

From interaction to intention: modeling the impact of social media engagement on the decision to purchase personalized services

De la interacción a la intención: modelización del impacto de la participación en las redes sociales en la decisión de compra de servicios personalizados

Received: 16/05/2025 - Accepted: 14/08/2025

Alexis Manuel Rojas-Robertson

<https://orcid.org/0009-0007-6419-4253>

alexis.rojas@usil.pe

Universidad San Ignacio de Loyola. Lima, Peru

Godofredo Pastor Illa-Sihuincha

<https://orcid.org/0000-0002-2532-3194>

gilla@usil.edu.pe

Universidad San Ignacio de Loyola. Lima, Peru

Shelby Hubert Ramos Serrano

<https://orcid.org/0000-0001-6377-0203>

sramoss@usil.edu.pe

Universidad San Ignacio de Loyola. Lima, Peru

Abstract

The objective of this research was to analyze the impact of social media on consumer purchasing behavior in personalized services, considering the moderation of sociodemographic factors. The methodology adopted a quantitative approach with predictive causal modeling, based on a sample of 520 users, from which 482 valid responses were obtained. Data was collected using a 22-question survey, analyzed using structural equation modeling (PLS-SEM). The results show that strategies focused on personalized interaction and digital word of mouth significantly influence purchasing behavior. Likewise, it was identified that interaction on digital platforms favors consumption trends, moderated by sociodemographic factors. In conclusion, social media, when designed with a strategic marketing approach and a user-centered focus, are consolidated as an essential pillar for the sustainable growth of personalized services.

Keywords: social media, purchasing behavior, personalized services.

Resumen

El objetivo de esta investigación fue analizar el impacto de los medios sociales en el comportamiento de compra del consumidor en servicios personalizados, considerando la moderación de factores sociodemográficos. La metodología adoptó un enfoque cuantitativo con modelización causal predictiva, basada en una muestra de 520 usuarios, de los cuales se obtuvieron 482 respuestas válidas. Para la recolección de datos se aplicó una encuesta con un cuestionario de 22 preguntas, analizado mediante modelización de ecuaciones estructurales (PLS-SEM). Los resultados evidencian que las estrategias centradas en la interacción personalizada y en el boca a boca digital influyen de manera significativa en el comportamiento de compra. Asimismo, se identificó que la interacción en plataformas digitales favorece la tendencia de consumo, moderada por los factores sociodemográficos. En conclusión, las redes sociales, cuando se diseñan bajo un enfoque estratégico de marketing y centrado en el usuario, se consolidan como un pilar esencial para el crecimiento sostenible de los servicios personalizados.

Palabras clave: medios sociales, comportamiento de compra, servicios personalizados.

Introduction

Social media marketing has established itself as an essential resource for enhancing the performance of companies seeking to establish a positive connection with their consumers, particularly with the digital generation

(Zahoor & Shah, 2024). The easy access to the internet has led to significant expansion of digital platforms, allowing for recognition of their importance not only as channels for dissemination but also as spaces for direct interaction with users (Chakravarthy et al., 2024). A deeper understanding of social media has brought about a considerable shift in purchasing behavior, especially in the realm of personalized services, where the demand for tailored and relevant experiences has notably increased (Anton, 2024; Yildiz & Altin, 2023; Jain & Sundström, 2021).

In the context of digital marketing, consumers face uncertainty in their decision-making processes due to the complex relationship between their behavioral patterns and the numerous factors influencing purchases (Smith et al., 2023). While this sector has shown sustained growth in recent years, driven by companies' ability to offer personalized products and services, the challenge of understanding how social media efforts can be optimized to improve the efficiency of digital campaigns and simultaneously reduce the likelihood of inefficiencies persists (Anton, 2024). This lack of direction limits the effectiveness of strategies and restricts the utilization of social media's potential to influence consumer behavior (Camoiras & Varela, 2024).

To structure the conceptual model of the study, the Choice Theory by Glasser (1999) was utilized, which provides guidelines for understanding human behavioral patterns and their influence on purchasing decisions. This theory focuses on how individuals make decisions to satisfy basic needs, rooted in their genetic structure and evolved over time (Franck & Damperat, 2023). Additionally, the associated constraints allow for the analysis of how consumers decide to acquire products or services based on their desires, needs, and the level of satisfaction they expect to achieve, aligned with the options available in the market (Chakravarthy et al., 2024).

According to this premise, the interaction between the dynamic nature of digital platforms and the changing expectations of consumers generates a continuous process of trial and error, in which both successes and failures contribute to the understanding of the phenomenon (Tumasjan, 2024). In this process, companies have learned to adjust their approaches, strengthening practices of personalization and adaptability in their value proposition while facing the consequences of poorly designed campaigns (Smith et al., 2023; Illa-Sihuincha et al., 2025). Such learning is crucial for improving efficiency in attracting digital consumers (Yildiz & Altin, 2023). In this regard, organizations' capacity to analyze their social media efforts—considering factors such as audience segmentation, generated content, and interactivity—is essential for optimizing strategies and avoiding recurring errors (Camoiras & Varela, 2024).

Analyzing the factors influencing social media marketing remains a constant challenge for managers and professionals in the sector (Anton, 2024). Understanding these factors is crucial, as interaction with consumers in digital environments can determine the success or failure of a campaign (Zahoor & Shah, 2024). However, knowledge about the specific conditions under which these dynamics occur remains limited (Johnson et al., 2022).

Interaction on social media, within the framework of digital marketing, enables the provision of personalized services that face challenges related to the need to adapt to changing consumer expectations (Franck & Damperat, 2023; Singh, 2024). Various studies have demonstrated that failures in digital marketing can transform into opportunities to enhance business tactics, contributing to the performance of future campaigns (Papa et al., 2022; Jung et al., 2023). Consequently, the information derived from these experiences not only helps avoid similar mistakes but also influences how users interact with brands, directly affecting their purchasing behavior and long-term commercial utility (Anton, 2024).

In this context, digital word-of-mouth has gained prominence, especially on social media. Users act as information multipliers by sharing experiences about products or services, which influences brand perception and the purchasing decisions of other consumers (Lee et al., 2022). Frequent and personalized interaction fosters an environment where spontaneous opinions become a powerful marketing tool (Banerjee et al., 2021).

Moreover, trends on digital platforms constitute a determining factor due to the speed and dynamics with which information emerges and evolves. This phenomenon provides brands with unique opportunities to connect with consumers at key moments, aligning their proposals with consumer interests and behaviors (Camoiras & Varela, 2024). In this sense, the interaction between companies and users must be agile and synchronized with emerging trends to maximize impact (Al-Dwairi et al., 2024). Strategies such as participation in viral challenges, the use of popular hashtags, or the adaptation of memes have become effective mechanisms for influencing brand perception and purchasing decisions (Joshi et al., 2023).

On the other hand, personalization on social media promotes meaningful interactions and enhances the user experience, directly impacting purchasing behavior (Huang et al., 2023). This strategy fosters a bidirectional dialogue, allowing companies to communicate precisely with their audiences (Kim & Kim, 2022). Additionally, aligning messages with consumers' values and goals can strengthen emotional ties, increasing both satisfaction and loyalty towards the brand (Thompson & Wilson, 2024; Lee et al., 2022).

Regarding sociodemographic factors, age plays a moderating role in purchasing behavior, influencing how users interact with digital platforms. Younger consumers tend to value technological fluency, speed, and experience, while older adults prioritize simplicity, security, and human support (Nesterenko, 2023). Additionally, it is observed that women assign greater importance to the emotional dimension of service, in contrast to men, who place more emphasis on control and functionality (Deftha et al., 2025). Similarly, income level influences the willingness to pay for personalized services, as higher-income groups often demand exclusivity and a greater degree of personalization (Tovanich et al., 2021). These findings underscore the need to design inclusive, segmented, and culturally relevant digital marketing strategies.

Ultimately, this study aims to provide empirical evidence that reduces gaps in the literature on social media marketing and its influence on the purchasing behavior of digital consumers in the context of personalized services. To this end, the following research hypotheses are proposed:

- H1: Interaction on social media affects the personalization of services.
- H2: Interaction on social media affects digital word-of-mouth.
- H3: Interaction on social media affects platform trends.
- H4: Personalization on social media influences purchasing behavior.
- H5: Digital word-of-mouth influences purchasing behavior.
- H6: Platform trends influence purchasing behavior.
- H7: Sociodemographic factors moderate purchasing behavior.

Methodology

The study was conducted in the Peruvian context and focused on individuals who acquire personalized services through social media. Data collection utilized a structured questionnaire consisting of 22 items, designed around the indicators of the constructs analyzed. The instrument was administered online following a standard procedure, reaching 520 respondents. Of this total, 505 participants completed the survey, yielding a response rate of 93%. After the process of data cleaning and exclusion of incomplete or irrelevant responses, a final sample of 482 valid cases was obtained.

Data analysis was performed using Structural Equation Modeling (SEM) of the second generation, employing the PLS-SEM approach, recognized for its capability to examine complex models that integrate latent and observed variables (Hair et al., 2021).

Table 1
Stratified sample

Variable	Criterion	Quantity	Percentage
Gender	Male	214	44.4%
	Female	268	55.6%
Age	18 - 25 years	125	54.59%
	26 - 35 years	810	34.93%
	36 - 45 years	13	5.68%
	> 45 years	11	4.80%
Income	< S/ 1,500	106	21.99%
	Between S/ 1,500 - 5,000	233	48.34%
	> S/ 5,000	143	29.67%

Source. Authors' own elaboration.

Results

Table 2 presents the key indicators of reliability and validity for the constructs (BOC, COM, FSD, PER, INT, TEND). According to the literature, the Cronbach's Alpha value must exceed 0.70, reflecting internal consistency within each construct (Nunnally & Bernstein, 1994). Additionally, Composite Reliability (CR) evaluates the consistency of items associated with each construct, and Average Variance Extracted (AVE) measures the amount of variance captured relative to error, with a suitable value exceeding 0.50. Collectively, the results indicate that the model exhibits robustness and that the constructs meet the reliability and validity criteria essential for ensuring the accuracy of the study's conclusions.

Table 2
Validity and reliability of the measurement model

Variable	Code	Indicator Reliability	AVE	Composite Reliability	Cronbach's Alpha
Word of Mouth	BOC	0,871	0,783	0,915	0,860
Purchasing Behavior	COM	0,899	0,768	0,930	0,899
Sociodemographic Factors	FSD	0,806	0,716	0,883	0,803
Personalization	PER	0,928	0,717	0,910	0,868
Interaction	INT	0,868	0,819	0,948	0,926
Trend	TEN	0,890	0,752	0,924	0,890

Source. Smart PLS SEM

Table 3 shows the discriminant validity among the constructs (BOC, COM, FSD, PER, INT, TEND), evaluated using the HTMT criterion (≤ 0.90). This analysis confirms that each construct measures a distinct concept and does not interfere with others, meeting the established parameters for discriminant validity.

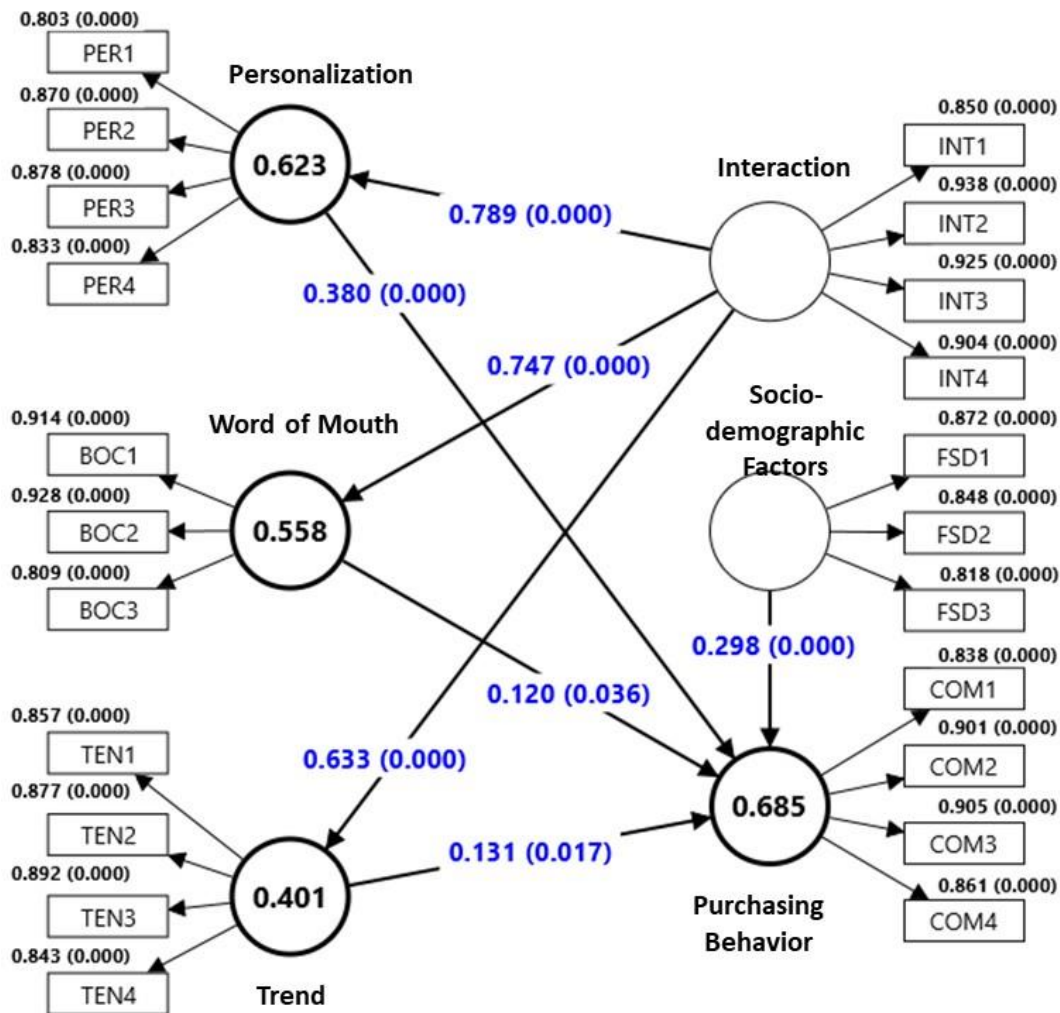
Table 3
Heterotrait-monotrait ratio (HTMT)

	BOC	COM	FSD	PER	INT	TEN
COM	0,798					
FSD	0,869	0,865				
PER	0,820	0,864	0,850			
INT	0,831	0,704	0,838	0,880		
TEN	0,854	0,758	0,802	0,767	0,696	

Source. Smart PLS SEM

Figure 1 illustrates the predictive capability of the model through the coefficient of determination (R^2), with a minimum acceptable value of 0.10 (Falk & Miller, 1992). In this case, substantial (0.67), moderate (0.33), and weak (0.10) levels were achieved, according to Chin's (1995) criteria. The results demonstrate that social media interaction explains personalization at 62.3%, digital word of mouth at 55.8%, and platform trends at 40.1%. Conversely, purchasing behavior is explained by personalization, digital word of mouth, trends, and sociodemographic factors at 68.5%. These findings confirm that the model has a good fit and adequate predictive capability (Hair et al., 2021).

Figure 1
Evaluation of the structural model



Source. Smart PLS SEM

Table 4 summarizes the hypothesis analysis of the predictive model, evidencing significant relationships among the constructs. The results show:

- H1: Significant and substantial effect between social media interaction and personalization ($\beta = 0.789$; $p = 0.000$).
- H2: Significant and substantial effect between social media interaction and digital word of mouth ($\beta = 0.747$; $p = 0.000$).
- H3: Significant effect between social media interaction and platform trends ($\beta = 0.633$; $p = 0.000$).
- H4: Significant effect between personalization on social media and purchasing behavior ($\beta = 0.380$; $p = 0.000$).
- H5: Significant effect of digital word of mouth on purchasing behavior ($\beta = 0.120$; $p = 0.036$).
- H6: Significant effect of platform trends on purchasing behavior ($\beta = 0.131$; $p = 0.017$).
- H7: Significant effect of sociodemographic factors (age and income) on purchasing behavior ($\beta = 0.298$; $p = 0.000$).

Table 4*Analysis of the structural model (Hypothesis testing)*

No.	Hypothesis	Correlation	t	p	IC	Result	f ²	IC
H1	INT -> PER	0.789	31.268	0.000	[0.737, 0.836]	Accepted	1.649	[1.186-2.329]
H2	INT -> BOC	0.747	27.009	0.000	[0.691, 0.799]	Accepted	1.260	[0.916-0.767]
H3	INT -> TEN	0.633	17.790	0.000	[0.562, 0.704]	Accepted	0.670	[0.462-0.982]
H4	PER -> COM	0.380	6.289	0.000	[0.259, 0.495]	Accepted	0.179	[0.081-0.321]
H5	BOC -> COM	0.120	2.103	0.036	[0.006, 0.231]	Accepted	0.015	[0.000-0.059]
H6	TEN -> COM	0.131	2.392	0.017	[0.028, 0.250]	Accepted	0.021	[0.001-0.069]
H7	FSD -> COM	0.298	4.924	0.000	[0.182, 0.419]	Accepted	0.107	[0.041-0.213]

Source. Smart PLS SEM

The global model assessment is summarized in Table 5. The SRMR index for the saturated model was below the threshold of 0.08, indicating a positive fit (Henseler & Schubert, 2023). The d_ULS and d_G values for the saturated model were higher than those of the estimated model, reinforcing the validity of the fit. Additionally, the NFI index in the saturated model exceeded that of the estimated model, supporting the model's adequacy. Regarding predictive capability, all exogenous and endogenous constructs showed positive Q² predict values, confirming the model's relevance in predicting the behavior of the evaluated constructs (Hair et al., 2021).

Table 5*Model fit indices*

	Saturated model	Estimated model	PLSpredict	Q ² predict	RMSE	MAE
SRMR	0,057	0,105	Digital Word of Mouth	0,555	0,672	0,478
d_ULS	1,813	2,775	Purchasing Behavior	0,528	0,692	0,452
d_G	0,644	0,794	Personalization	0,619	0,622	0,427
NFI	0,817	0,793	Trend	0,397	0,783	0,564

Source. Smart PLS SEM

Discussion

The results obtained confirm that the proposed hypotheses were significant, allowing for a discussion on the influence of various constructs on purchasing behavior regarding personalized services mediated by social media.

Firstly, Hypothesis H1 supports the idea that interaction on social media and personalization are essential factors in the performance of personalized services. These elements promote substantial bidirectional dialogue, facilitating closer and more effective communication between companies and users, thereby enhancing the quality of the digital experience (Kim & Kim, 2022).

Regarding H2, social media interaction and digital word of mouth emerge as key predictive phenomena in strategic digital marketing. Previous research confirms that these factors are closely related to consumer purchasing behavior, as they generate a dynamic flow of ideas, increase trust, and expedite decision-making processes (Lee et al., 2022). Interaction fosters participatory environments where users express their concerns and experiences, reinforcing brand credibility.

H3 demonstrates that interaction and trends on social media directly guide purchasing behavior. Agile communication aligned with emerging trends enhances the impact of digital marketing strategies (Tumasjan, 2024). Furthermore, brands' integration into emerging social dynamics strengthens emotional connections with consumers, increasing the likelihood of conversion and loyalty (Camoiras & Varela, 2024).

H4 highlights the decisive role of personalization in purchasing behavior. Literature indicates that this approach not only enhances user experience but also increases the perceived relevance of offered services by aligning content with specific interests and needs (Huang et al., 2023). In this regard, personalization becomes a fundamental driver of differentiation and competitiveness.

In relation to H5, digital word of mouth shows a significant impact on purchase decisions. Proper management of this factor can generate trust, increase credibility, and enhance consumer loyalty (Singh, 2024). Additionally, errors or failures in digital interaction can transform into opportunities for strategic learning, improving the adaptation and personalization of future campaigns (Papa et al., 2022; Anton, 2024).

H6 confirms that trends on digital platforms positively influence purchasing behavior. Detecting and integrating emerging trends increases the visibility of services and promotes social validation, a key phenomenon in the adoption of personalized products and services in digital environments (Ryu & Park, 2020; Zhang et al., 2020).

Finally, H7 illustrates that sociodemographic factors moderate purchasing behavior. Age influences preferences for more agile platforms among younger users and simpler, safer options for older users (Nesterenko, 2023). Gender also plays a role: women tend to value the emotional aspects of service more, while men prioritize functionality (Defita et al., 2025). Additionally, income levels condition willingness to pay and perceived value, as higher-income consumers seek exclusivity and a greater level of personalization (Tovanich et al., 2021).

In summary, the findings reinforce the importance of designing digital marketing strategies that integrate interaction, personalization, digital word of mouth, and adaptation to emerging trends, while also considering the moderating role of sociodemographic factors. This allows social media to be established as a strategic pillar in promoting personalized services and strengthening consumer purchasing behavior.

Conclusions

The research has provided a comprehensive view of the key elements determining the effectiveness of social media marketing within the realm of personalized services. It highlights the fundamental role of interaction, digital word of mouth, personalization, and emerging trends as factors that not only positively influence consumer purchasing behavior but also serve as strategic tools for companies to enhance their competitiveness in dynamic markets. However, the results should be interpreted cautiously, considering that sociodemographic factors significantly impact final purchasing behavior.

Moreover, limitations related to the design and scope of the study were identified, opening opportunities for future research in this field. Firstly, cross-sectional data was collected from 482 respondents within the Peruvian context, which may restrict the generalization of findings to other cultural or regional settings. Future research could broaden the sample by including participants from different sectors and countries to assess the applicability of the identified relationships.

Secondly, the quantitative approach employed allowed for the identification of significant associations among the analyzed variables but did not explore the deeper motivations or psychological dynamics underlying purchasing behavior. Therefore, it would be advisable to complement future studies with mixed methodologies that integrate qualitative perspectives, thus providing a more complete understanding of consumer perceptions and experiences.

References

- Al-Dwairi, R., Shehabat, I., Zahrawi, A., & Hammouri, Q. (2024). Building customer trust, loyalty, and satisfaction: The power of social media in e-commerce environments. *International Journal of Data and Network Science*, 8(3), 1883-1894. <https://doi.org/10.5267/j.ijdns.2024.2.001>
- Anastasei, B., Dospinescu, N., & Dospinescu, O. (2023). Word-of-mouth engagement in online social networks: Influence of network centrality and density. *Electronics*, 12(13), 2857. <https://doi.org/10.3390/electronics12132857>
- Anton, A. (2024). Other customer perception as strategic insight into Gen Z consumer–brand identification and purchase behavior: A mixed-methods approach. *American Behavioral Scientist*, 68(3), 1-22. <https://doi.org/10.1177/00027642241235838>
- Antonovica, A., de Esteban Curiel, J., & Herráez, B. R. (2023). Factors that determine the degree of fulfilment of expectations for entrepreneurs from the business incubator programmes. *International Entrepreneurship and Management Journal*, 19(1), 261-291. <https://doi.org/10.1007/s11365-022-00818-1>
- Banerjee, S., Singh, J. P., Dwivedi, Y. K., & Rana, N. P. (2021). Social media analytics for end-users' expectation management in information systems development projects. *Information Technology & People*, 34(6), 1600-1614. <https://doi.org/10.1108/ITP-10-2020-0706>
- Camoiras, Z., & Varela, C. (2024). Social media managers' performance: The impact of the work environment. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(1), 671-691. <https://doi.org/10.3390/jtaer19010036>
- Chakravarthy, B. S., Rani, B. U., & Karunakaran, K. (2024). Data-driven insights into social media's effectiveness in digital communication. *Proceedings on Engineering*, 6(2), 637-644. <https://doi.org/10.24874/PES06.02.020>
- Chin, W. W. (1995). Partial least squares is to LISREL as principal components analysis is to common factor analysis. *Technology Studies*, 2(2), 315-319. <http://disc-nt.cba.uh.edu/chin/technologystudies.pdf>

- Defta, N., Barbu, A., Ion, V. A., Pogurschi, E. N., Osman, A., Cune, L. C., & Bădulescu, L. A. (2025). Exploring the relationship between socio-demographic factors and consumers' perception of food promotions in Romania. *Foods*, 14(4), 599. <https://doi.org/10.3390/foods14040599>
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. University of Akron Press. <https://psycnet.apa.org/record/1992-98610-000>
- Franck, R., & Damperat, M. (2023). How social media use enhances salesperson performance. *Journal of Business & Industrial Marketing*, 38(8), 1720-1737. <https://doi.org/10.1108/JBIM-02-2022-0082>
- Glasser, W. (1999). *Choice theory: A new psychology of personal freedom*. HarperPerennial. <https://psycnet.apa.org/record/1999-02074-000>
- Gonzalez-Yaranga, Y., Caceres-Estrada, M., Illa-Sihuincha, G. P., & Ramos Serrano, S. (2025). Rol de la digitalización en la internacionalización empresarial: Estudio con ecuaciones estructurales. *Telos: Revista de Estudios Interdisciplinarios en Ciencias Sociales*, 27(2), 508-525. <https://doi.org/10.36390/telos272.07>
- Hair, J. F., Sarstedt, M., Hamburg, C. M. R., Gudergan, S. P., Apraiz, J. C., Carrión, G. A. C., & Roldán, J. L. (2021). *Manual avanzado de partial least squares structural equation modeling (PLS-SEM)*. Omnia Science. <https://doi.org/10.3926/oss.407>
- Hale, B. J. (2024). Examining the effect of identification with a social media community on persuasive message processing and attitude change. *New Media & Society*, 26(8), 4589-4610. <https://doi.org/10.1177/14614448221124085>
- Henseler, J., & Schuberth, F. (2023). Partial least squares as a tool for scientific inquiry: Comments on Cadogan and Lee. *European Journal of Marketing*, 57(6), 1737-1757. <https://doi.org/10.1108/EJM-06-2021-0416>
- Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2023). How social presence influences consumer purchase intention in live video commerce: The mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing*, 17(4), 493-509. <https://doi.org/10.1108/JRIM-01-2022-0009>
- Illa-Sihuincha, G., Cardich Pulgar, J., Javier Vidalón, J., & Ramos Serrano, S. (2025). Downsizing estratégico basado en el análisis de performance en empresas pequeñas. *Revista de Ciencias Sociales*, 31(1), 409-422. <https://doi.org/10.31876/rcs.v31i1.43519>
- Jain, S., & Sundström, M. (2021). Toward a conceptualization of personalized services in apparel e-commerce fulfillment. *Research Journal of Textile and Apparel*, 25(4), 414-430. <https://doi.org/10.1108/RJTA-06-2020-0066>
- Johnson, N., Turnbull, B., & Reisslein, M. (2022). Social media influence, trust, and conflict: An interview-based study of leadership perceptions. *Technology in Society*, 68, 101836. <https://doi.org/10.1016/j.techsoc.2021.101836>
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2023). Social media influencer marketing: Foundations, trends, and ways forward. *Electronic Commerce Research*, 1–55. <https://doi.org/10.1007/s10660-023-09719-z>
- Jung, J., Wang, S. A., & Wattal, S. (2023). Commercializing social media? How showrooms on social media fan pages influence customer behavior. *MIS Quarterly*, (Forthcoming). <https://doi.org/10.2139/ssrn.3433206>
- Kim, D. Y., & Kim, H. Y. (2022). Social media influencers as human brands: An interactive marketing perspective. *Journal of Research in Interactive Marketing*, 17(1), 94–109. <https://doi.org/10.1108/JRIM-08-2021-0200>
- Lee, J. Y., Yang, Y. S., Ghauri, P. N., & Park, B. I. (2022). The impact of social media and digital platforms experience on SME international orientation: The moderating role of COVID-19 pandemic. *Journal of International Management*, 28(4), 100950. <https://doi.org/10.1016/j.intman.2022.100950>
- Nesterenko, V. (2023). Influence of socio-demographic factors on the development of marketing communications. *Scientific Bulletin of Mukachevo State University. Series "Economics"*, 2(10), 9–20. <https://orcid.org/0000-0002-1792-9823>
- Nunnally, J. C., & Bernstein, I. H. (1994). *The assessment of reliability. Psychometric theory* (3.^a ed.). McGraw-Hill. <https://doi.org/10.12691/education-5-5-2>
- Papa, A., Mazzucchelli, A., Ballestra, L. V., & Usai, A. (2022). The open innovation journey along heterogeneous modes of knowledge-intensive marketing collaborations: A cross-sectional study of innovative firms in Europe. *International Marketing Review*, 39(3), 602–625. <https://doi.org/10.1108/IMR-03-2021-0109>
- Ringle, C. M., Wende, S., & Becker, J. M. (2015). *SmartPLS 3 [Software]*. SmartPLS GmbH. <http://www.smartpls.com>
- Ryu, S., & Park, J. (2020). The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth. *Journal of Retailing and Consumer Services*, 55, 102094. <https://doi.org/10.1016/j.jretconser.2020.102094>
- Singh, P. (2024). Beyond the basics: Exploring the impact of social media marketing enablers on business

- success. *Heliyon*, 10(5), e26435. <https://doi.org/10.1016/j.heliyon.2024.e26435>
- Smith, I. H., Soderberg, A. T., Netchaeva, E., & Okhuysen, G. A. (2023). An examination of mind perception and moral reasoning in ethical decision-making: A mixed-methods approach. *Journal of Business Ethics*, 183(3), 671–690. <https://doi.org/10.1007/s10551-021-05022-9>
- Thompson, E. G., & Wilson, D. R. (2024). Dynamic pricing promotion strategies on consumer repeat purchase behavior in the United States. *Frontiers in Management Science*, 3(3), 19–30. <https://doi.org/10.56397/FMS.2024.06.03>
- Tovanich, N., Centellegher, S., Seghouani, N. B., Gladstone, J., Matz, S., & Lepri, B. (2021). Inferring psychological traits from spending categories and dynamic consumption patterns. *EPJ Data Science*, 10(1), 24. <https://doi.org/10.1140/epjds/s13688-021-00281-y>
- Tumasjan, A. (2024). The many faces of social media in business and economics research: Taking stock of the literature and looking into the future. *Journal of Economic Surveys*, 38, 389–426. <https://doi.org/10.1111/joes.12570>
- Yildiz, S. Y., & Altin, S. (2023). Getting lost in the digital marketplace: Points, benefits, and purchases. *Journal of Administrative Sciences/Yonetim Bilimleri Dergisi*, 21(50). <https://doi.org/10.35408/comuybd.1336714>
- Zahoor, S. Z., & Shah, A. M. (2024). Impact of social media on users' complex buying behaviour: Analysing the mediating effect of perception and moderating effect of extended social media usage. *Management and Labour Studies*, 49(1), 119–148. <https://doi.org/10.1177/0258042X231167315>
- Zhang, H., Gupta, S., Sun, W., & Zou, Y. (2020). How social-media-enabled co-creation between customers and the firm drives business value? The perspective of organizational learning and social capital. *Information & Management*, 57(3), 103200. <https://doi.org/10.1016/j.im.2019.103200>