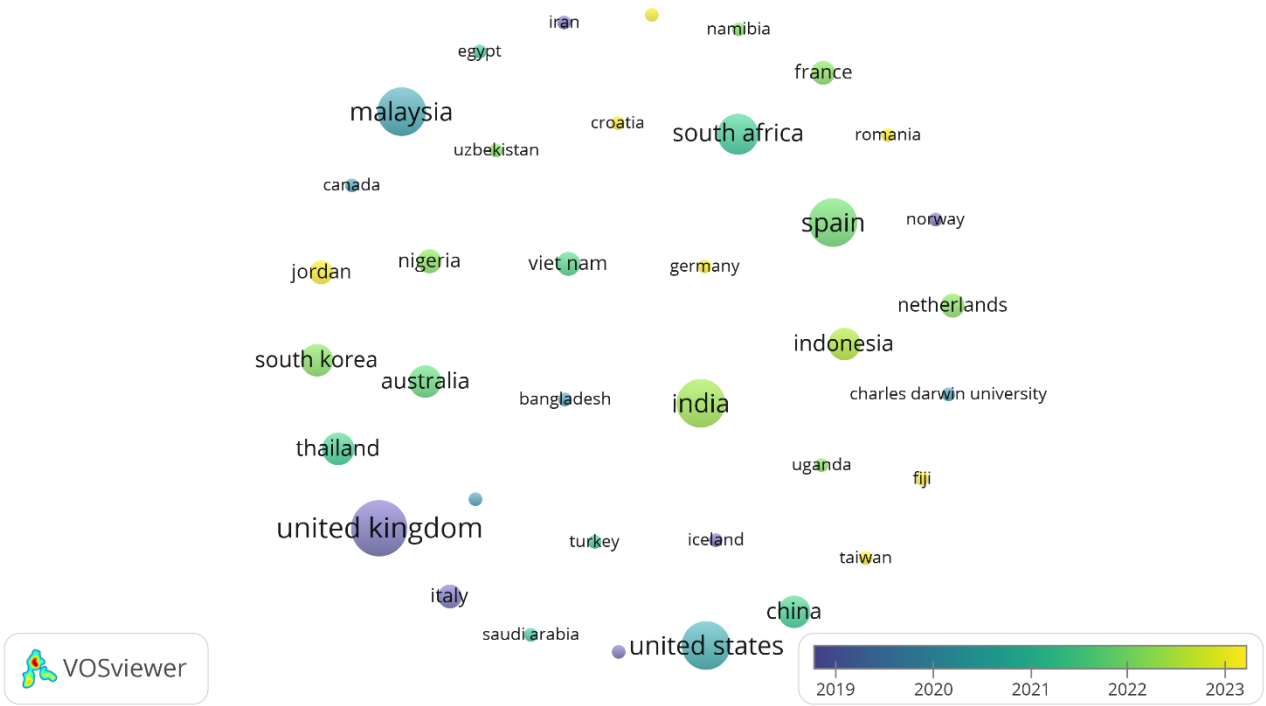

Fig 5: Countries and citation of the selected literature from the SCOPUS database

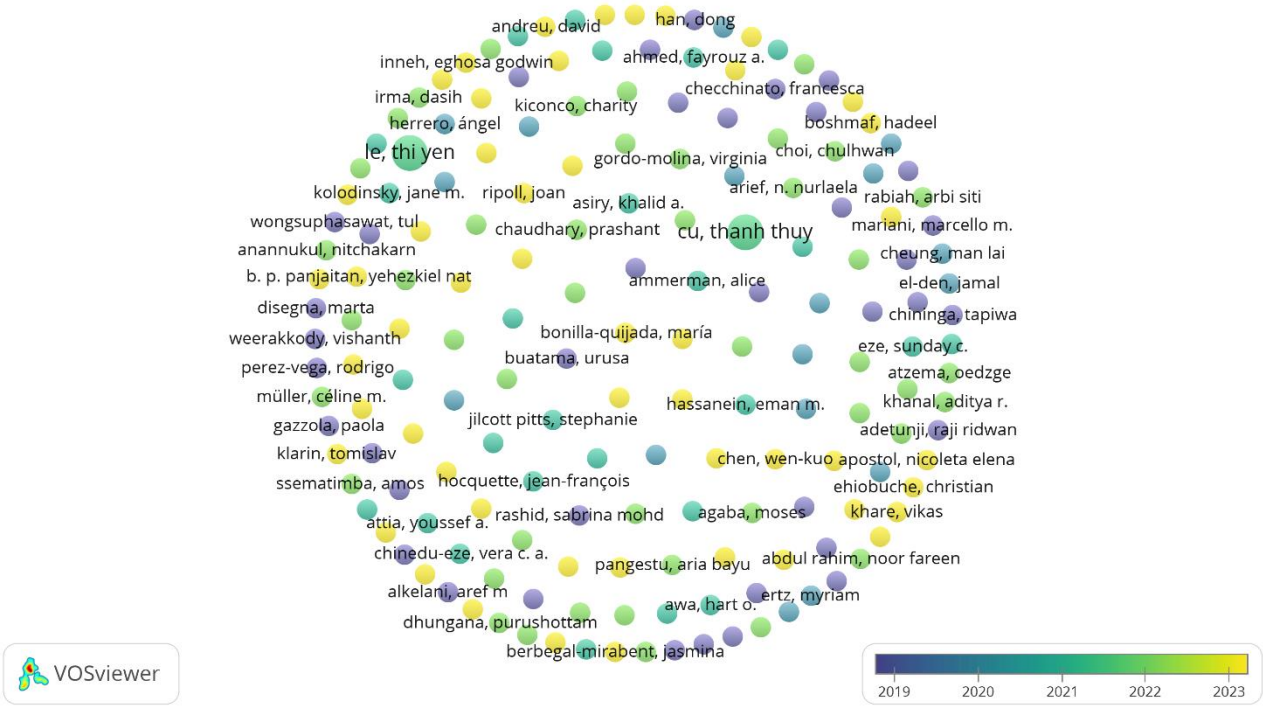

Fig 6: Authors and citation of collected literature from the SCOPUS database

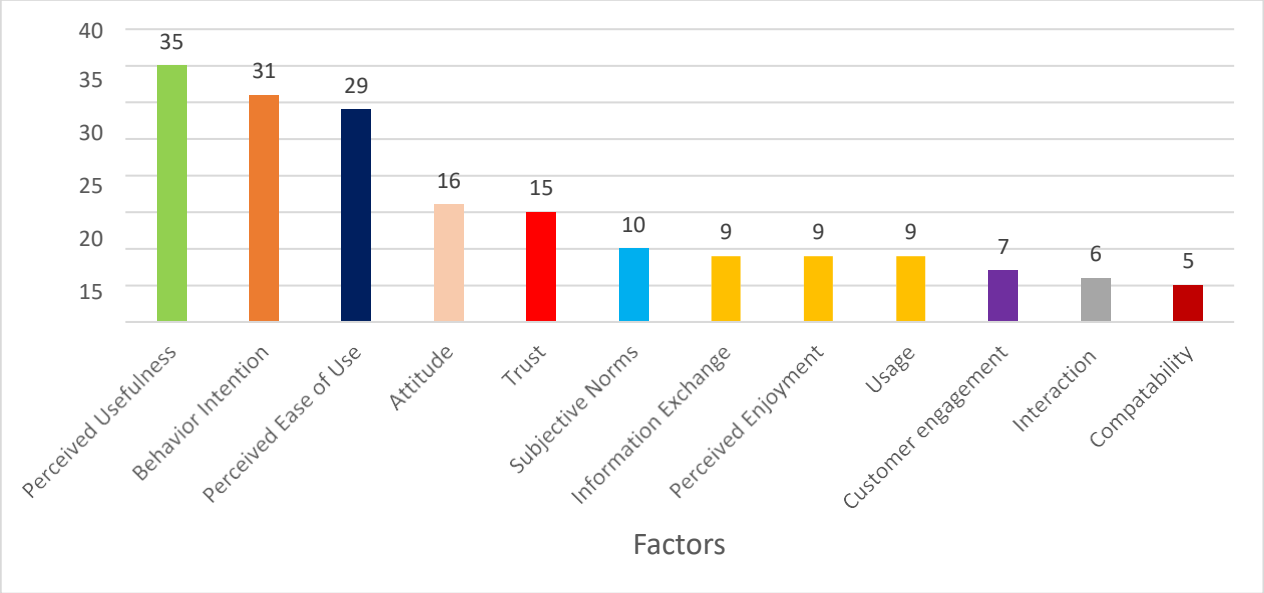

Fig 7: Occurrence of factors in 5 and more than 5 publications

Table 3: Constructs and references of factors determining social media marketing

	Perceived Usefulness	Behavior Intention	Perceived Ease of Use	Attitude	Trust	Subjective Norms	Information Exchange	Perceived Enjoyment	Usage	Customer engagement	Interaction	Compatibility
Lee and Lee (2019)	x (+)	x (+)	x (+)				x (+)					
AlHadid et al., (2023)	x (+)	x (+)	x (+) Depression, x(-) Anxiety		x (+) Depression, x (-) Anxiety							
Matubatuba et al., (2022)	x (+)	x (+)	x(+)	x (+)		x (+)						
Amadu et al., (2018)	x (+)		x (+)								x (+)	
Xu et al., (2023)	x (+)	x (+)	x (+)					x (+)				
Kusonwattana et al., (2022)	x (+)	x (+)	x (+)	x (+)		x (+)						
Luong et al.,		x (+)		x (+)	x (+)	x (+)						

(2022)												
Al-Qaysi et al., (2023)			x (+)			x	x (+)	x (+)				x (+)
Mukminin et al., (2023)	x (+)	x (+)	x (+)	x (+)								
Kumar et al., (2019)	x (+)				x (+)							x (+)
Alomari (2021)	x (+)	x (+)	x (+)			x (+)						
Zainul and Zamrudi (2019)	x (+)		x (+)									
Kikawa et al., (2022)	x (+)		x (+)									x (+)
Omar et al., (2016)							x (+)		x (+)			
Alismaiel et al., (2022)	x (+)	x (+)	x (+)	x (+)				x (+)				

Trawnih et al., (2021)	x (+)	x (+)	x (+)			x (+)						
Peng (2021)		x (+)		x (+)	x (+)						x (+)	
Hasni et al., (2021)	x (+)	x (+)	x (+)		x (+)			x (+)				x (+)
Cheunkamon et al., (2020)					x (+)					x (+)		
Al-Daihani (2016)	x (+)	x (+)	x (+)					x (+)	x (+)			
Yaacob et al., (2021)	x		x									
Al-Marof et al., (2021)	x (+)		x (+)									
Prasojo et al., (2021)	x (+)	x (+)	x (+)	x (+)		x (+)						
Al-Rah	x (+)	x (+)	x (+)				x (+)		x (+)			

mi et al., (2021)												
Mantello et al., (2023)				x (+/-)	x (+/-)				x (+/-)			
Nabhani et al., (2016)	x (+)		x (+)									
Akram et al., (2023)	x (+)	x (+/-)	x (+)							x (+/-)		
Alshuridih et al., (2023)	x (+)		x (+)						x (+)			
Singh et al., (2023)	x (+)		x (+)	x (+)	x (+)							
Silaban et al., (2023)		x (+)			x (+)		x (+)					
Chapple and Cownie (2017)	x (+)						x (+)					
Ananukul and Yoop	x (+)	x (+)										

etch (2022)												
Husin (2019)		x (+)			x (+)			x (+)		x (+)	x (+)	
Hendijani Fard and Marvi (2020)	x (+)	x (+)	x (+)	x (+)								
Sharifi Fard et al., (2019)		x (+)			x (+)			x (+)				
Kruger and Viljoen (2021)		x (+)										
Mathura (2019)		x (+)		x (+)		x (+)						
Al Ansari et al., (2023)	x (+)		x (+)	x (+)		x (+)						
Wongsuphasawat et al., (2019)					x (+)					x (+)		
Zhu et al.,		x (+)		x (+)								

(2022)												
Martínez et al., (2022)		x (+)			x (+)		x (+)					
Nuamthong and Pankham (2023)					x (+)				x (+)			
Machi et al., (2022)		x (+)		x (+)								
Chininga et al., (2021)		x (+)			x (+)		x (+)				x (+)	
Sukma et al., (2022)	x (+)	x (+)										
Song and Wondirad (2023)							x (+)	x (+)	x (+)			
Cuevas-Molano et al.,										x (+)		

(2022)												
Mohamad (2022)	x (+)								x (+)			x (+)
Bonilla-Quijada et al., (2023)										x (+)	x (+)	
Ajibade et al., (2022)	x (+)	x (+)	x (+)							x (+)	x (+)	
Zhang et al., (2021)				x (+)								
Yacob et al., (2021)												
Bayir (2023)	x (+)											
Joo et al., (2019)	x (+)	x (+)	X (+)	x (+)		X (+)			x (+)			

x- influenced factor; x (+)- positively influencing factor; x (-)- negatively influencing factors