

Social Media-Based Digital Marketing Strategies to Increase Purchasing Decisions: Literature Review

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Abstract

The rapid growth of digital technology has transformed marketing practices, positioning social media as a major platform for consumer interaction and influencing purchasing decisions. This study aims to examine how social media-based digital marketing strategies contribute to consumer purchasing decisions, with particular attention to the role of entertainment-oriented content. A qualitative library research approach was employed by reviewing approximately drawing on 72 scholarly sources peer-reviewed journal articles, books, conference proceedings, and other relevant academic publications on digital marketing, social media engagement, entertainment marketing, and consumer behavior. The selected literature was analyzed using descriptive and integrative techniques to identify recurring themes, patterns, and relationships among key concepts. The review indicates broad agreement that social media marketing contributes to stronger brand awareness, higher consumer engagement, and greater opportunities for interactive communication. Many studies also suggest that consumer trust functions as an important mechanism linking these outcomes to purchase intentions, although the strength of this relationship varies across contexts and industries. In addition, the literature consistently highlights entertainment oriented content including storytelling, humor, short-form videos, viral campaigns, and live streaming as an effective approach for attracting audience attention, encouraging participation, and strengthening emotional connections with brands. Overall, the findings suggest that successful social media marketing strategies integrate informative content, entertainment value, audience engagement, and personalized communication to improve marketing effectiveness and support consumer purchasing decisions in increasingly competitive digital environments.

Keywords: Consumer Engagement, Consumer Purchasing Decisions, Digital Marketing Strategy, Entertainment Marketing, Social Media Marketing.

1. Introduction

The strategies employed by sellers to persuade consumers constitute a highly crucial aspect of modern commerce, as these strategies not only determine sales performance but also shape consumers' perceptions of the brands and products being offered. The success of a product in attracting consumer interest depends not solely on its physical quality or functional benefits, but also on the seller's ability to communicate the product's value effectively, attractively, and persuasively (Maharani & Hidayat, 2023). In this regard, marketing strategy serves as a bridge between products and consumers, influencing purchasing decisions through psychological, emotional, and cognitive approaches (Putra & Sheyoputri, 2024). Therefore, a comprehensive understanding of effective marketing strategies has become an essential prerequisite for businesses seeking to survive and thrive in an increasingly competitive and dynamic marketplace.



The rapid advancement of digital technology has compelled sellers to adapt their marketing methods in order to remain relevant to rapidly evolving consumer trends and behaviors. The digital era provides opportunities for businesses to implement more interactive, personalized, and bidirectional marketing strategies, enabling more intensive communication between brands and consumers (Tong, 2022). Sellers no longer rely solely on conventional media, such as print advertisements or television commercials, but increasingly utilize digital platforms that allow them to monitor consumer responses in real time (Pauwels & Fagbola, 2025). Creativity in presenting marketing content has become a critical factor in ensuring that promotional messages capture consumer attention amidst information overload and intensifying competition (Riggs et al., 2025). Consequently, mastery of digital marketing strategies has emerged as a key determinant of business success in maximizing market reach, enhancing brand awareness, and stimulating purchasing decisions.

In practice, most modern consumers demonstrate a high level of engagement with various social media platforms, such as TikTok, Facebook, and Instagram, which have become integral parts of daily life. This phenomenon creates highly strategic opportunities for sellers to conduct direct and interactive marketing activities (Purnomo, 2023). Social media functions not only as a communication channel but also as a space where businesses can establish emotional connections with consumers, introduce new products, educate audiences, and promote product advantages through visual and audiovisual content (HAN, 2022). Furthermore, social media enables sellers to target audiences more precisely based on demographic characteristics, interests, and consumer behavior, thereby enhancing the effectiveness and efficiency of marketing strategies (Semenda et al., 2024). The availability of innovative features such as live streaming, stories, and reels further encourages businesses to increase interaction and consumer engagement significantly.

One of the increasingly popular phenomena in digital marketing practice is the integration of entertainment elements into promotional strategies. This approach, commonly referred to as entertainment marketing, utilizes creative content, humor, challenges, and engaging storytelling to enhance audience attention and interest (Basaran & Ventura, 2022). Such an approach is particularly effective because consumers tend to respond more positively to entertaining promotional content than to purely informative or conventionally persuasive advertising (Juanna et al., 2024). By incorporating entertainment into marketing activities, sellers not only convey product information but also foster emotional connections and create positive experiences associated with the brand (Dogra & Kaushal, 2023). When implemented consistently and appropriately, this strategy has the potential to increase customer loyalty, strengthen brand image, and directly influence purchasing decisions (Islam, 2024). Therefore, understanding how entertainment can be integrated into digital marketing has become a relevant and compelling area of research.

Despite the growing adoption of social media as a marketing platform, previous studies have predominantly examined digital marketing effectiveness by focusing on technological features, consumer engagement, or platform performance independently. Limited attention has been given to the strategic integration of entertainment elements into social media marketing and their combined influence on consumer purchasing decisions. Moreover, the existing literature remains fragmented, making it difficult for businesses to identify comprehensive and evidence-based strategies that effectively integrate informative and entertaining content to maximize consumer responses.

Addressing this gap, the present study offers a comprehensive synthesis of the existing literature to examine how entertainment-oriented digital marketing strategies contribute to consumer purchasing decisions within the social media environment. By integrating findings

from previous research, this study proposes a conceptual understanding of effective digital marketing practices that combine informative communication, entertainment value, audience engagement, and trust-building mechanisms.

Accordingly, the objective of this study is to analyze the role of social media-based digital marketing strategies in influencing consumer purchasing decisions, with particular emphasis on the integration of entertainment elements as a strategic approach to enhancing consumer engagement, strengthening brand-consumer relationships, and increasing purchase intentions. The findings are expected to enrich the existing body of knowledge on digital marketing while providing practical guidance for businesses in designing innovative, engaging, and competitive marketing strategies in the digital era.

2. Literature Review

2.1. Social Media-Based Digital Marketing Strategies

Previous studies have investigated social media-based digital marketing from various perspectives, including content marketing, consumer behavior, and promotional strategies. However, these studies differ in terms of their research approaches, objects of investigation, and areas of focus. For instance, Abdjul et al., (2022) examined the influence of content marketing on the purchasing decisions of students from the Faculty of Economics and Business at Universitas Sam Ratulangi on the Sociolla e-commerce platform. Rantelembang et al., (2023) analyzed the marketing strategies implemented by Bryan's Chicken Bitung restaurant, while Satria, (2025) explored students' behavior as consumers. In addition, Yansahrita et al., (2023) investigated the application of marketing strategies in household industries in the East Ogan Komering Ulu (OKU Timur) region. Although these studies provide valuable insights into digital marketing practices, most of them focus on specific contexts and employ field-based or quantitative methods. Consequently, they do not provide a comprehensive synthesis of findings across multiple studies through a literature review approach.

The main limitation of previous research lies in its narrow focus and the absence of a comprehensive literature review approach to explain how social media-based digital marketing strategies can be optimized holistically. Existing studies tend to emphasize a single aspect, such as promotional content, entertainment effects, or the use of particular social media platforms, without examining the interrelationship among these factors in influencing consumer purchasing decisions. This research gap forms the foundation of the present study. By systematically reviewing previous studies, this research seeks to identify common patterns, effective mechanisms, and best practices in social media-based digital marketing, while also highlighting unresolved issues that require further scholarly attention.

2.2. Theoretical Studies

This study is grounded in several relevant theoretical perspectives. First, Digital Marketing Theory explains that digital platforms enable businesses to communicate with consumers interactively, personalize promotional messages, and measure consumer responses in real time (Stafford, 2025). Second, Consumer Behavior Theory suggests that purchasing decisions are influenced by psychological, emotional, and cognitive factors that arise from consumers' interactions with marketing stimuli (Leonov, 2023). Third, Engagement Theory emphasizes that active consumer participation, such as liking, commenting, sharing, and interacting with content, strengthens the relationship between consumers and brands, thereby increasing the likelihood of purchase decisions (Ibrahim et al.,

2022). Finally, Entertainment Marketing Theory argues that entertaining content such as storytelling, humor, short-form videos, and viral challenges can generate positive emotions and enhance consumers' attention toward brands (Dong et al., 2024).

These theoretical perspectives collectively indicate that effective social media marketing is not solely dependent on the delivery of information, but also on the ability to create engaging and emotionally appealing experiences that encourage consumer interaction and purchasing intentions.

2.3. Conceptual Propositions

Based on the theoretical foundations and previous empirical findings reviewed above, social media-based digital marketing is expected to positively influence consumer purchasing decisions. Interactive communication, personalized content, and entertainment-oriented marketing activities can increase consumer engagement, build trust, and strengthen emotional connections with brands. As this study is conducted through qualitative library research, the following hypotheses are proposed as a conceptual basis for future empirical validation, rather than being statistically tested within the scope of this review. These hypotheses are summarized in Figure 1.

Main Effect: Social media-based digital marketing has a positive effect on consumer purchasing decisions.

Entertainment Effect: The integration of entertainment elements in social media marketing positively affects consumer purchasing decisions.

Mediation: Consumer engagement mediates the relationship between entertainment-based digital marketing and purchasing decisions.

Figure 1. Conceptual Propositions Derived from the Literature

2.4. Research Framework and Novelty

The conceptual framework of this study is illustrated in the Figure 2:



Figure 2. Research Framework

The novelty of this study lies in its integrative synthesis of the existing literature on social media-based digital marketing strategies with a particular focus on the role of entertainment-oriented content in shaping consumer purchasing decisions. Previous review studies have generally examined social media marketing, digital marketing strategies, consumer engagement, or entertainment marketing as separate research domains. Although these reviews have provided valuable insights into individual aspects of digital marketing, they have paid limited attention to explaining how entertainment-based marketing functions as a strategic mechanism that connects consumer engagement with purchasing decisions across different digital contexts.

Unlike those previous reviews, this study systematically integrates evidence from multiple streams of literature, including digital marketing, social media marketing, entertainment marketing, consumer engagement, and consumer behavior to develop a more comprehensive conceptual understanding of their interrelationships. Rather than concentrating on a single social media platform, industry, or consumer segment, this review synthesizes findings across diverse contexts to identify recurring patterns, theoretical relationships, and practical implications.

Accordingly, this study contributes to the literature in three ways. First, it consolidates fragmented evidence on entertainment-oriented social media marketing into a unified conceptual framework. Second, it clarifies the mechanisms through which entertainment elements may enhance consumer engagement and subsequently influence purchasing decisions, while recognizing that the strength of these relationships varies across contexts. Third, it provides practical guidance for businesses seeking to design creative, engaging, and evidence-informed digital marketing strategies in an increasingly competitive digital environment.

3. Methods

This study employed a qualitative research design using the library research method (Lim, 2025). A qualitative library research approach was selected because it enables researchers to systematically collect, synthesize, and interpret knowledge from previous scholarly publications in order to develop a comprehensive understanding of a particular phenomenon rather than generating new empirical data (Makateng & Mokala, 2025). This method is particularly appropriate for examining social media-based digital marketing strategies, as the existing body of literature provides extensive evidence regarding consumer behavior, digital marketing practices, and entertainment-oriented marketing across various business contexts.

The research design followed the principles of a systematic literature review, which emphasizes transparency, rigor, and reproducibility in identifying, selecting, evaluating, and synthesizing relevant literature (Kraus et al., 2024). Although this study was not conducted as a formal PRISMA review, its procedures adopted systematic review principles to ensure consistency in the literature selection and synthesis process.

3.1. Data Sources

As literature review research, the data used in this study consisted entirely of secondary data obtained from scholarly publications (Fife & Gossner, 2024). The primary sources included peer-reviewed journal articles indexed in reputable academic databases, books, conference proceedings, review articles, and other scientific publications (Naeem et al., 2023). When related to digital marketing, social media marketing, consumer behavior, entertainment marketing, and consumer purchasing decisions (Shaw, 2024). Only publications that directly addressed the research topic and provided sufficient theoretical or empirical evidence were included in the analysis.

3.2. Data Collection Procedure

The data collection process was conducted systematically through several consecutive stages (Mensah & Amenuvor, 2022) as bellow:

1. Literature Identification

Relevant literature was identified by searching academic databases using combinations of keywords such as digital marketing, social media marketing, consumer purchasing

decisions, consumer engagement, entertainment marketing, content marketing, and digital consumer behavior (Wahyuni et al., 2024).

Literature was retrieved from several academic databases, including Scopus, Google Scholar, ScienceDirect, SpringerLink, Taylor & Francis Online, Wiley Online Library, and DOAJ. These databases were selected because they provide broad coverage of peer-reviewed publications in digital marketing, consumer behavior, and business research.

The search was conducted between January and March 2026 using combinations of keywords such as:

- a) digital marketing
- b) social media marketing
- c) consumer purchasing decisions
- d) consumer engagement
- e) entertainment marketing
- f) content marketing
- g) digital consumer behavior

2. Screening and Selection

The collected publications were screened based on predetermined inclusion criteria (Luft et al., 2022). Studies were included if they:

- a) discussed social media-based digital marketing;
- b) examined consumer purchasing decisions or consumer engagement;
- c) contained theoretical or empirical findings relevant to the research objectives;
- d) were published in scholarly journals, books, or conference proceedings; and provided sufficient methodological information for interpretation.
- e) Publications with limited relevance, duplicated findings, or insufficient academic quality were excluded from the review.

3. Data Extraction

After the literature had been selected, relevant information was extracted using documentation techniques (Shaheen, 2025). The extracted information included:

- a) research objectives,
- b) research methods,
- c) theoretical perspectives,
- d) marketing strategies employed,
- e) entertainment elements used,
- f) major findings,
- g) research limitations, and
- h) recommendations for future studies.

3.3. Data Analysis

The collected data were analyzed using descriptive content analysis combined with an integrative literature synthesis approach (Khoa et al., 2023). The analysis was conducted chronologically through the following steps:

1. organizing all selected literature according to research themes;
2. classifying findings into conceptual categories;
3. comparing similarities and differences among previous studies;
4. identifying recurring patterns, inconsistencies, and research gaps;
5. interpreting findings using relevant theoretical perspectives; and
6. synthesizing the overall evidence into a comprehensive conceptual explanation of social media-based digital marketing strategies and their influence on consumer purchasing decisions.

Rather than performing statistical meta-analysis, this study emphasizes conceptual integration and qualitative interpretation to generate a broader understanding of the phenomenon.

3.4. Evaluation of the Findings

To ensure the credibility and trustworthiness of the findings, several strategies were implemented (Hvalshagen et al., 2023). First, only credible and peer-reviewed academic publications were included in the analysis. Second, findings from different studies were compared through data triangulation to identify consistent evidence across multiple sources. Third, the interpretation of findings was continuously evaluated against established theoretical perspectives in digital marketing and consumer behavior to enhance analytical consistency and minimize researcher bias.

The findings were evaluated based on four analytical criteria (Mwita, 2024):

1. relevance, referring to the consistency of each study with the research objectives;
2. credibility, referring to the quality and reliability of the publication source;
3. consistency, referring to recurring findings across different studies and contexts; and
4. theoretical contribution, referring to the extent to which previous studies support the development of an integrated conceptual understanding of social media-based digital marketing strategies.

These evaluation criteria enabled the researcher to distinguish well-supported findings from isolated observations and to formulate evidence-based conclusions regarding effective social media marketing strategies. The overall research procedure is summarized in Figure 3, which illustrates the chronological stages of literature identification, screening, selection, data extraction, analysis, evaluation, synthesis, and conclusion development.

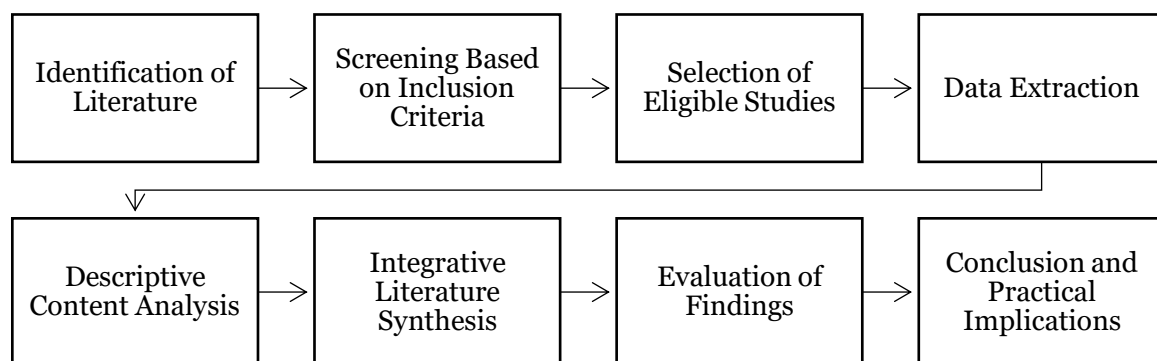


Figure 3. Research Stages

4. Results and Discussion

4.1. Concept and Development of Social Media-Based Digital Marketing Strategies

The rapid advancement of digital technology has significantly transformed the way businesses communicate with consumers. Traditional marketing methods that primarily relied on one-way communication channels, such as television, radio, and print media, have gradually evolved into more interactive and consumer-centered approaches (Rehman et al., 2022). Social media platforms have emerged as essential marketing tools because they enable businesses to engage directly with consumers, build relationships, and create personalized

experiences (Moedeen et al., 2024). As a result, social media-based digital marketing has become one of the most influential strategies in contemporary business environments.

Social media-based digital marketing refers to the utilization of social networking platforms to promote products, services, and brand identities while fostering meaningful interactions with target audiences. Platforms such as TikTok, Instagram, Facebook, YouTube, and X provide businesses with opportunities to disseminate information quickly and efficiently to a broad audience (Babics & Jermolajeva, 2024). Unlike conventional marketing channels, social media allows two-way communication, enabling consumers to actively participate in discussions, provide feedback, and share their experiences with products and services (Siti Juliaha, 2024). This interactive nature enhances consumer engagement and contributes to stronger brand-consumer relationships.

The development of social media marketing strategies has been closely associated with changes in consumer behavior. Modern consumers are increasingly dependent on digital platforms for information gathering, product evaluation, and purchasing decisions (Pires et al., 2022). Before making a purchase, consumers often seek reviews, recommendations, and experiences shared by other users on social media (Lin & Wang, 2023). Consequently, businesses have shifted their focus from merely delivering promotional messages to creating valuable content that addresses consumer needs and interests (Jayaprakash, 2025). This transition reflects the growing importance of consumer-centric marketing approaches in the digital era.

Content marketing has become one of the most significant components of social media-based digital marketing strategies. High-quality content enables businesses to attract audience attention, communicate product value, and establish brand credibility (Silalahi & Guna, 2024). Effective content may take various forms, including educational posts, product demonstrations, customer testimonials, and informative videos (Salonen et al., 2024). The success of content marketing largely depends on its relevance, creativity, and ability to address consumer concerns (Bubphapant & Brandão, 2024). Therefore, businesses continuously invest in content development to maintain audience interest and strengthen their competitive advantage.

Another important development in digital marketing is the integration of entertainment elements into promotional activities. This approach, commonly referred to as entertainment marketing, combines promotional messages with engaging and enjoyable content (Drossos et al., 2024). Businesses increasingly utilize humor, storytelling, challenges, viral trends, and interactive videos to capture audience attention (Isabella et al., 2023). Research suggests that consumers are more likely to engage with content that provides entertainment value because such content creates positive emotional experiences and reduces perceptions of intrusive advertising.

The emergence of short-form video platforms, particularly TikTok and Instagram Reels, has accelerated the adoption of entertainment-driven marketing strategies. These platforms encourage businesses to produce concise, visually appealing, and highly engaging content that can be consumed quickly by users (J. E. Putra et al., 2025). Short-form videos are particularly effective because they align with modern consumers' limited attention spans while maximizing opportunities for interaction and content sharing (Manic, 2024). Consequently, businesses increasingly prioritize creative video content as part of their digital marketing campaigns.

Consumer engagement has become a central indicator of digital marketing effectiveness. Engagement refers to the degree of interaction and participation between consumers and brands on social media platforms (Liu et al., 2024). Common forms of engagement include likes, comments, shares, views, and direct messages (Cheung et al., 2022). Higher engagement

levels indicate stronger consumer interest and involvement with a brand (Eslami et al., 2022). Furthermore, engaged consumers are more likely to develop positive attitudes toward products, recommend brands to others, and ultimately make purchasing decisions (Samarah et al., 2022). Therefore, many organizations design their marketing strategies specifically to enhance engagement metrics.

The development of social media algorithms has also influenced digital marketing strategies. Contemporary algorithms prioritize content that generates substantial interaction and user interest (Chen & Huang, 2024). As a result, businesses must create content that not only promotes products but also encourages audience participation (Lasser & Poehchacker, 2025). Interactive features such as polls, live streaming, question-and-answer sessions, and user-generated content campaigns have become increasingly popular because they increase visibility and strengthen consumer engagement (Lewandowsky et al., 2024). These innovations demonstrate how technological developments continue to shape digital marketing practices.

In addition to engagement-focused strategies, data-driven marketing has emerged as a critical component of social media marketing. Digital platforms provide businesses with extensive analytical tools that allow them to monitor consumer behavior, evaluate campaign performance, and identify audience preferences (Theodorakopoulos & Theodoropoulou, 2024). By analyzing these data, marketers can develop more targeted and personalized campaigns that improve marketing efficiency and effectiveness (Bharti et al., 2024). The ability to measure consumer responses in real time represents a significant advantage of digital marketing compared to traditional advertising methods.

Overall, the concept and development of social media-based digital marketing strategies reflect the ongoing transformation of business-consumer interactions in the digital age. The integration of consumer behavior insights, content marketing, entertainment elements, engagement strategies, and data analytics has enabled businesses to create more effective and personalized marketing approaches. As social media platforms continue to evolve, organizations must adapt their strategies to meet changing consumer expectations and technological advancements. Consequently, social media-based digital marketing has become an indispensable tool for enhancing consumer engagement, strengthening brand loyalty, and ultimately influencing purchasing decisions.

4.2. Integration of Entertainment Elements in Social Media Digital Marketing Strategies

The integration of entertainment elements into social media-based digital marketing has become a good strategy in contemporary marketing practices. As digital platforms continue to evolve, consumers are increasingly exposed to large volumes of information and advertisements every day (Ms. S. Sharma & Ashfaq, 2023). This phenomenon has created significant challenges for marketers in capturing and maintaining audience attention (Suardana, 2025). Consequently, businesses have shifted from purely informational promotional approaches toward more engaging and entertaining content (Krowinska & Dineva, 2025). By incorporating entertainment into marketing activities, companies can enhance audience interest and create memorable brand experiences that contribute to stronger consumer engagement.

Entertainment marketing refers to the strategic use of enjoyable and engaging content to communicate marketing messages and promote products or services. Rather than focusing solely on product features and benefits, this approach emphasizes creating emotional connections with consumers through storytelling, humor, music, games, challenges, and interactive experiences (Garczarek-Bak et al., 2024). Such content attracts attention more

effectively because it aligns with consumers' desire for entertainment while using social media platforms (Ahmed et al., 2024). As a result, entertainment-based marketing has become a valuable tool for increasing brand visibility and consumer interaction.

One of the primary reasons for the effectiveness of entertainment-oriented marketing is its ability to evoke positive emotions among consumers. Research in consumer psychology suggests that emotions play a critical role in shaping attitudes, preferences, and purchasing behavior (Dirwan, 2023). When consumers experience enjoyment, amusement, or excitement while engaging with marketing content, they are more likely to develop favorable perceptions of the associated brand (K. Sharma et al., 2023). Positive emotional responses also contribute to stronger memory retention, making consumers more likely to recall the brand when making purchasing decisions.

Storytelling has emerged as one of the most powerful forms of entertainment-based marketing on social media platforms. Through compelling narratives, businesses can communicate brand values, product benefits, and customer experiences in a manner that resonates emotionally with audiences (Okafor, 2025). Unlike traditional advertisements, storytelling allows consumers to connect with brands on a personal level (Teraiya et al., 2023). Effective storytelling not only captures attention but also encourages consumers to share content with others, thereby increasing the reach and impact of marketing campaigns (Balcioğlu, 2025).

Humor is another entertainment element frequently utilized in digital marketing strategies. Humorous content can reduce consumer resistance to advertising and create a more positive brand image (Eisend, 2022). Social media users often share amusing content with their networks, which increases the potential for content virality (Sewak et al., 2025). Brands that successfully employ humor in their campaigns can achieve higher engagement rates, stronger audience interaction, and broader organic reach (Liao et al., 2022). However, marketers must ensure that humorous content remains relevant to the brand and culturally appropriate for the target audience.

The growing popularity of short-form video content has further accelerated the integration of entertainment into digital marketing. Platforms such as TikTok, Instagram Reels, and YouTube Shorts encourage businesses to create visually appealing and entertaining videos that can quickly capture audience attention (Fatimah & Nasir, 2025). These videos often incorporate music, trends, challenges, and creative editing techniques to maximize viewer engagement (Bikowski, 2026). The dynamic nature of short-form content makes it particularly effective in communicating marketing messages while maintaining audience interest.

Interactive entertainment features have also become essential components of social media marketing strategies. Features such as live streaming, polls, quizzes, augmented reality filters, and interactive challenges enable consumers to participate actively rather than passively consuming content (Ibáñez- Sánchez et al., 2022). This active participation enhances consumer involvement and strengthens relationships between brands and audiences (Sinha & Srivastava, 2022). Furthermore, interactive experiences provide businesses with opportunities to gather valuable consumer feedback and insights that can inform future marketing decisions.

User-generated content represents another significant form of entertainment-based marketing. Many brands encourage consumers to create and share content related to their products through contests, challenges, or hashtag campaigns (Truong et al., 2022). This strategy not only increases engagement but also enhances authenticity and credibility (Vv et al., 2026). Consumers often trust content created by other users more than traditional

advertising because it reflects genuine experiences (Chaudhary et al., 2024). Consequently, user-generated content can influence consumer attitudes and purchasing decisions more effectively than direct promotional messages.

The integration of entertainment into social media marketing strategies also contributes to the development of brand communities. Entertaining content encourages conversations, interactions, and social connections among consumers who share similar interests (Giertz et al., 2022). These interactions foster a sense of belonging and strengthen emotional attachment to the brand (Rane et al., 2023). As brand communities grow, consumers become more likely to advocate for the brand, recommend products to others, and maintain long-term loyalty (Yunus et al., 2024). Therefore, entertainment serves not only as a promotional tool but also as a mechanism for relationship building and community development.

Overall, the integration of entertainment elements into social media digital marketing strategies has transformed the way businesses communicate with consumers. Through storytelling, humor, short-form videos, interactive features, and user-generated content, companies can create engaging experiences that capture attention and foster emotional connections. These strategies contribute to higher levels of consumer engagement, stronger brand loyalty, and increased purchasing intentions. As social media platforms continue to evolve, the role of entertainment in digital marketing is expected to become even more significant, making it an essential component of successful marketing strategies in the digital era.

4.3. The Role of Entertainment-Oriented Content in Strengthening Consumer Engagement

Consumer purchasing decisions are influenced by a variety of internal and external factors, including personal preferences, social influences, cultural values, and marketing activities. In the digital era, marketing strategies have become increasingly important in shaping consumer behavior due to the widespread use of internet-based technologies and social media platforms (Guoqiang & Bhaumik, 2024). Digital marketing enables businesses to communicate directly with consumers, provide relevant information, and create personalized experiences that influence purchasing intentions (Rzayeva et al., 2023). Consequently, digital marketing strategies have emerged as a critical factor in determining how consumers evaluate products and make purchasing decisions.

One of the primary ways digital marketing influences purchasing decisions is through information accessibility. Consumers can easily access product information, compare alternatives, and evaluate reviews through digital platforms before making a purchase (Sung et al., 2023). This availability of information reduces uncertainty and increases consumer confidence in selecting products or services (Fernandes et al., 2022). Businesses that provide accurate, transparent, and comprehensive information through digital channels are therefore more likely to gain consumer trust and positively influence purchasing decisions.

Content marketing plays a significant role in guiding consumer decision-making processes. High-quality content helps consumers understand product features, benefits, and potential value (Wan & Zhao, 2025). Educational articles, product demonstrations, tutorials, and customer testimonials provide valuable insights that assist consumers in evaluating available options. When consumers perceive marketing content as informative and relevant, they are more likely to develop favorable attitudes toward the promoted products (Fan et al., 2024). As a result, effective content marketing can directly contribute to increased purchase intentions and actual purchasing behavior.

Social media platforms have further enhanced the impact of digital marketing on consumer purchasing decisions by facilitating direct interaction between businesses and

consumers. Through comments, messages, and real-time engagement, consumers can seek clarification, ask questions, and obtain immediate responses from brands (Jamil et al., 2022). This interactive communication reduces information gaps and strengthens consumer confidence (Chae et al., 2025). Moreover, active engagement on social media creates a sense of connection and trust, which can significantly influence consumers when deciding whether to purchase a product.

Another important factor influencing purchasing decisions is social proof. Consumers often rely on the experiences and recommendations of others when evaluating products and services (Xie et al., 2022). Digital marketing strategies frequently incorporate customer reviews, ratings, testimonials, and influencer endorsements to build credibility and trust (Shahzad et al., 2024). Positive feedback from existing customers can reduce perceived risks and encourage potential buyers to make purchasing decisions (Phamthi et al., 2024). Therefore, social proof has become a powerful mechanism through which digital marketing affects consumer behavior.

Personalization is another key characteristic of modern digital marketing that influences purchasing decisions. Through data analytics and consumer behavior tracking, businesses can deliver personalized advertisements and recommendations based on individual preferences and interests (Adeniran et al., 2024). Personalized marketing messages are generally more relevant and appealing to consumers because they address specific needs and desires (Chandra et al., 2022). This increased relevance enhances consumer engagement and improves the likelihood of purchase (Yang & Lin, 2024). Consequently, personalization has become one of the most effective strategies for influencing consumer decision-making in digital environments (Barta et al., 2023).

The integration of entertainment elements into digital marketing campaigns also contributes significantly to purchasing decisions. Entertaining content such as humorous videos, interactive challenges, storytelling, and viral trends captures consumer attention and creates positive emotional experiences (Kim & Kim, 2025). Emotional engagement often strengthens consumers' connections with brands and increases their willingness to purchase products (Foroughi et al., 2024). Furthermore, entertaining content is more likely to be shared among social media users, expanding brand exposure and reinforcing positive consumer perceptions.

Digital marketing strategies also influence purchasing decisions by enhancing brand awareness. Consistent exposure to marketing messages across multiple digital platforms increases consumer familiarity with a brand (Zhu et al., 2022). According to consumer behavior theories, familiar brands are often perceived as more trustworthy and reliable than unfamiliar alternatives (Aslan Oğuz et al., 2023). As consumers repeatedly encounter a brand through advertisements, social media content, and online interactions, their likelihood of considering and ultimately purchasing the brand's products increases substantially.

The effectiveness of digital marketing in influencing purchasing decisions is also supported by its ability to provide measurable and real-time feedback (Taherdoost, 2023). Businesses can monitor consumer responses, engagement rates, click-through rates, and conversion metrics to evaluate campaign performance (Achanta, 2024). This capability allows marketers to continuously optimize their strategies based on consumer preferences and behavioral patterns (Rajan, 2024). By adapting marketing efforts in response to real-time data, businesses can enhance the effectiveness of their campaigns and increase their influence on purchasing decisions.



Figure 4. Mind Mapping of The Influence Digital Marketing Strategies on Consumer Purchasing Decisions

Figure 4 illustrates the integrated conceptual framework developed from the synthesis of the reviewed literature. The framework demonstrates that social media platforms, including Instagram, Facebook, TikTok, and YouTube, serve as the primary channels through which businesses implement digital marketing strategies. These platforms facilitate the dissemination of various forms of content designed to reach, inform, and engage target audiences in an increasingly competitive digital environment.

The framework further highlights that entertainment-oriented content including creative videos, live streaming, viral challenges, memes, humor, and interactive campaigns plays a central role in stimulating consumer engagement. These content strategies encourage active participation through comments, likes, shares, giveaways, and influencer collaborations, thereby strengthening consumer perceptions. As a result, consumers develop greater brand awareness, improved product knowledge, stronger trust and credibility, and increased interest in the promoted products or services.

The framework suggests that these interconnected processes collectively contribute to consumer purchasing decisions. The synthesis of the reviewed studies indicates that effective social media-based digital marketing is not solely determined by platform selection but also by the ability to integrate informative and entertaining content that fosters meaningful consumer engagement. Consequently, businesses should adopt comprehensive content marketing strategies that simultaneously enhance emotional connection, brand perception, and purchase intention to achieve sustainable marketing outcomes.

Overall, digital marketing strategies exert a substantial influence on consumer purchasing decisions by providing accessible information, fostering engagement, building trust, enhancing brand awareness, and creating personalized experiences. The integration of social media, content marketing, entertainment elements, and data-driven approaches has transformed the consumer decision-making process in the digital age. As technological advancements continue to reshape marketing practices, businesses that effectively leverage digital marketing strategies will be better positioned to attract consumers, strengthen customer relationships, and drive purchasing behavior in increasingly competitive markets.

5. Conclusion

This literature review synthesizes current evidence on social media-based digital marketing strategies and their relationship with consumer purchasing decisions. The reviewed studies consistently indicate that social media platforms have transformed marketing communication from one-way promotional activities into interactive environments that facilitate consumer engagement, brand communication, and relationship building. Across the reviewed literature, digital marketing strategies that combine informative content with interactive and entertainment-oriented features are frequently associated with higher levels of brand awareness, consumer engagement, and trust. However, the review also indicates that the reported relationships between these factors and purchasing decisions vary across industries, platforms, and consumer contexts.

The synthesis further highlights that entertainment-oriented content including storytelling, humor, short-form videos, live streaming, and viral campaigns is widely recognized as an effective approach for attracting audience attention and encouraging consumer participation. Rather than functioning as direct determinants of purchasing behavior, these strategies appear to strengthen consumer engagement and positive brand perceptions, which many studies identify as important mechanisms associated with purchase intentions. Accordingly, the findings suggest that effective social media-based digital marketing is best understood as an integrated process in which informative communication, entertainment value, and consumer interaction jointly support marketing effectiveness.

From a theoretical perspective, this study contributes by integrating fragmented evidence from digital marketing, entertainment marketing, and consumer engagement into a comprehensive conceptual framework explaining their interrelationships. Practically, the findings provide guidance for businesses in designing creative, relevant, and evidence-informed social media marketing strategies. Future research should further examine these relationships through empirical studies, comparative analyses across social media platforms and industries, and quantitative approaches capable of assessing the relative strength of the pathways linking digital marketing strategies, consumer engagement, and purchasing decisions.

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