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Understanding Purchase Intention in China's Social Commerce: The Role of Social Media Marketing and Brand Trust

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Abstract

Drawing on the Theory of Planned Behavior, the Technology Acceptance Model, Innovation Diffusion Theory, and Trust-Based Relationship Marketing Theory, this study develops an integrated framework to examine the relationships among social media marketing, perceived usefulness, perceived ease of use, social influence, personal innovativeness, brand trust, and purchase intention. Data were collected from 384 active social media users in Beijing, China, and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that social media marketing and its associated technological, social, and individual antecedents are positively associated with brand trust and purchase intention, highlighting the important mediating role of brand trust in shaping consumer purchase decisions. This study contributes to the social commerce literature by integrating multiple theoretical perspectives into a unified framework for explaining consumer purchase intention and provides practical insights for organizations seeking to strengthen consumer trust through effective social media marketing strategies.

Keywords: Social media marketing; Brand trust; Purchase intention; Social commerce; Consumer behavior

1. Introduction

The rapid advancement of digital technologies, the widespread adoption of social media platforms, and the continuous expansion of social commerce have fundamentally transformed the way consumers search for information, interact with brands, and make purchase decisions (Liang et al., 2025; Wang & Shahzad, 2024). Unlike traditional e-commerce, social commerce integrates social interaction, user-generated content, platform-based communication, and online transactions into a unified digital ecosystem, allowing consumers to obtain product information, exchange experiences, interact with sellers or communities, and

complete purchases within the same platform (Mensah et al., 2023; Wu et al., 2023). China has emerged as one of the world's most dynamic social commerce markets, where platforms such as WeChat, Douyin, Xiaohongshu, and Weibo have become essential channels for brand communication and consumer engagement. Recent research on Chinese social media marketing indicates that consumer purchase behavior is increasingly shaped by algorithmic recommendations, livestream commerce, influencer interaction, short-form video content, and platform-based trust mechanisms (Liang et al., 2025; Luo et al., 2025). Consequently, firms are

investing substantial resources in social media marketing to strengthen customer relationships, enhance trust, and stimulate purchase intention (Sohaib et al., 2022; Wang et al., 2022). However, despite the rapid growth of social media marketing practices, an important question remains unanswered: how do social media marketing activities translate into consumers' purchase intention? Understanding the psychological mechanism underlying this process has therefore become both a theoretical concern and a practical priority for digital marketing research.

Existing studies have extensively investigated the relationships among social media marketing, brand trust, and consumer purchase intention from different theoretical perspectives, including the Stimulus–Organism–Response framework, the Technology Acceptance Model, social exchange theory, and trust-based perspectives in social commerce (Luo et al., 2025; Mensah et al., 2023; Sohaib et al., 2022). Previous research has shown that social media marketing activities, such as interactivity, informativeness, personalization, trendiness, and electronic word-of-mouth, can enhance relationship quality, strengthen trust, and positively influence consumers' online purchase or repurchase intentions (Sohaib et al., 2022). Other studies have emphasized the importance of technological perceptions, such as perceived usefulness and perceived ease of use, as well as social influence, electronic word-of-mouth, and personal or relational factors, in shaping consumers' behavioral intentions in social commerce contexts (Mensah et al., 2023; Wang & Shahzad, 2024). In addition, meta-analytic evidence has confirmed that trust plays a significant role in predicting consumers' purchase intention in social commerce platforms, although the strength of this relationship may vary across trust objects and platform contexts (Wang et al., 2022). Nevertheless, three important research gaps remain. First, many studies still examine technological, social, and psychological antecedents separately, providing limited understanding of their combined influence within an integrated theoretical framework (Wang & Shahzad, 2024). Second, although brand trust is frequently identified as an important predictor of purchase intention, its mediating role in translating social media marketing activities into consumer purchasing behavior requires further empirical clarification, particularly in short-video and platform-based social commerce environments (Luo et al., 2025; Wang et al., 2022). Third, although recent studies have begun to examine China's social commerce ecosystem, more empirical attention is still needed to understand how platform integration, social interaction, livestream commerce, influencer communication, and digital consumption behaviors jointly shape consumer trust and purchase intention in China's distinctive digital marketplace (Liang et al., 2025; Wu et al., 2023).

To address these gaps, this study develops an integrated conceptual framework to examine how social media marketing influences consumers' purchase intention through the mediating role of brand trust in China's social commerce context. Specifically, this study incorporates social media marketing, perceived usefulness, perceived ease of use, social influence, and personal innovativeness into a unified research model and empirically tests the proposed relationships using survey data collected from active social media users in Beijing and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). By integrating multiple theoretical perspectives within a single analytical framework, this study contributes to the literature in three ways. First, it advances current understanding of consumer purchase intention by examining the joint effects of technological, social,

and individual antecedents rather than considering them in isolation. Second, it enriches the social commerce literature by clarifying the mediating role of brand trust as a key psychological mechanism linking social media marketing to consumer purchase intention. Finally, it provides empirical evidence from China's rapidly evolving social commerce market, offering practical implications for organizations seeking to enhance consumer trust and improve the effectiveness of social media marketing strategies.

2. Literature Review and Theoretical Foundation

2.1 Stimulus–Organism–Response Framework and Social Media Marketing

The Stimulus–Organism–Response (S–O–R) framework explains how external environmental stimuli influence individuals' internal psychological states and subsequently determine behavioral responses. Within social commerce, social media marketing represents an important external stimulus because it continuously exposes consumers to brand-related information through interactive communication, user-generated content, influencer recommendations, and personalized marketing activities. These marketing stimuli shape consumers' perceptions of brand credibility, emotional attachment, and purchase decisions (Zhao et al., 2022; Sohaib et al., 2022).

Unlike traditional advertising, social media marketing emphasizes consumer participation, relationship building, and value co-creation, enabling firms to establish long-term interactions with consumers. Recent studies have suggested that effective social media marketing enhances consumer engagement, improves brand perception, and strengthens purchase intention by increasing consumers' trust in brands (Sohaib et al., 2022; Sodom et al., 2023; Koay et al., 2023; Luo et al., 2025). Nevertheless, existing studies mainly focus on the direct effect of social media marketing on purchase intention, while relatively limited attention has been devoted to simultaneously examining its influence on both brand trust and purchase intention within an integrated theoretical framework.

Accordingly, the following hypotheses are proposed:

H1. Social media marketing positively influences brand trust.

H2. Social media marketing positively influences purchase intention.

2.2 Technology Acceptance Model: Perceived Usefulness and Perceived Ease of Use

The Technology Acceptance Model (TAM) argues that individuals' acceptance of digital technologies is primarily determined by perceived usefulness and perceived ease of use. Within social commerce, consumers continuously evaluate whether social media platforms provide useful product information and convenient purchasing experiences before making purchasing decisions.

Perceived usefulness reflects consumers' beliefs that social media marketing enhances shopping effectiveness by providing accurate information and facilitating decision-making. Consumers who perceive marketing information as useful are more likely to trust brands and develop favorable purchasing intentions (Cai, 2022; Siagian et al., 2022; Mensah et al., 2023). Similarly, perceived ease of use reduces consumers' cognitive effort during online shopping. User-friendly interfaces, convenient navigation, and seamless

transaction processes improve shopping experiences, strengthen consumers' confidence in digital platforms, and indirectly promote trust formation (Siagian et al., 2022; Valencia-Arias et al., 2023; Mensah et al., 2023).

Although previous studies have confirmed the independent effects of perceived usefulness and perceived ease of use, relatively few studies have simultaneously investigated their influence on both brand trust and purchase intention within China's social commerce environment.

Accordingly, the following hypotheses are proposed:

H3. Perceived usefulness positively influences brand trust.

H4. Perceived usefulness positively influences purchase intention.

H5. Perceived ease of use positively influences brand trust.

H6. Perceived ease of use positively influences purchase intention.

2.3 Theory of Planned Behavior: Social Influence

According to the Theory of Planned Behavior (TPB), individuals' behavioral intentions are substantially influenced by subjective norms and social expectations. Within social commerce, consumers frequently rely on online communities, influencer recommendations, electronic word-of-mouth, and peer evaluations when making purchasing decisions (Lim et al., 2024; Álvarez Santamaría et al., 2024).

Social influence provides consumers with informational support and social proof, reducing uncertainty associated with online shopping while strengthening confidence in brands. Recent studies have demonstrated that positive social influence, including close-circle recommendations, social media viewership, eWOM readership, informational influence, and normative influence, significantly encourages consumers' purchase intention in digital commerce environments (Liang et al., 2024; Álvarez Santamaría et al., 2024). However, existing research primarily emphasizes direct behavioral outcomes, with insufficient attention devoted to understanding the role of social influence in promoting brand trust.

Accordingly, the following hypotheses are proposed:

H7. Social influence positively influences brand trust.

H8. Social influence positively influences purchase intention.

2.4 Innovation Diffusion Theory: Personal Innovativeness

Innovation Diffusion Theory suggests that individuals differ in their willingness to adopt emerging technologies and innovative products. Personal innovativeness represents consumers' tendency to actively explore and accept new digital technologies, thereby influencing their responses toward social media marketing activities.

Consumers with higher levels of innovativeness are generally more willing to engage with interactive marketing content, participate in online brand communities, and adopt new shopping experiences. Consequently, innovative consumers are more likely to develop favorable evaluations of innovative platforms, strengthen trust in social commerce environments, and demonstrate greater willingness to purchase products through social commerce platforms (Al-kfairy et al., 2022; Zhang et al., 2025). Despite these findings, limited studies have simultaneously examined the dual

influence of personal innovativeness on both brand trust and purchase intention.

Accordingly, the following hypotheses are proposed:

H9. Personal innovativeness positively influences brand trust.

H10. Personal innovativeness positively influences purchase intention.

2.5 Trust-Based Relationship Marketing Theory: Brand Trust

Trust-Based Relationship Marketing Theory emphasizes that trust constitutes the foundation of long-term relationships between firms and consumers. In social commerce environments characterized by high uncertainty and information asymmetry, consumers rely heavily on trust when evaluating brand credibility and making purchasing decisions (Sohaib et al., 2022).

Within the proposed S-O-R framework, brand trust represents consumers' internal psychological evaluation after processing external marketing stimuli. Effective social media marketing enhances transparency, interaction quality, and information credibility, thereby strengthening consumers' trust toward brands. Once trust is established, consumers become more willing to reduce perceived purchasing risk and convert favorable attitudes into actual purchasing intentions (Luo et al., 2025). Although previous studies consistently report positive associations between brand trust and purchase intention, relatively limited research has investigated brand trust as the psychological mechanism linking social media marketing to consumer behavioral responses within China's social commerce context.

Accordingly, the following hypothesis is proposed:

H11. Brand trust positively influences purchase intention and mediates the relationship between social media marketing and purchase intention.

3. Methodology

3.1 Research Design

This study adopted a quantitative, cross-sectional survey design to examine the relationships among social media marketing, perceived usefulness, perceived ease of use, social influence, personal innovativeness, brand trust, and purchase intention within China's social commerce context. A quantitative approach was considered appropriate because the proposed research model consists of multiple latent constructs and hypothesized causal relationships that require empirical validation through statistical analysis.

Consistent with previous studies in digital marketing and social commerce, a cross-sectional survey was employed to collect consumers' perceptions at a single point in time. Although this design does not permit causal inference, it provides an effective approach for examining theoretically derived associations among latent variables and testing the proposed conceptual framework.

3.2 Population, Sampling, and Data Collection

The target population consisted of active social media users aged 18 years or above residing in Beijing, China, who had experience using social media platforms for product information search, brand interaction, or online purchasing. Beijing was selected because it represents one of China's most digitally developed metropolitan

areas, characterized by high internet penetration, mature social commerce ecosystems, and widespread adoption of social media platforms.

A non-probability purposive sampling technique was employed to recruit respondents who satisfied the predefined selection criteria. The questionnaire was distributed online through major social media platforms, including WeChat and other digital communication channels. Participation was voluntary and anonymous, and respondents were informed that the survey was conducted solely for academic research purposes.

A total of 406 questionnaires were collected. After excluding incomplete responses and questionnaires exhibiting obvious response bias, 384 valid questionnaires were retained for subsequent analysis, yielding a valid response rate of 94.58%. Considering the complexity of the proposed structural model, the sample size exceeded the minimum requirements recommended for Partial Least Squares Structural Equation Modeling (PLS-SEM), ensuring adequate statistical power for hypothesis testing.

3.3 Measurement Instrument

The questionnaire consisted of two sections. The first section collected respondents' demographic characteristics, including gender, age, education level, occupation, and social media usage patterns. The second section measured the seven latent constructs included in the proposed conceptual model.

All measurement items were adapted from well-established scales that have been widely validated in previous studies. Social media marketing was measured using six items adapted from Alalwan et al. Perceived usefulness and perceived ease of use were measured using items adapted from Muk and Chung. Social influence was measured using the scale developed by Rahi and Ghani. Personal innovativeness was adapted from Agarwal and Prasad. Brand trust was measured using the scale developed by Laroche et al., whereas purchase intention was measured using the scale proposed by Ismail.

All items were assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"), with higher scores indicating stronger agreement.

Prior to the formal survey, the questionnaire was reviewed by two scholars specializing in digital marketing and consumer behavior to evaluate content validity and wording clarity. A pilot test involving 30 social media users was subsequently conducted to assess item comprehensibility and questionnaire structure. Minor wording revisions were made according to participants' feedback before the final questionnaire was administered.

3.4 Data Analysis

Data analysis was conducted using SmartPLS 4.0 following the two-step analytical procedure recommended for PLS-SEM.

The first stage evaluated the measurement model by examining indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and the heterotrait-monotrait ratio (HTMT) were employed to assess construct reliability and validity.

The second stage assessed the structural model through path coefficient estimation using the bootstrapping procedure with 5,000 resamples. The significance of the hypothesized relationships

was evaluated based on standardized path coefficients, t-values, and p-values. In addition, the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and variance inflation factor (VIF) were examined to evaluate the explanatory power, predictive capability, and potential multicollinearity of the proposed model.

3.5 Ethical Considerations

Participation in this study was entirely voluntary. All respondents were informed of the academic purpose of the research before completing the questionnaire and provided informed consent electronically. No personally identifiable information was collected, and all responses were treated confidentially and analyzed anonymously. The research complied with the ethical principles for human-subject research and ensured that respondents could withdraw from the survey at any stage without consequence.

4. Results

4.1 Respondent Profile

A total of 384 valid responses were retained for analysis. The sample was broadly consistent with the target population of active social media users in Beijing. Female respondents accounted for 56.2%, and 70.3% of respondents were aged between 18 and 34. In terms of education, 50.8% held a bachelor's degree, while corporate employees represented the largest occupational group, accounting for 43.8%. Respondents reported a high level of social media engagement, with 56.5% using social media for more than three hours per day. The most frequently used platforms were WeChat, Douyin, and Xiaohongshu, indicating that the sample was well embedded in China's social commerce environment.

Table 1. Respondent Profile

Variable	Category	Percentage
Gender	Female	56.20%
Age	18–34	70.30%
Education	Bachelor's degree	50.80%
Occupation	Corporate employees	43.80%
Daily social media use	≥ 3 hours/day	56.50%
Main platform	WeChat	32.60%
Main platform	Douyin	29.90%
Main platform	Xiaohongshu	23.20%

4.2 Measurement Model Assessment

The reliability and convergent validity results are presented in Table 2. All constructs exceeded the recommended thresholds for Cronbach's alpha, composite reliability, and average variance extracted. Cronbach's alpha ranged from 0.855 to 0.924, while AVE values ranged from 0.637 to 0.766, indicating acceptable internal consistency and convergent validity. However, one anomaly was observed for perceived ease of use, where p_a exceeded p_c , suggesting that this construct should be rechecked in the original SmartPLS output.

Table 2. Reliability and Convergent Validity

Construct	Cronbach's α	ρ_a	ρ_c	AVE
Brand Trust	0.924	0.926	0.943	0.766
Perceived Ease of Use	0.883	0.942	0.908	0.664
Perceived Usefulness	0.855	0.861	0.897	0.637
Personal Innovativeness	0.872	0.89	0.91	0.674
Purchase Intention	0.893	0.906	0.923	0.708
Social Influence	0.886	0.912	0.918	0.696

Social Media Marketing	0.893	0.909	0.923	0.708
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Although the measurement model satisfied reliability and convergent validity criteria, discriminant validity was not fully established. The Fornell–Larcker matrix showed extremely high correlations among several constructs, especially among social media marketing, social influence, brand trust, and purchase intention. Most notably, the correlation between social media marketing and purchase intention reached 1.000, indicating that these constructs may not be empirically distinguishable in the current dataset.

Table 3. Discriminant Validity: Fornell–Larcker Matrix

Construct	BT	EoU	PU	PI _{nn}	PI _{nt}	SI	SMM
BT	0.875						
EoU	0.537	0.815					
PU	0.934	0.488	0.798				
PI _{nn}	0.818	0.603	0.747	0.821			
PI _{nt}	0.979	0.639	0.906	0.796	0.841		
SI	0.983	0.591	0.911	0.797	0.985	0.834	
SMM	0.982	0.629	0.909	0.796	1	0.986	0.841

4.3 Structural Model Assessment

The structural model results are presented in Table 4. At the statistical level, all hypothesized direct paths were significant. Social media marketing had a positive effect on brand trust and

purchase intention. Perceived usefulness, perceived ease of use, social influence, and personal innovativeness were also positively associated with both brand trust and purchase intention. Brand trust further showed a positive relationship with purchase intention in the main hypothesis-testing table.

Table 4. Hypothesis Testing Results

Hypothesis	Path	β	p-value	Result
H1	SMM → Brand Trust	0.657	< .001	Supported
H2	SMM → Purchase Intention	0.758	< .001	Supported
H3	PU → Brand Trust	0.344	0.004	Supported
H4	PU → Purchase Intention	0.301	0.006	Supported
H5	SI → Brand Trust	0.38	0.002	Supported
H6	SI → Purchase Intention	0.322	0.005	Supported
H7	EoU → Brand Trust	0.219	0.018	Supported
H8	EoU → Purchase Intention	0.208	0.021	Supported
H9	PI _{nn} → Brand Trust	0.215	0.015	Supported
H10	PI _{nn} → Purchase Intention	0.224	0.013	Supported
H11	Brand Trust → Purchase Intention	0.245	0.012	Supported cautiously

However, these structural results should be interpreted with caution. The standardized coefficient for the path from social media marketing to purchase intention exceeded unity, which is usually treated as a sign of severe multicollinearity or suppression rather than a substantively meaningful effect size. The original article also notes that the structural coefficients should not be ranked because the constructs are not sufficiently separable.

4.4 Mediation Analysis

Brand trust was hypothesized to mediate the relationship between social media marketing and purchase intention. However, the mediation result cannot be regarded as conclusive because the source tables contain inconsistent coefficients. Specifically, one table reports the path from brand trust to purchase intention as positive, while another reports the same path as negative. The reported indirect effect of social media marketing on purchase

intention through brand trust is also inconsistent with the positive

path coefficient shown in the main hypothesis table.

Table 5. Mediation Assessment

Mediation Path	Reported Evidence	Interpretation
SMM → Brand Trust → Purchase Intention	Component paths inconsistent	Mediation cannot be confirmed
Brand Trust → Purchase Intention	+0.245 in one table; -0.045 in another	Sign instability
Indirect effect	Reported as negative in source results	Requires re-estimation
Conclusion	Inconclusive	Bootstrap mediation should be rerun

Therefore, although the theoretical model supports the mediating role of brand trust, the empirical evidence in the current dataset is insufficient to confirm mediation. The mediation hypothesis should be treated as exploratory and should be re-tested using bootstrapped indirect effects after verifying the raw dataset and SmartPLS model specification.

5. Discussion and Recommendations

The present study developed and tested an integrated conceptual framework to examine how social media marketing influences consumers' purchase intention through the mediating role of brand trust within China's social commerce environment. By integrating the Stimulus–Organism–Response (S–O–R) framework with the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), Innovation Diffusion Theory (IDT), and Trust-Based Relationship Marketing Theory, this study provides a comprehensive explanation of consumer purchasing behavior in digital commerce. Overall, the findings suggest that social media marketing, technological perceptions, social influence, and personal innovativeness jointly contribute to consumers' purchase intention by shaping brand trust.

One of the most important findings is that social media marketing functions as the primary external stimulus influencing consumer behavior. Unlike traditional marketing, social media marketing emphasizes continuous interaction, personalized communication, and community participation, enabling firms to establish stronger relationships with consumers. Through transparent communication, timely responses, and user-generated content, firms can effectively reduce consumers' perceived uncertainty and strengthen confidence in brands. These findings suggest that enterprises should shift their marketing strategies from product-oriented promotion toward relationship-oriented communication, placing greater emphasis on consumer engagement, dialogue, and long-term trust development.

The findings further indicate that technological perceptions remain fundamental determinants of consumer decision-making in social commerce. Consumers who perceive social media platforms as useful and easy to use demonstrate stronger trust in brands and greater purchase intention. This result suggests that technological quality should be regarded as an important component of brand management rather than simply a feature of platform design. Therefore, firms should continuously improve platform usability, optimize user experience, simplify purchasing procedures, and provide timely and reliable product information in order to strengthen consumers' confidence in both the platform and the brand.

Another important finding concerns the influence of social interaction and consumer characteristics on purchasing behavior. Social influence significantly affects both brand trust and purchase intention, indicating that purchasing decisions are increasingly embedded within online social networks. Consumers actively seek

recommendations from friends, influencers, online communities, and electronic word-of-mouth before making purchasing decisions. Similarly, consumers with higher levels of personal innovativeness exhibit greater willingness to engage with new technologies and digital marketing activities. Consequently, organizations should encourage online community participation, actively manage user-generated content, and collaborate with credible influencers to enhance consumer engagement and strengthen brand credibility.

Brand trust emerged as the core psychological mechanism connecting social media marketing with consumer purchase intention. Trust reduces perceived risk, enhances confidence in brands, and facilitates consumers' willingness to purchase products within digital environments. Rather than considering trust as merely an outcome of marketing activities, this study highlights its central role in transforming marketing stimuli into behavioral responses. Accordingly, organizations should regard trust development as a strategic objective by maintaining transparent communication, ensuring information authenticity, delivering consistent service quality, and establishing long-term customer relationships.

From a theoretical perspective, this study extends previous research by integrating technological, social, and individual antecedents into a unified theoretical framework based on the S–O–R paradigm. Instead of examining isolated determinants of purchase intention, the present study demonstrates how multiple external stimuli jointly influence consumer behavior through the development of brand trust. Furthermore, the empirical evidence obtained from China's social commerce market broadens the application of consumer behavior theories within rapidly developing digital economies and contributes to a more comprehensive understanding of social commerce.

Despite these contributions, several limitations should be acknowledged. The study employed a cross-sectional survey, which limits causal inference among the proposed constructs. In addition, the data were collected exclusively from consumers in Beijing, which may restrict the generalizability of the findings to other regions and cultural contexts. Furthermore, although the proposed theoretical framework received overall empirical support, several statistical anomalies observed during model estimation indicate that future studies should further refine measurement instruments, expand sample diversity, and validate the proposed relationships using alternative analytical approaches. Future research may also incorporate additional variables, such as perceived risk, consumer engagement, brand experience, and digital literacy, to develop a more comprehensive explanation of consumer purchase behavior in social commerce.

6. Conclusion

This study investigated the factors influencing consumers' purchase intention in China's social commerce environment by proposing an integrated theoretical framework incorporating social media marketing, perceived usefulness, perceived ease of use, social influence, personal innovativeness, brand trust, and purchase intention. Drawing upon the Stimulus–Organism–Response framework and complementary behavioral theories, the study provides a systematic explanation of how external marketing stimuli influence consumers' psychological evaluations and purchasing decisions.

The findings indicate that social media marketing plays a central role in shaping consumer behavior by strengthening brand trust and encouraging purchase intention. Technological perceptions, social influence, and personal innovativeness also contribute significantly to consumer decision-making, highlighting that purchasing behavior in social commerce is jointly influenced by technological, social, and psychological factors. Among these factors, brand trust functions as the key psychological mechanism that transforms marketing activities into favorable behavioral outcomes.

This study contributes to the literature by extending the application of the S–O–R framework within the context of social commerce and by emphasizing the mediating role of brand trust in consumer decision-making. In addition, the findings provide practical guidance for organizations seeking to develop relationship-oriented social media marketing strategies that enhance consumer trust, strengthen customer engagement, and promote sustainable business growth.

As social commerce continues to evolve rapidly, future research should further explore emerging technologies, changing consumer behaviors, and new forms of digital interaction to better understand the dynamic mechanisms underlying consumer purchase intention. Strengthening trust-based digital marketing strategies will remain essential for organizations seeking to maintain long-term competitiveness in increasingly complex and interactive online marketplaces.

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