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Artificial Intelligence-Driven Social Media Marketing and Consumer Purchase Behaviour

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Abstract

Artificial Intelligence (AI) has transformed social media marketing by enabling personalized customer engagement, predictive analytics, and data-driven decision-making, significantly influencing consumer purchase behaviour. This paper examines the integration of AI technologies within social media marketing and their impact on the consumer decision-making process. It reviews key theoretical perspectives, AI-enabled marketing strategies, customer journey optimization, influencer marketing, user-generated content, and ethical considerations related to privacy, transparency, and algorithmic bias. The study highlights how AI-powered tools such as recommendation systems, chatbots, sentiment analysis, and dynamic pricing improve marketing effectiveness while enhancing customer experiences. It also discusses empirical evidence from various industries demonstrating the growing adoption of AI-driven marketing practices. The paper concludes that AI-driven social media marketing has become a strategic tool for improving consumer engagement and purchase intentions, while emphasizing the importance of responsible AI adoption and consumer trust for sustainable digital marketing success.

Keywords: *Artificial Intelligence (AI); Social Media Marketing; Consumer Purchase Behaviour; Personalization; Customer Journey; Chatbots; Influencer Marketing; User-Generated Content; Digital Marketing; Consumer Engagement.*

Introduction

Digital technologies, notably social media and artificial intelligence (AI), have transformed how marketing informs and shapes consumers' purchase behaviour. Yet, theory and practice have yet to catch up: an expansive review of theories linking consumer behaviour, social media dynamics, and AI-enabled marketing finds significant gaps. Dedicated frameworks tackling consumers' online purchasing behaviour and AI's role within marketing remain scarce. Campaigns delivered via social media platforms follow a four-stage process: awareness-building, engagement, conversion, and post-purchase support. Each stage, the channels exploited, and the metrics employed vary from platform to platform. The possibilities that AI opens up for marketers, relevant decision entities, and choice architecture along the customer journey, including content recommendation, chatbots, and dynamic pricing, are crucial considerations.

Theoretical Foundations

Consumer behaviour theories have evolved from early cognitive frameworks to more nuanced insights. First-generation models address influences such as socialisation, cultural norms, and long-standing motivations. Broader constructs—e.g., engagement, self-concept, value perception, received utility—crucially incorporate societal, personal, and contextual factors. The centrality of the customer journey in online consumption has invited the application of social interaction paradigms, diffusion-of-innovation frameworks, and information-loss considerations, stress- ing relational dynamics and user-generated content. More elaborate accounts examine the propagation of consumer-generated promotional material, entitled "market- ing-for-themselves." AI-enabled personalisation optimises customer experiences across diverse sites, yet the timing and content of engagement can have unforeseen consequences. Consumer-retailer relationships at the point of sale shape individuals' perception and interpretation of promotional offers.

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AI-mediated marketing amplifies the collective reasoning of interconnected customers predicated on user-generated content, influencing product recognition during incidental exposure and impacting attitudes and preferences (Sun et al., 2022); (Usman & Okafor, 2019)

1. **Theories of Consumer Behaviour**

Despite the centrality of consumer behaviour in marketing science, a coherent theoretical framework explaining online purchasing behaviour is lacking. Consumer behaviour theories, developed primarily in pre-digital contexts, offer limited insights into the dynamics of social media marketing in general and AI-enabled approaches in particular. This deficiency is further aggravated by the growing volume of empirical evidence supporting AI's pervasive influence on consumer decision-making through social media. Hence, synthesising theoretical foundations linking consumer behaviour, social media dynamics, and AI-enabled marketing is essential for understanding AI-driven consumer purchase behaviour on social media platforms.

2.1.1 Consumer Behaviour Models Concerns surrounding conventional consumer behaviour models focus on their prescriptive nature and the neglect of the emotional and social aspects affecting purchase decisions. Unable to adapt to the rapidly evolving online landscape, these models fail to explain contemporary online purchasing behaviours significantly influenced by social media, particularly the role that social media plays in shaping consumer choice. Recognition of their limitations has motivated researchers to investigate alternative behavioural models, such as Diffusion of Innovations, Information Processing, and Motivation Theories. Despite the absence of entirely new models, adaptations of existing theories are valuable for examining online purchasing and guiding conceptual and empirical research on AI-driven purchase behaviour.

— 'references': * 'cite_from': " (Usman & Okafor, 2019) " * 'cite_from': " (Sun et al., 2022) "

2. **Social Media Marketing Frameworks**

The growing number of companies using social media as a marketing tool has led to the emergence of an increasing number of these marketing frameworks. Guidance such as the Social Media Marketing Frameworks of Evans and Wurster (Sun et al., 2022) describes the utilization of social media (also known as Web 2.0) to create and strengthen brand engagement programs while incorporating many of the principles and applications evident in traditional marketing. Gupta and Brody (Usman & Okafor, 2019) use the Evans and Wurster framework to construct their own focused framework, the Content Ecosystem for Digital Marketing Framework, which provides more specific guidance. This framework describes digital content as an ecosystem that helps to spread brand messages in a way designed to resonate with the target audience and attract their attention to the brand offering. Gupta and Brody also expand application of this framework to the specific networks of TikTok and Instagram. Finally, the 5D Model of Social Media Marketing, introduced by Aigbedo and Mbongu, presents a cross-channel framework for both B2C and B2B audience engagement, incorporating five stages: create, share, engage, connect, and promote.

3. **Artificial Intelligence in Marketing**

Artificial Intelligence (AI) is defined as a system's ability to interpret data, learn from it, and use that learning to achieve specific goals. It is employed in marketing to analyze consumer opinions toward advertisements, offering significant insights into advertisement effectiveness. Several AI technologies, including text mining and Natural Language Processing (NLP), can assess consumer attitudes toward advertisements and gain a deeper understanding of their inner thoughts. When a consumer perceives advertisement information, a process of attention, cognition, emotion, and action occurs. AI cannot only determine the degree of attention each advertisement generates but can also analyze the content of consumers' opinions to ascertain their cognition, emotion, and behaviour toward those advertisements. Subsequently, consumers transmit their opinions online through social media channels, which form extensive big data regarding product and advertisement information. AI can automatically extract extra opinions from arbitrary social media posts without the need for predetermined keywords and, as such, can factor social media trends into advertisements. AI transforms advertisement methods: moving from advertising-centric to personalized content based on attention-cognition-emotion models (Sun et al., 2022).

Adopting AI in marketing strategy investigates the availability of online ads, allocates budgets according to brand strength, and assesses advertisement effectiveness by estimating the impact of more impressions or advertising expenditure on the ultimate purchase decision. The literature review summarizes existing research on a wide range of areas, covering (1) the paradigm shift, including viewing ads as signals instead of persuasive efforts, the introduction of marketing-mix concepts to optimize advertisement investment and (2) AI in marketing, exploring various techniques, such as machine learning or deep learning, in offering consumer personalized recommendations and predicting purchase intention.

Methodological Considerations

Artificial intelligence (AI) is transforming social media marketing strategies. By analysing customer data, AI identifies behaviours and predicts actions. Such insights allow firms to reach consumers at critical points in the customer journey. Personalisation techniques enable brands to deliver tailored messages, increasing the likelihood of engagement (Sun et al., 2022). Advanced algorithms extract semantic meaning from consumer interactions across social media channels to inform campaign design. Other applications include customer support chatbots and promotional pricing.

These techniques impact three aspects of the decision-making process. First, they shape the information available to consumers. Continuous customer engagement through feeds, timelines, or chat sessions creates rich content ecosystems. Second, they affect the order in which information is presented. Algorithms determine content relevance and audience familiarity with brand messages. Finally, they influence consumer attention. Algorithmic curation amplifies social influence, facilitating information diffusion, imitation, and collective behaviour on a large scale. Brands partner with influencers, allocate resources to user-generated content, and apply AI techniques to extend reach and establish credibility.

While the customer journey framework captures the stages influenced by AI, relevant theories on the impact of social media marketing and the broad categorisation of artificial intelligence techniques highlight additional gaps. AI concerns the

integration of autonomous machines into various domains. Technical definitions refer to intelligent behaviour or the ability to solve complex problems. AI also encompasses inputs and outputs generated or modified independently by machine algorithms. Interaction with social media platforms invokes data dependencies and algorithmic insights.

1. **Data Sources and Privacy**

Marketers seeking to understand consumer purchasing behaviour with AI-enabled, social media marketing need access to rich data. This data often encompasses multiple sources: the social media platform monitors consumers' exposure to brand content, while marketing technology platforms record interactions with advertising and post-click engagement. Various proprietary indicators allow modeling of consumers' full conversion paths. Integrating social media, marketing technology, and web data allows detection of high-fidelity responses, but sensitive information may hinder sharing across these contexts. Users increasingly demand control over their personal information, raising the need for permission, anonymization, and governance frameworks to guide responsible, efficient analysis (Quach et al., 2022). Sharing marketing data directly with social media platforms is rarely feasible, as privacy policies limit access to tracking status, geographic sector, and implied brand safety. Even organizations with permission to disclose substantial information typically face strict compliance obligations such as data privacy regulation, internal ethics policies, intellectual property consideration, or legal agreements.

2. **Measurement of Purchase Behaviour**

Purchasing behaviour encompasses different intra- and inter-temporal purchase models. The arrival of social media and the use of AI-enabled marketing and purchase behaviour measurements have exponentially grown. The digital landscape has completely changed. It is almost impossible not to read or see something social media related over a long period of time. According to statistics from statista, people worldwide spend an average of 147 minutes daily on social media, scrolling through feeds like Facebook, Twitter and Instagram (Sun et al., 2022). Online purchase behaviour applies well on social media. Facebook combines consumption and social media together through hashtags, in which these two things combine together as #consumption. The whole consumer journey of purchasing consumption has been measured and analysed.

3. **Experimental and Analytical Approaches**

A wide range of approaches can be employed to study the influence of AI-driven marketing on purchase behaviour. Experimental designs directly manipulate features of the marketing stimulus and measure consumer response, while analytical techniques quantify relationships using existing data without manipulation. Within each category, various methods can be implemented. Experiments may be tightly controlled laboratory studies or large-scale field tests. In field settings, two types of experimental design have gained prominence: A/B tests that split a total audience into treatment and control groups, and quasi-experiments that take advantage of temporal changes, geographic or platform-removable variations, or other forms of natural randomisation. Observational studies that involve secondary analysis of rich data gathered in the course of business activity complement these "test-and-learn" approaches. One particular type of analytical framework, designated under the broad label of AI analytics, uses machine-learning modelling and similar techniques to estimate the magnitude of response to different stimuli (Sun et al., 2022)

AI-Driven Personalization and Customer Journey

The customer journey comprises the stages consumers pass through when encountering a product or service (Sun et al., 2022). Depending on the extent of AI deployment, marketing content can impact each stage differently. The degree of personalization, based on found relevant features, can also affect consumer decision-making. Excessive recommendation or collaboration may even lead users to unconsciously consent to purchase an unwanted item. Understanding and systematically analysing these dynamics helps identify AI-driven marketing techniques, aiding consistency and thoroughness in empirical work.

1. **Content Recommendation and Targeting**

Personalization—the alteration of content and timing to suit individual interests and habits—has become a defining feature of the modern marketing landscape (Kose & Sert, 2017). Algorithms employ diverse datasets to pinpoint user preferences. Input factors encompass behavioural indicators (e.g., clicks, purchases), attributes (e.g., location, gender), and product characteristics (e.g., price, specifications). Relevance scores, generally calculated via machine-learning models like collaborative filtering, quantify affinity, thereby converting choices from mere recommendations into probable selection. Recommendation of content before user engagement instead reconfigures the selection environment through choice architecture, rendering cataloguing essential for product discovery (Sun et al., 2022). Among the various forms of personalization, content recommendation and product targeting exert substantial influence on consumer decision journeys and purchase behaviour.

2. **Chatbots and Conversational Commerce**

Conversational commerce operates through chatbots and virtual assistants that engage customers via social media, instant messaging, and mobile apps (Klein & F. Martinez, 2022). These natural language processors fulfill information and transactional requests while exhibiting personality and brand traits comparable to human agents, facilitating one-on-one, dialogue-based marketing that differs from push messages or traditional advertising. Chatbots alleviate information overload and enhance shopping ease through a curated process of incremental questions, options, and recommendations (Sharma et al., 2022). They thus streamline interaction sequences, reduce the number of choices, and simplify post-choice tasks. Non-intrusive and low-cost, chatbots foster openness and exploration of new brands while establishing cognitive trust and familiarity through transparency about information use and interaction structure.

3. **Dynamic Pricing and Promotion Optimization**

Dynamic pricing involves the automatic adjustment of prices to reflect supply and demand changes, making responsive trade-offs between revenue and volume. For instance, e-commerce firms can leverage complex algorithms to change prices based not only on past sales data but also on factors like weather, website activity, carrier routes, or offline retail pricing. Even the length of words in

product descriptions may enter the decision process. Such stimuli influence demand, yet the number of suppliers and the presence of contracts make the dynamics complex (Shen et al., 2021).

AI helps estimate price–demand elasticity accurately, identifying window durations and channels for optimal revenue uplift. The greatest impact comes from simultaneous adjustments to price and promotion, while excluding other stimuli yields limited gain. In this context, incorporating ethical modelling of supply and demand stimulates additional opportunities for intervention during deliberation.

Social Influence and Network Effects

AI enhances social influence and facilitates information diffusion that significantly shapes consumer behaviour. Collective behaviours emerge through conformity and mimicry; the perception of collective sentiment drives engagement, sharing, and purchasing decisions. AI-powered models analyse audio-visual content, social signals, and network structures to predict information velocity and amplification across platforms. These insights enable the design of campaigns that optimise timing and targeting (Usman & Okafor, 2019).

Sociometric techniques complement modelling by revealing how network position affects information propagation. For instance, an analysis of retweet networks on Twitter showed that structural features determine amplification, while follower count only correlates with initial reach. In boundary-spanning networks, exposure drives amplification; within tightly-knit communities, influential nodes disseminate information to broader audiences. Empirical studies indicate that leadership, prestige, and activity boost amplification (Arbaina & S Suresh, 2021).

The selection of influencers benefits from sociometric analysis. Models assess the authenticity of brand-influencer matches by measuring co-engagement with consumer audiences; substantiating shared values and interests enhances connection strength. Consumers scrutinise authenticity signals—such as follower quality, engagement rates, and account age—that AI solutions can evaluate. Attention mechanisms identify algorithmic modifications that affect reach and engagement at different scales. Institutions can quantify credibility and trust irrespective of brand affiliation, informing influencer selection across campaigns (da Conceição Godinho, 2017).

1. **Influencer Marketing from an AI Perspective**

With the growth of digital platforms and social media, there is an increasing integration of AI in influencer marketing. More brands adopt AI-based influencer marketing platforms to select influencers, based on metrics like authenticity, engagement, and reach (Sun et al., 2022). Authenticity is considered an important measure of trustworthiness. Accordingly, brands prefer influencers showing a high level of authenticity in their messaging, because such influencers tend to elicit a high level of engagement. The artificial intelligence mechanisms pursued by companies actively analyse content posts to measure authenticity. Additionally, brands explore the breadth and depth of the influencer metrics furnished by the AI-based platform to evaluate different influencer attributes. The influence of AI on the selection of organic influencers diverges from traditional influences like persona fit, expected reach, and image association (Luca Cascio Rizzo et al., 2023). AI algorithms consider a larger number of micro-influencers and nine drivers of reach for paid amplification compared to representative human-selected influencers.

The algorithms incorporated into AI-based influencer marketing platforms also determine messages that can boost the reach of influencers. Some platform further measures the credibility of paid partnerships and determines the amount an influencer should be compensated. Other data-powered influencers or virtual influencers moderated by AI systems overcome authenticity selection yet potentially generate similar reach and credibility signals as organic or human influencers. AI plays a vital role in influencer marketing by expanding a brand's marketing reach through a wide range of influencer types, formulating articulation that enhances omnichannel influencer messages, preserving the authenticity of communications, and automatically measuring the influencer marketing landscape.

Influencer Marketing from an AI Perspective

2. **User-Generated Content and Trust Signals**

User-generated content democratizes communication on social media by allowing users to voice opinions and share promotional messages. This shift in content ownership from firms to consumers influences marketing strategies and fosters more interactive, participatory relationships between brands and users (Usman & Okafor, 2019).

User-generated content shapes social media layouts and has become a key source of information, generating positive electronic word-of-mouth. Users can express opinions, circulate messages, and assess information collectively or individually. Such engagement increases trust and commitment to brands (Poulis et al., 2019).

Due to the extensive data created over time and by multiple users, assessing the overall quality of user-generated content poses challenges. Automated moderation based on predefined criteria, sentiment analysis of incoming messages, and other approaches assist in high-level quality determination. AI facilitates monitoring of quality, topics, tone, and sentiment in real time, complementing human curation.

E-commerce sites and brands exploit user-generated content as a trust cue. Shoppers often regard peer evaluations as more trustworthy than brand communications. Some platforms display buyer identifiers alongside ratings, while unsolicited images and videos of products used in various contexts enhance realism and strengthen purchase intentions. Even with policy controls, augmenting UVP with user-generated content can motivate purchases.

Ethical, Legal, and Societal Considerations

Artificial Intelligence presents enormous marketing potential for organisations worldwide, yet it also raises pressing ethical questions. Broadly, AI raises ethical concerns about people, society, organisations, and the environment (Hermann, 2022). In marketing, concerns centre on algorithmic transparency, consumer manipulation, and social media misinformation. These questions challenge stakeholders to clarify their rights and responsibilities in algorithmic marketing. Digital marketing constitutes a less

diversified area of study under AI ethics. Nevertheless, platforms liberate organisations to market with less privacy infringement, using many-to-many communication to pursue marketing goals instead of reaching solely one-on-one.

1. **Privacy, Consent, and Data Governance**

Technological and regulatory developments impose challenges on personal data processing. The implementation of the European Union's General Data Protection Regulation mandates compliance with principles such as data minimization and purpose limitation. Marketers are required to justify data collection, especially via tracking techniques that can create privacy concerns (Quach et al., 2022). The Global Data Alliance advocates for data governance requiring separate use of de-identified data to limit risks to individuals (Norval & Henderson, 2019).

2. **Bias, Transparency, and Accountability**

AI is embedded in social media platforms such as Facebook and TikTok, rendering recommendation, moderation, and personalization processes opaque due to proprietary secrecy. Algorithms recommend content, personalize ads, aggregate news, and moderate material, delivering convenience and revenue benefits. Yet these systems have spawned disinformation, echo chambers, and filter bubbles that reinforce existing beliefs. Many individuals express concern about the risks and fairness of automated decision-making (Grandinetti, 2021).

Consumer-facing algorithms exhibit emergent, robotic behaviour beyond a straightforward mapping of input data to output actions, complicating understanding. The same input can generate diverse outputs based on shifting parameters or features that may not be captured by historical data. Variability can derive from strategically deployed noise to enhance exploration and reduce overfitting, or from internally generated noise that shapes the algorithm's evolving identity. Dialogue interfaces introduce additional complexity, as algorithmic interpretations shape the ensuing exchange. Social reality interacts intimately with these algorithmic operations, altering their expected influence.

3. **Digital Well-Being and Consumer Autonomy**

Algorithm-enhanced social media marketing is transforming markets worldwide. AI technologies, particularly machine-learning techniques, allow marketers to deliver the right content to the right people at the right time through vast, multisensory, and interconnected media channels, shaping their brands' products and reputation in ways undreamed-of just a few years ago. By tracking attention composites from diverse media formats, marketers gain a digital footprint detailing what consumers notice and ignore, how time is allocated to each touchpoint, and how early and often consumers connect with different media (Fan & Liu, 2022).

AI-driven social media marketing shapes consumer purchase behavior on both individual and collective levels. Marketing's choice architecture and persuasion mechanics either ease or complicate purchases. At the individual level, marketing influences the customer journey—the sequence of stages that consumers follow, including awareness, consideration, preference, activation, and loyalty. AI affects all stages, and decision-making varies accordingly. Enriching the analysis, a framework delineates two key dimensions of purchase behavior: the consumer journey across stages, media, and over time, and the nature of experience sharing, including proximity relationships, recommendations, and involvement levels.

Empirical Evidence and Case Studies

The topical landscape described herein is broader than the scope of either social media marketing or purchase behaviour. The cross-section of the topics at hand characterises a field of study undergoing rapid development, with significant practical interest. Existing descriptive and prescriptive content related to social media marketing and activity on social media platforms can be subdivided into practitioner advice, investigations of social media marketing on specific platforms, and prescriptive methodological content. The current synthesis describes the marketing activity actually undertaken on social media platforms by organisations of all kinds; at no stage does it advocate a normative position. Empirical findings, illustrated with publicly available data, show the extent to which some platforms have been incorporated into multichannel marketing approaches and the perceived effectiveness of various activities (Sun et al., 2022).

1. **Cross-Industry Comparisons**

Adoption rates differ across sectors. More than half of retail companies are employing AI-driven social media marketing to optimize the content used by algorithm-driven platforms in both posts and social ads. In telecommunications, the share of companies adopting AI approaches is around 40 percent yet the impact on purchase behavior is limited. This pattern remains intact even when considering the earlier stage of implementation in the telecommunications industry (Sun et al., 2022).

The perceived impact of AI-enabled social media on purchase decisions differs further. In fashion, AI-driven approaches to content optimization are anticipated to influence almost 50 percent of the customer journey, whereas the share falls below 30 percent for telecommunications; across industries, that share ranges around 40 percent. For retail, around 50 percent of companies anticipate a sizeable impact of social media optimization through AI on customer journeys or final purchase decisions (Matić Šošić, 2019).

2. **Longitudinal Insights and Real-Time Analytics**

Adaptive social media marketing is inherently dynamic; brands adopt fresh strategies to remain relevant, and platforms alter algorithms and user interfaces. Over time, brands fine-tune their approaches based on experience with both existing and newer platforms. Numerous brands openly share social-marketing strategies and metrics, facilitating the elucidation of longer-term patterns. Protocols accommodating both live monitoring and longitudinal examination have emerged. By contrasting real-time versus retrospective analytics, research highlights rapid changes in social-media dynamics and marketing practices, often within months. Certain insights—such as the heightened impact of impressions on consumer behaviour—hold consistently. While AI facilitates monitoring of transitory patterns, lapses between studies can undermine perception of their temporal undercurrents (Sun et al., 2022).

Established in 2011, the Dentsu Science Jam gathers inventors, technologists, and creators to explore the future of customer attention and engagement through the lens of science and artificial intelligence. Observing that conventional metrics aggregated

contributions from multiple platforms and tended to lag, Dentsu gradually pivoted to live dashboards detailing cycling versus cumulative activity on Facebook and YouTube. Sensing an early shift toward omnichannel conduct with Instagram, TikTok, and Twitter stimulating YouTube viewership, Dentsu turned its focus to content-blending approaches, tapping new media for the first movement while exploring novel assets, editing styles, and thematic concepts. Subsequent alterations sustained creative partnership with Chanel, highlighting handbags and fragrances even as brand content remained firmly dedicated to art (Lo, 2008).

Implications for Theory and Practice

AI is a game-changing technology across many sectors, including business, medical science, agriculture, and construction, as it offers invaluable and automated solutions for success. In the commercial arena, AI assists enterprises with strategic oper-ations such as customer relationship management, market segmentation, personalized advertising, and crisis management (Sun et al., 2022). As new digital, social, and mobile communication channels have proliferated, understanding consumer needs has become more complex, yet feedback communicated via multiple online channels—especially social media comments—holds great value for product and service improvement. AI-driven "smart advertising" restructures the advertising process, supporting both design activities and the characterization of consumer emotions and cognition. Previously rising advertisement costs have led companies to seek tools for analyzing consumer attention, cognition, and emotion using big-data sources like social media comments. By extracting online consumer feedback from these platforms, decision-makers can gauge sentiments and formulate effective strategic options, thereby improving customer satisfaction and employee engagement through AI-powered data gathering and sentiment analysis.

Rapid advances in artificial intelligence (AI) have paved the way for the widespread application of a range of computational techniques that analyze existing data and extract knowledge (Usman & Okafor, 2019). Such techniques support the marketing function by providing simplified strategies for accurate decision-making; data can be analyzed, and recommendations given with minimal human intervention. This literature focuses on AI-driven approaches as they pertain to social media marketing campaigns. In recent decades, marketing scholars and practitioners alike have acknowledged the significance of social media as a new marketing channel and consumer engagement platform. Marks and others used different data sources from Facebook to reconstruct critical elements of marketing campaigns. Building on their insights, researchers came to understand online engagement as a primary construct in social media marketing and to explore ways of integrating this construct into overarching marketing models.

Conclusion

Adopting AI-driven social media marketing (SMM) tools can enhance consumer purchase behaviour and represent a game-changer for business performance. Future research should examine the perceptual gap between consumers, publicity, and motivation via user-generated content parties. Attention also requires the externally driven social media word of mouth (WOM) diffusion effect, which amplifies similarities in information and post–purchase subsequently, resulting in negative cumulative and positive accumulation. Finally, Social Media User-Generated Content and Motivation are needed to explore users' ambivalent and heterogeneous attitudes towards both kinds of SMM activities. (Sun et al., 2022)

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