Social media consumer impression management, contextual outlook, and electronic word-of-mouth: Basis for consumer buying decision framework

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Abstract

This study evaluated consumers' views on impression management, contextual outlook and internet referrals through social media in order to develop a framework on consumer buying decision preferences for brands and merchants. In this study, the setting was methodically established and the variables under study were analyzed using descriptive approaches. Customers from five carefully chosen Chinese social media platforms—Wechat, Sina Weibo, Douyin, Xiaohongshu, and Bilibili—make up the research participants, who are purposively sampled. Using all five social media platforms, 385 online customers have responded to the survey. 77 of the respondents were Wechat users; 87 of them were from Sina Weibo; 73, 76, and 72 of them were from Douyin, Xiaohongshu and Bilibili. Questionnaires were utilized in this study to gather data, which was subsequently analyzed by SPSS28 software. According to the survey's findings, due of its high construction, control, and determine, the respondents all agreed that merchants and brands should utilize impression management to the fullest extent possible. Contextual outlook well between brands and merchants in terms of integration, acceptance and evaluate after impression management, considering the impact of merchants' and brands' electronic word-of-mouth on message direction, search behavior, quality, and degree of involvement after context outlook is also very high.

Keywords: social media, impression management, contextual outlook, electronic word-of-mouth, consumer buying decision

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1. Introduction

With the rapid development of the times and social media, social media such as WeChat and Sina Weibo have become important marketing platforms for enterprises. Social media marketing can enhance brand awareness and attention, and it is also a platform to continuously enhance the shopping experience of social media, and it can also establish an effective communication channel for the interaction between enterprises and consumers. When making a purchase, consumers always want to consider the opinions of others regarding the goods. Following their purchase, customers tell others about their real experiences. Word-of-mouth communication is the informal exchange of information between customers regarding a good or service. Word-of-mouth marketing by customers helps product information spread, shapes their preferences for the product, and eventually affects their decision to buy.

Traditionally, word-of-mouth tends to occur in everyday interpersonal interactions, and its role is largely limited by the scope of social networks. In addition, the impact of word-of-mouth communication can diminish rapidly over time and distance (Dempsey, 2020). With the development of the Internet and information technology, especially the popularity of social networks, more and more consumers conduct word-of-mouth communication through the Internet, especially social media. From the consumers' perspective, social media technology provides a platform for consumers to express their opinions, which can be communicated to many other consumers beyond the limits of time and space (Shi et al., 2014). Social media platforms not only provide new platforms for communication and exchange between consumers, but also new marketing tools for businesses (Babić et al., 2016). More than 2 billion social media users worldwide have led more and more businesses to utilize social media to communicate with consumers, as well as to manage customer relationships and guide word-of-mouth communication (Cervellon et. al.,2017; Yang et. al.,2014). Currently, many firms are opening social media accounts to market to consumers while also hoping to benefit from word-of-mouth communication among consumers. On the one hand, enterprises can directly disseminate product information through official social media to influence the audience; on the other hand, they can indirectly influence more consumers through the forwarding of information dissemination among consumers, which largely expands the advertising effect of the enterprise's information and brings better word-of-mouth effect.

Consumers posting content on social media are actually simulcasting to audiences from different social circles. People adjust the content and manner of self-expression depending on the social audience and contextual factors such as the occasion of the conversation. In the process, consumers can manage impressions separately for audiences from different social circles (Wesch, 2019). Consumers expressing their attitudes and evaluations of a product or company to multiple audiences on social media is a form of word-of-mouth communication in outlooking contexts (Wetzer et al., 2017). Therefore, the decision-making process of consumer electronic word-of-mouth communication is that social media technology integrates multiple audiences in the same context, allowing consumers to use on-line impression management strategies to decide what to post. The importance of electronic word-of-mouth to companies has prompted more and more studies to focus on this. However, most current studies still ignoring the special context of social media platforms and their impact on consumer word-of-mouth communication, has not been adjusted with the changes in communication technology. Specifically, it does not meet the new changes in consumer decision-making process under the new characteristics. Therefore, existing theories and research results are still limited to the study of traditional offline word-of-mouth, which is no longer suitable for describing the characteristics of electronic word-of-mouth and consumers' decision-making process of electronic word-of-mouth communication (Brown et al, 2007). Therefore, this study focuses on social media-specific contexts based on theoretically grounded research to reveal

consumers' E-word-of-mouth communication mechanisms (Shi et al., 2014).

This study aimed to identify social media consumers' views on impression management, contextual outlook and electronic word-of-mouth, so as to propose a framework for consumer buying decision. Specifically, it sought to determine consumers' views on impression management from the aspects of construction, control, and determine; evaluate contextual outlook from the aspects of integration, acceptance and evaluate; describe the electronic word-of-mouth in view of message direction, search behavior, and quality degree of involvement; test the relationship between electronic word-of-mouth and consumer purchase. In addition, test the significant relationships among impression management, contextual outlook, and electronic word-of-mouth. The study also developed a framework on consumer buying decision preferences.

2. Methods

Research Design - A descriptive strategy was employed in this study to carefully characterize the item, specify the parameters, and evaluate the variables being looked at. The descriptive and correlational methodologies are combined in the descriptive-correlational study design. According to Hassan (2022), type of methodology that aims to characterize or document the characteristics, actions, attitudes, convictions, or perspectives of a population or group that is the focus of the investigation descriptive research does not prioritize establishing causal linkages or forecasting future results. Instead, It emphasizes getting a precise and comprehensive picture of the facts, which may be helpful in making assumptions and seeing trends. Correlation analysis is the result of relational research; regression analysis is the result of predictive research. Correlational (or relational) research methods are utilized when it's critical to assess the presence, correlations between two variables, including their intensity and direction.

When determining a predictive link between the predictor and the outcome is crucial, correlational predictive design is utilized criterion variable. The researcher can methodologies best suited for a practice-based study purpose using a descriptive design. descriptive design flexibility is defended on the grounds that it is better than forcing a research strategy into a design that isn't entirely appropriate for the particular study. Descriptive design has been criticized, meanwhile, for this mixing of approaches and for lacking defining literature. According to Demarco (2020), the descriptive design could be used to develop the foundation for a more thorough investigation. To achieve the goals of the current study, primary data will be gathered via a survey questionnaire that the researcher created and had its validity and reliability assessed in order to meet the objectives of the current study. To gather data, Chinese respondents will receive the questionnaire via online questionnaire distribution software, fill it out, and return it through the same channel. Using the required statistical methods, data on the weighted mean, standard deviation, and correlations will be gathered and statistically assessed in SPSS version 28.

Participants of the Study - Clients from five well selected Chinese social media sites: WeChat, Sina Weibo, Douyin, Xiaohongshu, and Bilibili—make up the research participants, who were purposively sampled. Using all five social media platforms, 385 online customers have responded to the survey. 77 of the respondents are Wechat users; 87 of them were from Sina Weibo; 73, 76, and 72 of them were from Douyin, Xiaohongshu and Bilibili.

Instruments of the Study - The main data collection tool was questionnaire. The questionnaire was used to suggest customers' views on the construction, control and determine of brand impressions provided by social media. In addition, the questionnaire further evaluated the customer's impression of background outlook and its effect on consumers in terms of integration, acceptance and evaluate. Finally, the message direction, search behavior, quality and degree of involvement of consumers' news were determined according to their trust and satisfaction with electronic word-of-mouth. The study variables and dimensions were the subject of extensive investigation prior to the creation of the research questions. This research served as a foundation and guidance for the statements included in the research questionnaire. The basis for the data collection procedure was a

four-point Likert scale that had been thoroughly tested with the researcher's mentor and subject matter experts.

In the first part of the questionnaire, this study investigated and determined consumers' views on impression management from three aspects: impression construction, impression control and impression determine. The impact of contextual overlap on consumers from the perspectives of integration was assessed in the second section of the questionnaire for acceptance and evaluate. The third part of the questionnaire determined that consumers were influenced by electronic word-of-mouth according to four dimensions: message direction, search behavior, quality, and degree of involvement. In this research, the Likert scale was utilized to evaluate bank customers' viewpoints on the topics under investigation. On a four-point Likert scale, 1 represents the greatest response (Strongly Agree), and the other response options are "Agree," "Disagree," and "Strongly Disagree." "Strongly Disagree" is the lowest response. The ratings on the Likert scale for this study are as follows: 1.5–2.49 for Disagree, 1.00–1.49 for Strongly Disagree, and 2.5–3.49 for Agree.

In order to ensure that the research materials and output are authentic and reliable, the researcher conferred with the adviser. The study integrated all comments and recommendations from the adviser and panel of examiners. Moreover, the Cronbach Alpha reliability test was applied to the questionnaire in order to assess its reliability. To do this, information from a minimum of twenty online customers were gathered to assess the quality, acceptability, and excellence of the survey questions. Following scores and interpretation, the Cronbach alpha reliability findings were tabulated.

Table A

Reliability Test Results Summary Table

Indicator	Cronbach Alpha	Remarks
Construction	0.971	Excellent
Control	0.927	Excellent
Determine	0.850	Good
Integration	0.719	Acceptable
Acceptance	0.710	Acceptable
Evaluate	0.894	Good
Message direction	0.881	Good
Search behavior	0.852	Good
Quality	0.847	Good
Involvement	0.833	Good

Data Gathering Procedure - This study used the complete questionnaire as a data collection tool in combination with the ideas and opinions of the research consultants. After successfully completing the reliability test, the researchers will encode the survey results and randomly distribute questionnaires to social media users through the online questionnaire distribution platform in China. Before distributing the questionnaire, using an internet platform in China, the researchers encrypted the survey results and distributed questionnaires at random to users of social media. Prior to sending out the questionnaire, the researchers got customers' agreement by explicitly outlining the survey's goal using the private messaging feature. In addition, after the final approval of the university, the questionnaires were sent to 385 online consumers through the online platform. Then, the researcher summarized, evaluated, and interpreted the obtained data.

First and foremost, the online questionnaire was selected because it distributes more quickly and at a lower cost than other methods (Bell et al., 2022). In China, "Questionnaire Star" is the most widely used online questionnaire software because it is more user-friendly and comprehensive. Second, the respondents were selected using a non-probability sample method called convenience sampling. The main way this was done was by sharing links to the questionnaire on the selected Wechat, Sina Weibo, Douyin, Xiaohongshu, and Bilibil social platforms net sites in order to get in touch with a small number of potential participants. However, the sample is not representative of the total aggregate due to the convenience sampling technique's potential bias, which raises the possibility that obtaining results will be difficult. Thus, in order to add additional objectives and expand the sample size, snowball sampling is employed (Saunders et al., 2018). By using snowballing,

respondents who receive the link to the questionnaire through convenience sampling distribute it to friends and family who reside in different cities, ensuring a balance of sample variety in terms of age, gender, and other factors.

Ethical Considerations - Ethical considerations were taken into account to guarantee that all information gathered will be utilized exclusively for that reason throughout the investigation. Preserving the validity and reliability of the findings. The researcher's privacy, discretion, or financial stability were not immediately jeopardized. The necessary permissions were obtained before the election. The participants were given an explanation of the study's goals. They received guarantees that no one's privacy or security would be compromised and that the research would only be academic in nature. In order to guarantee that the selected individuals are open to answering the survey questions, the investigator will additionally contact and confirm with client respondents via phone calls and instant messaging apps. Specifically, the survey's completion was anonymous to safeguard participants' identity and privacy. Furthermore, the researcher ensured that individuals answer voluntarily and in line with their personal preferences. Lastly, it ensured that research participants were never in danger.

Data analysis - Numerous statistical methods were employed to assess, code, and count important files and data. Based on the objectives of the study, Pearson-product moment correlations, weighted means, and frequency distributions were used in this investigation. Additionally, this study employed SPSS 28 software for data analysis and the validity check of all the collected data. Weighted mean. The weighted mean is the average of the data series determined by assigning a unique weight to each statistical characteristic. One way to use this weighting strategy is to give more weight to the big data points and less weight to the less important data points. Based on the social media impression management questionnaire items, contextual outlook, and electronic word-of-mouth the study will calculate the weighted average of the variables and dimensions. Standard deviation. When evaluating the degree of consumer perception in contextual outlook, online referrals as well as social media impression management, it measures the data's dispersion in relation to the mean. Pearson's correlation. Another name for it is Pearson's r. It is employed to assess how factors relate to one another. This will be employed in the research to ascertain how contextual outlook, electronic word-of-mouth, and social media impression management are related to one another.

3. Results and discussion

Table 1

Summary Table on Impression Management

Key Result Areas	Composite Mean	VI	Rank
Construction	3.40	Agree	1
Control	3.35	Agree	2
Determine	3.34	Agree	3
Grand Composite Mean	3.36	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

The evaluation of customer preference via social media Impression Management in terms of Construction, Control, and Determine summed up in Table 1. The table indicates that Construction has the highest assessed indication, with a composite mean of 3.40. Control and Determine follow with 3.35 and 3.34 aggregate means, respectively. The overall average of 3.36 shows that respondents believe that consumer preference in social media effectively use Impression Management in terms of Construction, Control and Determine. Brand impression builds brand reputation, which is the overall evaluation and consumption tendency of consumers towards a certain brand (Park et. al.,2015). When consumers think that the impression of a brand and the impression of the product are good, they will have trust and favorable comments on the brand, thus improving the brand's reputation and market position (Ellison et. al.,2013). In short, impression has an important impact on consumer purchasing behavior, enterprises should focus on brand and product impression shaping, so as to improve the market competitiveness of products.

Table 2

Summary Table on Contextual outlook

Key Result Areas	Composite Mean	VI	Rank
Integration	3.28	Agree	2.5
Acceptance	3.28	Agree	2.5
Evaluate	3.29	Agree	1
Grand Composite Mean	3.28	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Contextual outlook's evaluation of consumer preference for social media in terms of Integration, Acceptance, and Effectiveness is summed up in Table 2. Evaluate is the most highly ranked factor, with a combined mean of 3.29, followed by Integration and Acceptance, with a combined mean of 3.28, indicating that respondents are in agreement, according to the table. Participants believed contextual outlook to have a bigger influence on consumer choice in terms of Integration, Acceptance, and Evaluate, as evidenced by the combined mean of 3.28. Given the present environment, brands must closely monitor consumer trends, expectations, requirements, and demands. Traditional situational outlooks cannot be entirely depended upon to meet customers' needs and help them form a preference for a brand because of the ever-evolving tastes of consumers, the speed at which technology is developing, regarding the range of settings. The significant of situational outlook on customer preferences has significantly increased recently. This is primarily because social media not only gives brands a competitive advantage by creating a stable and long-lasting experiential relationship with online consumers, but it has also become an essential element of brand success and a crucial instrument for the brand's survival or ongoing existence (Herr et al., 2019).

Table 3

Summary Table on Electronic Word-of-mouth

Key Result Areas	Composite Mean	VI	Rank
Message direction	3.28	Agree	3
Search behavior	3.32	Agree	1
Quality	3.31	Agree	2
Involvement	2.61	Agree	4
Grand Composite Mean	3.13	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

The respondents concur that customer satisfaction is good in areas of Message direction, Search behavior, Quality, and Involvement; the overall composite mean adds up to 3.13. The findings demonstrate how having several audiences influences word-of-mouth marketing (Gretzel et al., 2015). With the expansion of the Internet, more and more customers are utilizing it to study relevant that influences their purchasing decisions (Wetzer et al., 2017). Unlike traditional more widely disseminated, real-time, and interactive. As a result, it can spread quickly and have an impact on consumers' purchasing decisions, making it a crucial tool for corporate marketing and merchandising.

Table 4 indicates a significant to very strong direct correlation between Contextual outlook and Impression Management, the sub-variables. The range of the calculated rho values is 0.141 to 0.602. The association between Impression Management and Contextual outlook is statistically significant, as indicated by the estimated p-value of less than 0.01. The connection that occurs between Impression Management and Contextual outlook suggests that in social media, consumers' impression management constructs, controls, and determine raise the level of integration, acceptance, and effectiveness in their contextual outlook. If brand impressions create a better relationship with consumers' contextual outlook, their ability to sell more products and services increases. In addition, in social media broadcasting situations, the presence of an audience strongly influences consumer communication behavior, and people make or change communication behaviors because they want to make a better impression in the eyes of others. Henningsen et. al.,(2013) assert that there are variations in the susceptibility of individual consumers to social influence, with some customers being less sensitive to it than

others.

Table 4

Relationship between Impression Management and Contextual Outlook

Variables	rho	p-value	Interpretation
Construction			
Integration	0.260**	< .001	Highly Significant
Acceptance	0.321**	< .001	Highly Significant
Evaluate	0.602**	< .001	Highly Significant
Control			
Integration	0.224**	< .001	Highly Significant
Acceptance	0.141**	< .001	Highly Significant
Evaluate	0.399**	< .001	Highly Significant
Determine			
Integration	0.569**	< .001	Highly Significant
Acceptance	0.398**	< .001	Highly Significant
Evaluate	0.508**	< .001	Highly Significant

**. Correlation is significant at the 0.01 level

Table 5

Relationship between Impression Management and Electronic Word-of-mouth

Variables	rho	p-value	Interpretation
Message direction			
Construction	0.248**	< .001	Highly Significant
Control	0.061**	< .001	Highly Significant
Determine	0.098**	< .001	Highly Significant
Search behavior			
Construction	0.314**	< .001	Highly Significant
Control	0.057**	< .001	Highly Significant
Determine	0.367**	< .001	Highly Significant
Quality			
Construction	0.206**	< .001	Highly Significant
Control	0.509**	< .001	Highly Significant
Determine	0.331**	< .001	Highly Significant
Involvement			
Construction	0.419**	< .001	Highly Significant
Control	0.240**	< .001	Highly Significant
Determine	0.599**	< .001	Highly Significant

**. Correlation is significant at the 0.01 level

Table 5 makes it evident that the two sub-variables of impression management and E-word-of-mouth have a strong to very strong direct link. The computed rho values vary from 0.061 to 0.599. The association between Impression Management and E-Word-of-mouth is statistically significant because the computed P value is less than 0.01. The correlation between E-Word-of-Mouth and Impression Management demonstrates that in social media, the construction, control and determine of consumers' impression management improve their satisfaction with the message direction, search behavior, quality and involvement level of online word-of-mouth.

By paying attention to others on social media, consumers can get a lot of attitudes and comments about products based on word-of-mouth impressions, and based on this, consumers can perceive an opinion atmosphere on social media (Dalisay, 2022). However, people will carefully observe the surrounding environment to evaluate the atmosphere of opinions, and for fear of being isolated by others, people will choose to follow the mainstream opinions (Dalisay, 2022). When consumers perceive that their opinions are mainstream or consistent with most people, the possibility of expressing their opinions increases. When consumers feel that they are always inconsistent with others or only supported by a few people, their willingness to express their opinions decreases (Zheng et al., 2018). The phenomenon of "silent spiral" in online situations is more obvious.

Table 6 makes this very evident. The computed rho values vary from 0.143 to 0.570, indicating a high to

very strong direct association between the two sub-variables, Electronic word-of-mouth and Contextual outlook. The association between Contextual outlook and Electronic word-of-mouth is statistically significant because the computed p value is less than 0.01.

Table 6

Relationship between Contextual Outlook and Electronic Word-of-Mouth

Variables	rho	p-value	Interpretation
Message direction			
Integration	0.388**	< .001	Highly Significant
Acceptance	0.427**	< .001	Highly Significant
Evaluate	0.220**	< .001	Highly Significant
Search behavior			
Integration	0.143**	< .001	Highly Significant
Acceptance	0.447**	< .001	Highly Significant
Evaluate	0.443**	< .001	Highly Significant
Quality			
Integration	0.439**	< .001	Highly Significant
Acceptance	0.570**	< .001	Highly Significant
Evaluate	0.425**	< .001	Highly Significant
Involvement			
Integration	0.479**	< .001	Highly Significant
Acceptance	0.211**	< .001	Highly Significant
Evaluate	0.468**	< .001	Highly Significant

**. Correlation is significant at the 0.01 level

Contextual outlook and E-Word-of-mouth are related, demonstrating that in social media, the integration, acceptance and evaluate of contextual outlook improve customers' satisfaction with electronic word-of-mouth in terms of message direction, search behavior, quality and involvement level. Word-of-mouth and context intersect because consumers' social lives revolve around sharing their everyday consumption experiences. In particular, some word-of-mouth that is objective and based on characteristic attribute information, such as "My new mobile phone runs very fast", which belongs to cognitive word-of-mouth. Others are subjective and emotional, and contain feelings inspired by shopping experiences, such as "My new computer is amazing! I really love it!" Emotional subjective and abstract than frequently includes exclamations. Other customers can learn more about a product's performance from objective word of mouth and product information. Objective word-of-mouth focuses more on the product itself. And consumers' factual description of the product is less likely to change with the changes of situations and objects, so objective word-of-mouth can maintain consistency and unity when situations overlap. At the same time, when facing a large audience, it is more likely that objective word-of-mouth can help potential consumers. Objective word-of-mouth contains more product information, which can help the receiver reduce the cognitive and search costs when making purchase decisions (Park et. al.,2015; Fang et al., 2016). The customer buying decision preference framework of brands and businesses in social media proposed by researchers is based on the relationship between impression management (construction, control and determine) and electronic word-of-mouth (message direction, search behavior, quality and involvement), and contextual outlook (integration, acceptance and evaluate) and electronic word-of-mouth.
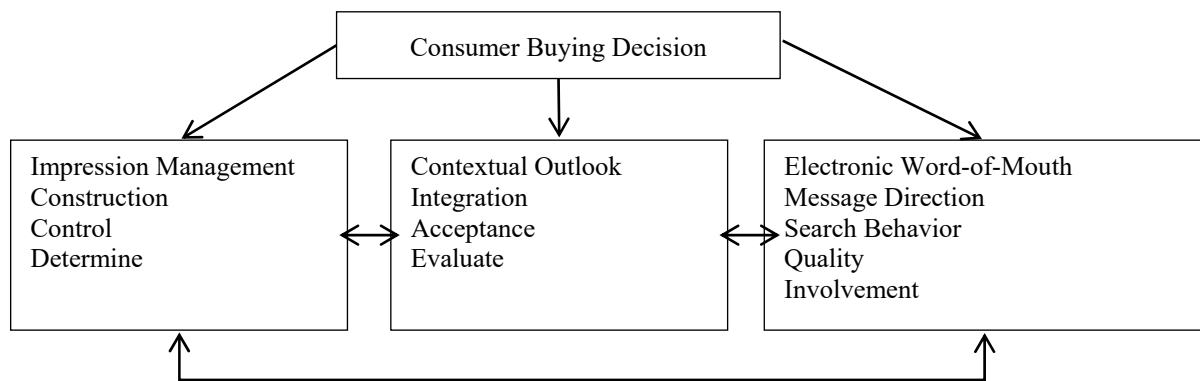
A Consumer Buying Decision Preferences Framework in Social Media for Brands and Merchants

Impression management and Contextual outlook

Initially, the author examines the fundamental features of social media scenarios before addressing the paradigm of impression management and contextual outlook. The characteristics of scenarios are revealed by the author through the combination of information system research and communication research. Essentially, social broadcasting occurs when users upload material on social media platforms. Subsequently, the research and analysis found that people's sharing in the social media situation showed the paradigm characteristics of selective publishing and self-censorship. Additionally, data shows that users are more likely to post constructive and thoughtful social media word-of-mouth on platforms where scenarios overlap.

Impression management and Electronic word-of-mouth

Second, this study looked at how impression management affected customers' social media word-of-mouth in order to explain how they participated in social media impression management. The findings indicate that while high cognitive reputation increases the likelihood of bad social media reputation during an enterprise crisis, high emotional reputation encourages consumers to share good social media reputation. At the same time, social outcome expectation, as a consideration factor of consumers' self-censorship, weakens the positive influence of emotional reputation on media reputation during an enterprise crisis, high emotional reputation encourages consumers to share good social media reputation.

At the same time, social outcome expectation, as a consideration factor of consumers' self-censorship, weakens the positive influence of emotional reputation on positive, while bolstering the favorable association between unfavorable cognitive reputation. The study's findings offer a plausible explanation for the ineffective social media word-of-mouth campaign management cases mentioned in the research background. Due to the need of impression management and self-censorship, it is difficult for enterprises with high cognitive reputation to gain positive reputation on social media, but they will suffer more negative reputation on social media in case of enterprise crisis.

Contextual outlook and Electronic word-of-mouth

Thirdly, this study views the product injury crisis as the deviation behavior of enterprises and the negative social media word-of-mouth of consumers as a means reveal the communication mechanism of consumers' participation in this type of word-of-mouth. To begin with, it reveals that perceived offense is the antecedent variable of negative social media word-of-mouth. Then, by considering consumers as recipients and publishers at the same time, it illustrates how consumers' sensitivity to social influence and perceived opinion support

moderate each other. The study's findings offer a thorough justification for why customers engaged in unfavorable social media word-of-mouth during the crisis involving product injuries.

4. Conclusions and recommendations

The respondents moderately agreed on social media impression management, including construction, control and determine. There is moderate agreement on the contents of social media contextual outlook effects in integration, acceptance and effectiveness. Respondents moderately agreed on the effects of electronic word-of-mouth in terms of information direction, search behavior, quality and participation. A highly significant relationship exists between impression management, contextual outlook and electronic word-of-mouth among social media consumers. A framework for consumer buying preferences framework was prepared. Enhance brand image management strategy. Companies may make full use of social media platforms to build and maintain brand image by carefully designing and publishing content. Optimize message integration and acceptance. Ensure consistency with the brand's background and image when releasing information, thus enhancing the integration and consistency of the message. Actively manage online word-of-mouth. Brands and merchants may emphasize electronic word-of-mouth management to influence potential consumers' purchasing decisions by encouraging satisfied customers to share positive buying experiences and reviews. Enhance Consumer Engagement and Interaction. Design and implement interesting and interactive social media campaigns that encourage consumers to actively participate in discussions and share experiences. Personalized marketing using preference frameworks. Based on the brand and merchant preference frameworks proposed in the study, analyze the behavior and feedback of social media users to develop more precise and personalized marketing strategies. Other social media consumer management characteristics may be used by future study such as market rivalry, customer expectations, and other outside variables.

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