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(IJEMP)**www.gaexcellence.com/ijemp**STRATEGIC SOCIAL MEDIA UTILISATION AND
CONSUMER PURCHASE INTENTION IN THE FOOD AND
BEVERAGE INDUSTRY: A TECHNOLOGY-DRIVEN
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Abstract:

The shift to digitalisation and the rapid expansion of social media platforms have fundamentally transformed marketing practices in the food and beverage (F&B) industry from traditional communication models into technology-driven, interactive ecosystems that influence consumer decision-making. Despite rapid advancements in digital marketing, limited integrative evidence exists regarding how strategic social media utilisation collectively shapes consumer purchase intention. This study addresses this gap by examining the relationship between social media strategies and consumer purchase intention from a technology-driven perspective. A systematic literature review methodology was employed using the Scopus and Web of Science (WoS) databases, resulting in 543 initial publications. Following systematic screening based on predefined inclusion criteria, including language, publication period, publication type, and subject area, 27 peer-reviewed articles were retained for thematic analysis. A thematic analysis was conducted to identify recurring patterns across the selected studies. The thematic synthesis identified four overarching thematic dimensions: social media marketing strategies and purchasing behaviour, influencer marketing and content engagement, digitalisation and technology adoption in consumer experience, and branding,

sustainability, and market positioning through social media. The synthesis indicates that purchase intention emerges from an interconnected system involving informational quality, trust development, psychological alignment, and technological engagement. Influencer credibility, personalised content, digital exposure, and sustainability-oriented branding collectively strengthen consumer behavioural intention. Overall, the findings demonstrate that strategic social media utilisation in the F&B sector operates as a multidimensional technological ecosystem in which marketing, digitalisation and consumer psychology converge to shape consumer purchase intention. This review contributes to the growing body of knowledge by advancing an integrated technology-driven framework that explains how social media strategies collectively influence consumer purchase intention in the F&B industry.

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Keyword:

Consumers, Digital Technology, Food and Beverage Industry, Marketing, Purchase Intention, Social Media



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Introduction

The food and beverage (F&B) industry has been significantly transformed by digitalisation and mobile connectivity, changing the way business create, communicate, and deliver value enabling more interactive and technology-driven relationship with consumers (Godiyal & Mishra, 2025; Moroz et al., 2024). Social media platforms, particularly visually rich environments such as Instagram, TikTok, and Facebook, enable F&B brands to integrate rich media, geolocation, and data-driven targeting to showcase ambience, aesthetics, and consumption experiences in real time (Sarkis et al., 2025; Septihani et al., 2025). In this context, social media marketing (SMM) activities, including targeted advertisements, interactive content, and social commerce features, have become central to shaping consumer awareness, attitude formation, and ultimately purchase intention in highly competitive F&B markets (Drummond et al., 2020; Kabir et al., 2025). Recent evidence suggests that digital strategies leveraging AI, analytics, and personalisation are reconfiguring consumer decision journeys and the micro-moments at which preferences and choices are formed (Gao, 2025; Godiyal & Mishra, 2025).

The influence of social media is reflected in several key mechanism, including electronic word of mouth (e-WOM), user-generated content (UGC), and influencer endorsements, all of which play a significant role in improving business responsiveness, reinforcing perceived credibility, and shaping consumer purchase outcomes within the food and beverage (F&B) industry (Ao et al., 2023; Ng et al., 2023; Sarkis et al., 2025). Studies in restaurants, cafés, and fast-food

contexts report that SMM enhances brand trust, brand image, and loyalty, which, in turn, mediate its impact on purchase intention and repeat patronage (Made et al., 2025; Ramadhani & Ariyanti, 2024). Meta-analytic evidence on influencer marketing further indicates that influencers' credibility, entertainment, and informational value are strongly associated with customer engagement and purchase intention, underscoring the strategic relevance of creator collaborations in food marketing. Furthermore, digital engagement models in food and beverage highlight how platform-specific cues, gamified interactions, and integrated campaigns can amplify appetitive responses and consumption behaviours, raising both performance opportunities and ethical concerns (Maksi et al., 2024).

Despite this growing body of work, several gaps remain. The first research gap is that much of the F&B literature treats social media tactically rather than as a strategic, digital ecosystem capability that integrates content design, data analytics, and algorithm-aware orchestration across platforms (Aryani & Tuti, 2023). The second research gap is that prior studies often examine isolated marketing tools, such as advertisements, e-WOM, or influencers rather than their synergistic configurations and mediating mechanisms such as brand image, trust, and engagement in shaping purchase intention (Tharian et al., 2025). The third research gap is that empirical insights are fragmented across geographies and formats (MSMEs, fast food, coffee chains, online delivery), with limited theory-driven integration for the post-pandemic, platformed F&B ecosystem (Febriansyah & Usman, 2025; Francis et al., 2024). Accordingly, this study addresses these gaps by adopting a technology-oriented perspective to conceptualise and empirically test how strategic social media utilisation including content marketing, influencer marketing, e-WOM, and data-enabled personalisation collectively shapes consumer purchase intention in the contemporary F&B industry.

Scope of Study

This study focuses on examining how the strategic utilisation of social media influences consumer purchase intention in the food and beverage (F&B) industry within a technology-driven marketing environment. Based on thematic analysis, four key dimensions are examined to provide a comprehensive understanding of digital consumer behaviour. The first theme investigates social media marketing strategies and their role in shaping purchase intention through information quality, interactivity, and perceived value. The second theme explores influencer marketing, content engagement, and consumer behaviour, focusing on the psychological and relational mechanisms that drive trust, attitude formation, and behavioural response. The third theme addresses digitalisation, technology adoption, and consumer experience, highlighting how technological advancement, data-driven platforms, and digital exposure reshape consumption patterns and decision-making processes in the F&B sector. The final theme examines branding, sustainability, and market positioning through social media, emphasising the integration of environmental values, brand trust, and strategic communication in strengthening competitive advantage. Collectively, these four themes define the analytical boundary of the study, linking digital marketing strategies with technological transformation and consumer behavioural outcomes in the contemporary F&B context.

Research Question

Four research questions were developed based on the PICO framework (Population, Interest and Context) to guide the investigation of strategic social media utilisation and consumer purchase intention in the food and beverage (F&B) industry. These questions are structured

according to the four identified themes to ensure clear alignment between digital marketing practices and consumer behavioural outcomes.

- RQ1: How do social media marketing strategies influence consumer purchase intention in the F&B industry?
- RQ2: How do influencer marketing and content engagement influence consumer behaviour and purchase intention in the F&B industry?
- RQ3: How do digitalisation and technology adoption influence consumer experience and purchase decision-making in the F&B industry?
- RQ4: How do branding strategies and sustainability-oriented social media content influence consumer perception and purchase intention in the F&B industry?

Literature Review

Technology-Driven Perspective in Social Media Marketing

A technology-driven perspective conceptualises digital technologies as strategic enabler that shape consumer behaviour, communication processes, and marketing effectiveness (Godiyal & Mishra, 2025). In contemporary digital environments, social media platforms have evolved into intelligent digital ecosystems that facilitate personalised consumer engagement and data-driven decision-making (Gao, 2025; Moroz et al., 2024).

Digital ecosystem integration in social media marketing enables firms in the food and beverage (F&B) industry to deliver personalised content, strengthen consumer engagement, improve access to information, and facilitate real-time interactions with consumers (Drummond et al., 2020). These technological capabilities enhance perceived usefulness, reducing information uncertainty, strengthening trust, and improving overall digital experiences, thereby increasing consumers' purchase intentions (Sarkis et al., 2025; Septihani et al., 2025).

There are several theoretical foundations that support the technology-driven perspective, with the Technology Acceptance Model (TAM) suggesting that consumers are more likely to adopt and engage with digital platforms when they perceive them as useful and easy to use (Davis & Davis, 1989). Consumer Behaviour Theory explains how digital stimuli, information exposure, and online interactions influence consumer attitudes and purchasing decisions (Solomon & Panda, 2019). In addition, Digital Marketing Theory emphasises the role of technology-enabled communication, personalisation, and consumer engagement in creating value and influencing behavioural outcomes (Chaffey & Ellis-Chadwick, 2019). Collectively, these theories provide complementary explanations of how technological capabilities, consumer cognition, and digital communication interact to influence purchase intention within social media environments.

Therefore, this review adopts a technology-driven communication perspective to explain how social media utilisation, influencer engagement, digitalisation, and branding activities collectively influence consumer purchase intention within the F&B industry.

Social Media, Consumer Behaviour and Purchase Intention

In line with the technology-driven perspective, recent studies have shown that social media has become a strategic digital environment that shapes how consumers evaluate food and beverage (F&B) products and make purchase decisions. Digital platforms now function as interactive information systems where credibility, attractiveness of online personalities, and platform features influence attitudes and intention formation (Hoque et al., 2025; Lee et al., 2025; V I de Araujo et al., 2025). Habit formation and perceived usefulness of social media tools also contribute to fast-food purchasing decisions, especially among younger users who rely heavily on digital interaction (Azman et al., 2025). These patterns suggest that online engagement reduces uncertainty and stimulates both cognitive evaluation and emotional response toward food brands.

Theoretical advances in this area shows increasing integration of psychological and technology-oriented perspectives. Influencer communication has been explained through elaboration likelihood mechanisms, where message credibility affects both central and peripheral processing routes (V I de Araujo et al., 2025). Extensions of the Theory of Planned Behaviour further demonstrate how social media environments enhance perceived behavioural control and shape intention (Sharma et al., 2025). In sustainable consumption contexts, social media marketing also strengthens perceived value and attitudes toward environmentally friendly food options (Hung et al., 2025). Such hybrid frameworks reflect a shift toward embedding digital interaction within established behavioural theories.

The survey methods employed in previous studies are predominantly based on quantitative research designs, with structural equation modelling (SEM) serving as the primary technique for data analysis. Partial least squares (PLS) techniques are frequently applied to test mediation and moderation effects among constructs such as influencer credibility, congruence, and involvement (Azman et al., 2025; Hoque et al., 2025; V I de Araujo et al., 2025). Covariance-based modelling appears in research on eco-friendly food consumption among youth segments (Hung et al., 2025). Although these approaches provide strong explanatory power ability, dependence on cross-sectional self-reported data restricts causal interpretation and increases the possibility of common method bias.

Cultural and ethical values also play an important role in shaping technology-driven food marketing outcomes. Online discussions show that religious and halal considerations significantly influence perceptions of foreign food brands, indicating that digital communication reflects deeper social values (Nugraheni et al., 2025). Integration of halal certification, packaging transparency, and social media messaging enhances consumer trust and loyalty within regulated markets (Rojak et al., 2025). Environmental concern further strengthens green purchase intention when supported by persuasive digital narratives (Hung et al., 2025; Sharma et al., 2025). Effectiveness of social media strategies therefore depends on alignment with cultural and moral expectations.

As a strategic marketing consideration, research highlights the important of balancing paid promotional activities with authentic consumer engagement. While sponsor sponsored content can enhance visibility, sustained engagement is more likely to be achieved through interactive and visually appealing organic content (Fatorachian et al., 2025). Evidence from agro-processing sectors also shows that digital channels support market positioning and growth when integrated with broader strategic planning (Karikari & Hu, 2025). Influencer campaigns

remain influential, but impact depends strongly on message–product fit and perceived authenticity (Hoque et al., 2025; Lee et al., 2025). Current studies, however, frequently examine single platforms or short-term campaigns rather than long-term strategic integration.

Relational and emotional mechanisms have emerged as important themes in digital food communication, with existing research highlighting their role in shaping consumer engagement and behaviour. Motivational influencer messages can encourage healthier consumption through emotional closeness rather than direct persuasion (Dam et al., 2024; Pham et al., 2024; Sestino et al., 2024). Social media branding activities that build trust, congruence, and relationship quality also contribute to positive brand positioning (Ahuja & Tabeck, 2024; Song et al., 2024). These findings illustrate that social platforms serve as relational ecosystems where engagement quality shapes intention more than simple exposure.

Content design and communication style play an important role in shaping consumer perceptions, particularly as technological exposure continues to influence how digital content is created and interpreted. Digital interaction has been linked to perceived value formation, identity alignment, and acceptance of innovative food technologies (Huo et al., 2024; Seo & Shigi, 2024; Song et al., 2024). Visual appeal, humour, and youth-oriented styles increase engagement with food promotions, though such practices raise ethical concerns when promoting unhealthy products (Ares et al., 2024; Dam et al., 2024). Storytelling and curated digital presentation further guide attention and shape experiential expectations in food environments (Richards, 2024; Sutia & Fahlevi, 2024). Generational differences also influence responsiveness to these strategies (Pham et al., 2024; Sutia & Fahlevi, 2024).

Although previous studies have made important contributions to the literature, several research gaps remain. Most studies have focused on younger populations and limited cultural contexts, which restrict the generalisability of their findings (Azman et al., 2025; Hoque et al., 2025; Hung et al., 2025). Technological elements such as algorithm management, data analytics capability, and cross-platform integration receive less empirical attention compared to psychological variables (Garner & Mady, 2023; Wu et al., 2023). Behavioural outcomes beyond intention, including repeat purchase and long-term loyalty, are still underexplored (Eiseman & Won, 2023; Kristiyono et al., 2023). Experimental findings also reveal unexpected behavioural responses to digital food exposure, suggesting a need to investigate boundary conditions more carefully (Liu, 2023). Future research would benefit from longitudinal designs, mixed methods, and deeper examination of social media as an organisational decision-support system within the F&B industry.

Methodology

The systematic literature review followed the PRISMA framework, which provides a transparent and systematic guideline for conducting and reporting systematic literature reviews (Page et al., 2021). The PRISMA framework enhances the quality and credibility of literature reviews by providing a structured process for identifying, screening, evaluating, and selecting relevant studies while reducing the potential for selection bias. To ensure comprehensive coverage of high-quality scholarly publications, this study retrieved relevant articles from the Web of Science (WoS) and Scopus databases.

The study selection procedure was presented using the PRISMA 2009 Flow Diagram proposed by Moher et al. (2009), which consists of four sequential stages: identification, screening, eligibility, and inclusion. During the identification stage, relevant records were retrieved from the selected databases using predefined search keywords. The screening stage involved removing duplicate and irrelevant records based on the study title, abstract, publication type, language, and publication year. The remaining articles were subsequently assessed during the eligibility stage according to the predefined inclusion and exclusion criteria. Finally, studies that fulfilled all eligibility requirements were included for qualitative synthesis. Subsequently, relevant information was extracted and synthesised to identify recurring themes, research trends, theoretical perspectives, and existing knowledge gaps related to strategic social media utilisation and consumer purchase intention in the F&B industry. This systematic procedure enhances the methodological rigour, transparency, and reliability of the review findings.

Research Design

This study adopted a systematic literature review (SLR) approach to systematically identify, evaluate, and synthesise existing literature on strategic social media utilisation and consumer purchase intention within the food and beverage (F&B) industry. The SLR approach was considered appropriate as it enables a comprehensive and structured synthesis of empirical evidence while ensuring methodological transparency and reproducibility. Guided by the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework (Page et al., 2021), the review followed a rigorous and systematic process to minimise selection bias and enhance the reliability of the findings. The study selection process was documented using the PRISMA 2009 Flow Diagram developed by Moher et al. (2009), which illustrates the sequential stages of identification, screening, eligibility, and inclusion of the selected studies. Through this systematic review process, the review identifies key research themes, emerging trends, theoretical perspectives, and research gaps concerning strategic social media utilisation and consumer purchase intention in the contemporary F&B industry.

Identification

The structured search string strategy was developed to systematically identify and retrieve relevant literature for this systematic literature review. In the preliminary stage, core keywords and synonymous terms were systematically retrieved from the Scopus and Web of Science (WoS) databases and supplemented by established literature. Upon formulating and refining the search queries, only terms deemed contextually relevant were retained to ensure conceptual alignment with the study's objectives. This initial phase of the systematic review retrieved a total of 543 potentially relevant publications, which formed the foundational corpus for further analytical synthesis.

Table 1: The Search String

Index	Keywords
WoS and Scopus	TITLE-ABS-KEY ("social media" AND "consumer" AND "food" AND "marketing") AND PUBYEAR > 2022 AND PUBYEAR < 2026 AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (EXACTKEYWORD , "Social Media") OR LIMIT-TO (EXACTKEYWORD , "Marketing") OR LIMIT-TO (EXACTKEYWORD , "Social Media Marketing")) AND (LIMIT-

TO (DOCTYPE , "ar")) AND (LIMIT-TO (SUBJAREA , "BUSI")
) AND (LIMIT-TO (LANGUAGE , "English"))

Screening

The screening process involved evaluating the retrieved articles against the predefined inclusion and exclusion criteria to ensure their relevance to the research objectives. The screening criteria included publication language, publication year, document type, publication stage, subject area, and research focus. Specifically, the review was limited to peer-reviewed journal articles published in English between 2020 and 2025, at the final publication stage, and within the Business, Management, and accounting discipline. In addition, only studies focusing on strategic social media utilisation and consumer purchase intention in the food and beverage (F&B) industry were considered for inclusion.

There were 543 articles entered the screening stage. Based on the predefined inclusion and exclusion criteria, 349 articles were excluded because they did not meet the study requirements. Consequently, 194 articles satisfied the screening criteria, comprising 103 articles retrieved from Scopus and 91 articles from the Web of Science (WoS). Subsequently, the remaining articles were further screened to identify duplicate records retrieved from both databases. A total of 105 duplicate articles were removed, resulting in 89 unique articles being retained for the subsequent eligibility assessment.

Table 2: The Selection for Searching Criterion

Criterion	Inclusion	Exclusion
Language	English	Non-English
Publication period	2020-2025	<2020
Literature Type	Journal (article)	Conference, Book
Publication Stage	Final	In Press
Subject area	Business, Management and Accounting	Others

Eligibility

The eligibility stage involved a comprehensive assessment of the full-text articles that successfully passed the screening process. At this stage, 89 articles were carefully evaluated to determine their relevance and compliance with the predefined inclusion criteria and the objectives of the present study. The assessment focused on the relevance of the article title, abstract, full-text content, empirical evidence, and overall alignment with the research objectives.

After evaluation for eligibility, 62 articles were excluded because they did not satisfy the predefined eligibility criteria. The main reasons for exclusion included studies that were beyond the scope of the review, articles with titles or abstracts that were not directly related to the research objectives, studies lacking sufficient empirical evidence, and articles with inaccessible or incomplete full-text content. Consequently, a total of 27 articles fulfilled all the

eligibility requirements and were retained for the final qualitative synthesis in this systematic literature review.

PRISMA Flow Diagram

The study selection process is shown in the PRISMA flow diagram (Figure 1). A total of 543 records were initially identified from the Scopus and Web of Science (WoS) databases. Following the application of inclusion and exclusion criteria, 516 records were excluded due to irrelevance to the research scope, publication type, language, publication period, or subject area. The remaining 27 articles fulfilled all eligibility requirements and were subsequently included in the final thematic analysis.

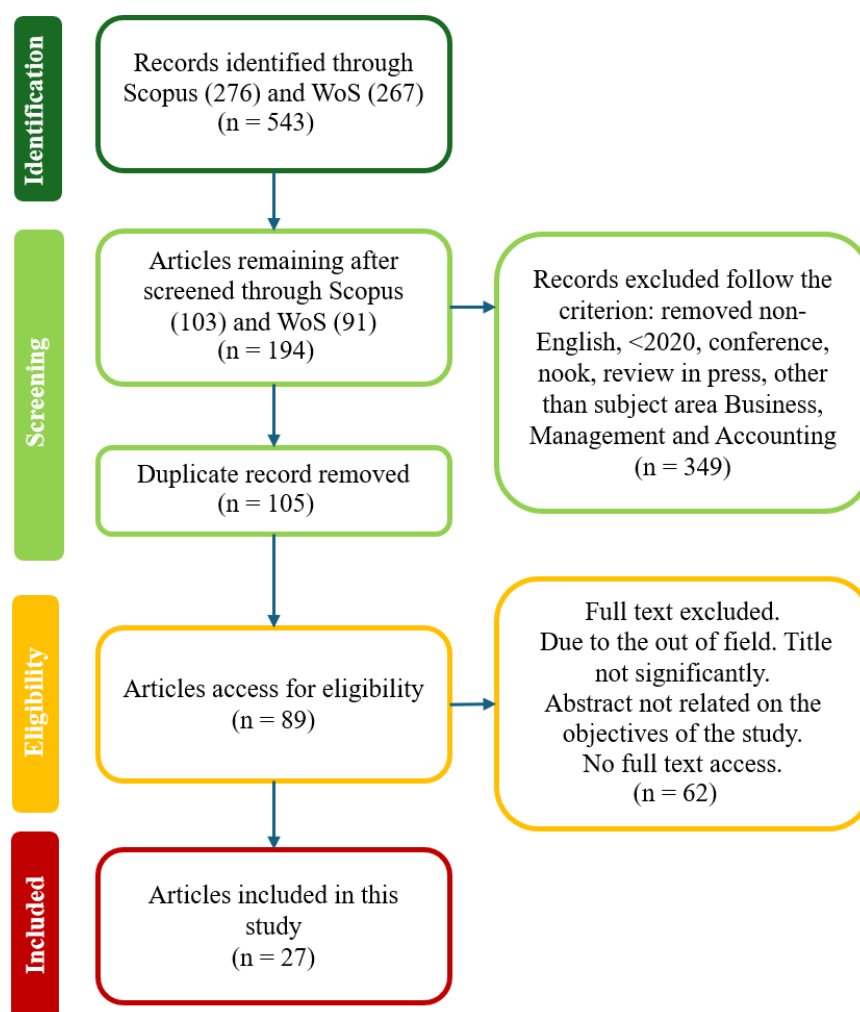


Figure 1: PRISMA Flow Diagram of the Study Selection Process

(Moher et.al., 2009)

Data Abstraction and Analysis

Data abstraction and analysis were conducted systematically to extract and synthesise relevant information from the 27 selected studies included in this systematic literature review. Key information extracted from each study included the authors, year of publication, country of

study, research objectives, research methodology, theoretical framework, key variables, and principal findings related to strategic social media utilisation and consumer purchase intention within the food and beverage (F&B) industry.

After data abstraction, a qualitative thematic synthesis was undertaken to identify recurring patterns, emerging themes, and research trends across the selected studies. The themes were developed through an inductive analysis by comparing similarities and differences in the findings reported in the literature. This analytical approach enabled the identification of dominant research themes, theoretical perspectives, and existing knowledge gaps, thereby providing a comprehensive understanding of how strategic social media utilisation influences consumer purchase intention in the contemporary F&B industry.

Thematic Analysis

Thematic analysis was conducted following the six-phase approach proposed by Braun and Clarke (2006). First, all selected articles were reviewed thoroughly to gain familiarity with the content and identify recurring concepts related to social media utilisation and consumer purchase intention in the F&B industry. Second, initial codes were generated by extracting significant keywords, findings, theoretical perspectives, and research outcomes from each article.

Third, similar codes were grouped into broader categories based on conceptual similarity. Fourth, the categories were reviewed and refined to ensure consistency and relevance to the study objectives. Fifth, the categories were consolidated into overarching themes that represented common patterns across the literature. Finally, each theme was clearly defined, named, and supported by evidence from the selected studies.

The coding process was undertaken independently by the research team and subsequently cross-checked through collaboration discussion. Any discrepancies in coding or theme classification were resolved through consensus among the authors to enhance analytical reliability and reduce subjective interpretation. This process resulted in four major themes, namely Social Media Marketing Strategies and Consumer Purchase Intention, Influencer Marketing, Content Engagement and Consumer Behaviour, Digitalisation, Technology Adoption and Consumer Experience in F&B, and Branding, Sustainability and Market Positioning through social media.

Table 3: Coding Development Process

Initial Codes	Categories	Final Theme
Information quality, interactivity, e-WOM	Social media attributes	Social Media Marketing Strategies and Consumer Purchase Intention
Influencer credibility, trust, parasocial interaction	Influencer engagement	Influencer Marketing, Content Engagement and Consumer Behaviour
Digital exposure, analytics, technology adoption	Digital transformation	Digitalisation, Technology Adoption and Consumer Experience

Sustainability messaging, brand trust, market positioning	Branding strategies	Branding, Sustainability and Market Positioning
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Results and Findings

Finally, there were 27 peer-reviewed studies were included in the final review. The thematic analysis identified four overarching themes that explain how strategic social media utilisation influences consumer purchase intention within the F&B industry. The first theme focuses on social media marketing strategies and consumer purchase intention. The second theme examines influencer marketing, content engagement, and consumer behaviour. The third theme addresses digitalisation, technology adoption, and consumer experience within the F&B industry. The final theme explores branding, sustainability, and market positioning through social media. These four overarching themes are presented in Table 4.

Table 4: Summary of Included Studies According to the Identified Themes

No	Themes	Authors and Year of Publication
1	Social Media Marketing Strategies and Consumer Purchase Intention	(Song et al., 2024), (Hoque et al., 2025), (Kristiyono et al., 2023), (Wu et al., 2023), (Azman et al., 2025), (Barbosa & Añaña, 2023), (Mohamed Sodom et al., 2024) and (Sharma et al., 2025)
2	Influencer Marketing, Content Engagement and Consumer Behavior	(Pham et al., 2024), (Dam et al., 2024), (Ares et al., 2024), (Lee et al., 2025), (Huo et al., 2024), (V I de Araujo et al., 2025), (Sestino et al., 2024) and (Eiseman & Won, 2023)
3	Digitalization, Technology Adoption and Consumer Experience in F&B	(Richards, 2024), (Karikari & Hu, 2025), (Seo & Shigi, 2024), (Liu, 2023), (Nugraheni et al., 2025), (Fatorachian et al., 2025) and (Rojak et al., 2025)
4	Branding, Sustainability and Market Positioning through Social Media	(Ahuja & Tabeck, 2024), (Hung et al., 2025), (Garner & Mady, 2023) and (Sutia & Fahlevi, 2024)

Theme 1: Social Media Marketing Strategies and Consumer Purchase Intention

In the studies selected for analysis under the theme of social media marketing strategies and consumer purchase intention, value-driven and information-based social media attributes consistently emerge as key factors influencing consumer purchase intention. Empirical findings indicate that informativeness, interaction, and electronic word-of-mouth significantly enhance perceived value, which subsequently strengthens trust and social identity, leading to higher purchase intention. Similarly, social media attributes such as informativeness and habitual usage patterns directly influence purchase intention among young consumers, suggesting that repeated exposure and accessible information reinforce behavioural tendencies toward consumption. In addition, structured social media marketing elements, including entertainment, trendiness, and interactivity, contribute to the development of trust and brand reputation, which act as mediating mechanisms influencing purchasing behaviour. Collectively, these findings collectively suggest that the effectiveness of social media strategies depends

heavily on the platform's ability to deliver relevant, engaging, and credible information that enhances consumer-perceived value.

Results of further analysis indicate that trust, credibility, and value perception serve as key mediating factors between social media exposure and consumer purchase intention. Perceived value not only directly affects consumer confidence but also contributes to the formation of social identity, both of which are essential predictors of consumer intention. In the context of influencer-driven environments, credibility, familiarity, and attractiveness of content creators significantly enhance consumer trust and positively influence buying intention, while demographic factors such as gender appear to have limited influence. Likewise, credibility of social media recommendations strengthens self-brand congruence, which partially mediates purchase intention, particularly among consumers with higher involvement in healthy food consumption. These patterns indicate that consumers are more likely to respond positively when social media content aligns with their personal values and identity, reinforcing the importance of trust-building and authenticity in digital marketing strategies.

On a more strategic level, the integration of social media into behavioural frameworks, together with the growing emphasis on sustainability in consumer behaviour, further strengthens its influence on purchase intention. The incorporation of social media into behavioural models shows that it positively affects key constructs such as attitude and perceived behavioural control, thereby enhancing intention toward green food consumption. In parallel, influencer marketing strategies that emphasize personal disclosure, environmental concern, and responsible spending behaviour contribute to sustainable purchase intention through the mediation of consumption values. Nevertheless, inconsistencies remain in translating engagement into loyalty outcomes, as social media marketing significantly influences brand trust but does not necessarily lead to strong brand engagement or customer experience, which limits its direct effect on brand loyalty. This suggests that while social media serves as a powerful tool for shaping intention, its long-term effectiveness depends on the alignment between strategic communication, consumer values, and experiential outcomes.

When considered together, the synthesis of findings highlights that strategic social media utilisation in the F&B industry operates through a combination of informational quality, credibility, and value-driven engagement mechanisms. The convergence of these elements facilitates trust development, reinforces consumer identity, and enhances behavioural intention, particularly within digitally active consumer segments. At the same time, the integration of sustainability narratives and behavioural frameworks provides a more comprehensive understanding of how social media can influence not only immediate purchase decisions but also longer-term consumption patterns.

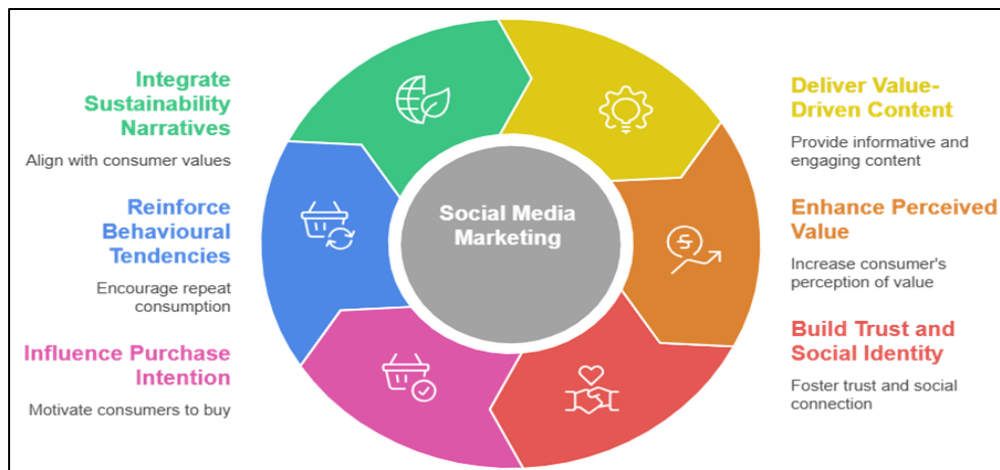


Figure 2: Social Media Marketing Cycle for Purchase Intention

Theme 2: Influencer Marketing, Content Engagement and Consumer Behaviour

In the examined studies, influencer credibility and psychological alignment consistently emerge as key factors influencing consumer responses within digital food environments. Empirical evidence consistently shows that credibility, expertise, and trustworthiness of influencers significantly shape attitudes toward both the content and the promoted products, ultimately influencing purchase intention. In addition, psychological ownership and attitude toward advertising function as important mediators that strengthen the relationship between influencer attributes and behavioural outcomes. The role of conformity further reinforces this mechanism, where exposure to consistent and positive influencer messaging intensifies consumer inclination to purchase. Similarly, parasocial interaction formed through repeated exposure to influencer content enhances perceived credibility and fosters favourable attitudes toward both the brand and the consumption experience. These patterns suggest that influencer effectiveness is not solely dependent on visibility, but rather on the perceived authenticity and psychological connection established with audiences.

The nature of content and the engagement strategies employed by firms play an important role in influencing consumer behaviour, particularly in highly visual and interactive digital environments. Evidence from social media environments highlights that specific content formats, such as mukbang videos and visually stimulating food presentations, significantly influence consumer perceptions and consumption intentions by enhancing emotional and cognitive engagement. In parallel, the use of culturally relevant elements, including humour, memes, and youth-oriented language, has been shown to increase the appeal of marketing content, particularly among younger demographics. The prevalence of such strategies in promoting ultra-processed food further indicates the persuasive power of tailored content in shaping consumption habits. Moreover, the alignment between marketing messages and actual product experience remains essential, as inconsistencies between promoted content and product quality may weaken consumer trust and reduce the effectiveness of influencer campaigns. These findings collectively demonstrate that engagement is maximized when content is both relatable and consistent with consumer expectations.

The use of sophisticated digital formats, together with social interaction mechanisms, further strengthens the influence of influencer marketing on consumer behaviour. Live-streaming environments, for instance, provide real-time interaction and enhance accessibility, thereby strengthening consumer involvement and shaping purchasing decisions through social and psychological cues. The use of data-driven approaches, including behavioural clustering and predictive modelling, reveals that consumer engagement in such environments is influenced by both individual preferences and broader social network effects. In addition, motivational communication strategies employed by influencers contribute indirectly to behavioural outcomes by fostering a sense of connectedness, although their effectiveness varies depending on the consumer's level of prior interest or awareness. The role of self-brand congruity also emerges as a key factor, where alignment between consumer identity and influencer image enhances persuasion and strengthens behavioural intention. Nevertheless, community-oriented content emphasizing warmth and familiarity has been found to improve perceptions of local food products, although practical barriers such as accessibility continue to limit actual purchasing behaviour. Taken together, the reviewed studies demonstrate that influencer marketing effectiveness is shaped by a complex interaction of psychological attachment, content strategy, and technological affordances within digital platforms.

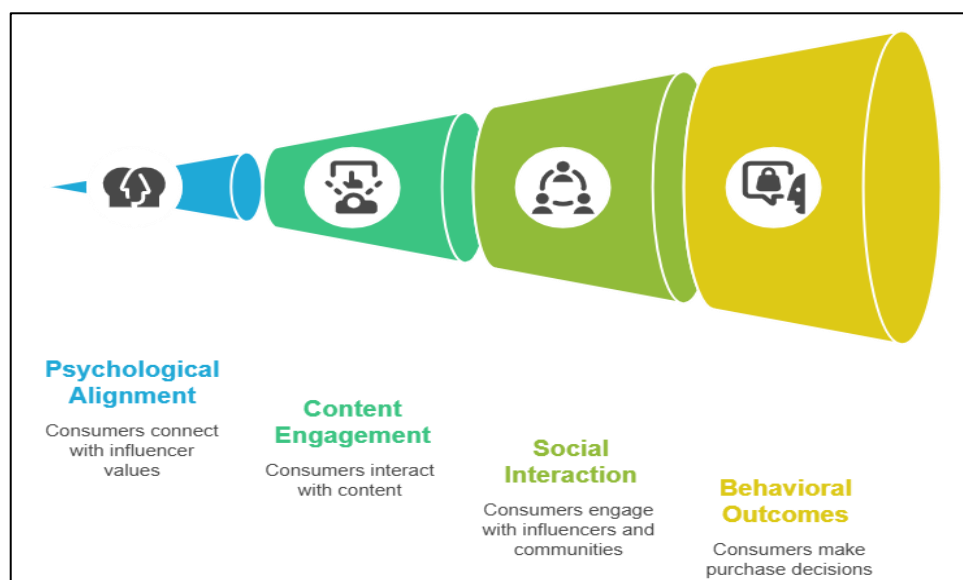


Figure 3: Influencer Marketing Effectiveness Funnel

Theme 3: Digitalisation, Technology Adoption and Consumer Experience in F&B

The analysis under the theme digitalisation, technology adoption and consumer experience in F&B indicates that digital transformation is reshaping how food-related experiences are curated, delivered, and consumed. The emergence of curatorial practices highlights the increasing role of algorithmic, expert-driven, and socially co-created selection processes in structuring consumer choices. These mechanisms influence not only product visibility but also the narrative framing of food experiences, enabling more personalized and meaningful engagement. At the same time, digital innovation in food production and marketing, such as the introduction of ready-to-consume processed food solutions and technologically advanced offerings, reflects a shift toward convenience-oriented consumption. The integration of social media within these processes further amplifies information dissemination and enhances consumer awareness, particularly when aligned with environmental and experiential benefits.

Such developments suggest that digitalisation contributes to a more structured and experience-oriented consumption environment in the F&B sector.

The food industry demonstrates a strong relationship between technological exposure, consumer perception, and behavioural outcomes, highlighting the important role of technology in shaping consumer decision-making. Emerging food technologies, including innovations such as 3D-printed food, show that consumer acceptance is influenced by perceived benefits, environmental awareness, and exposure to digital information channels. Social media plays a facilitating role by increasing familiarity with such innovations and shaping positive perceptions, which subsequently enhance purchase intention. In parallel, digital exposure to food-related content reveals complex behavioural effects, where repeated interaction with certain types of food imagery can activate cognitive responses that alter consumption patterns. For instance, exposure to unhealthy food content may trigger self-regulation mechanisms, leading to reduced consumption in subsequent behaviour. Evidence suggests that digital environments not only inform but also subtly regulate consumer decision-making processes through cognitive and psychological pathways.

Furthermore, the role of data-driven technologies and digital platforms is increasingly significant in understanding and influencing consumer preferences. The use of text mining and social media analytics provides insights into consumer sentiment, cultural considerations, and product-related concerns, particularly in contexts involving religious or ethical attributes such as halal food. These analytical approaches enable businesses to tailor their strategies based on real-time consumer feedback and emerging trends. In addition, digital platforms support enhanced customer engagement through both firm-generated and user-generated content, with visual and interactive formats proving particularly effective in sustaining attention and building brand relationships. However, maintaining long-term engagement remains a challenge, as reliance on paid digital promotion may not translate into sustained consumer interaction without consistent and authentic communication strategies.

The incorporation of digitalisation into operational and logistical strategies further enhances the consumer experience and supports more informed purchase decision-making. The alignment of regulatory frameworks, such as consumer protection and certification systems, with digital communication and distribution channels contributes to increased trust and efficiency in the delivery of food products. Elements such as packaging design, pricing strategies, and social media presence collectively influence consumer perception and purchasing behaviour by reinforcing transparency and reliability. This integrated approach highlights that digitalisation extends beyond marketing into broader system-level coordination, shaping how products are positioned, distributed, and evaluated. Overall, the findings demonstrate that technology adoption in the F&B industry operates through interconnected mechanisms involving digital content, innovation acceptance, data analytics, and operational integration, all of which contribute to shaping contemporary consumer experiences.

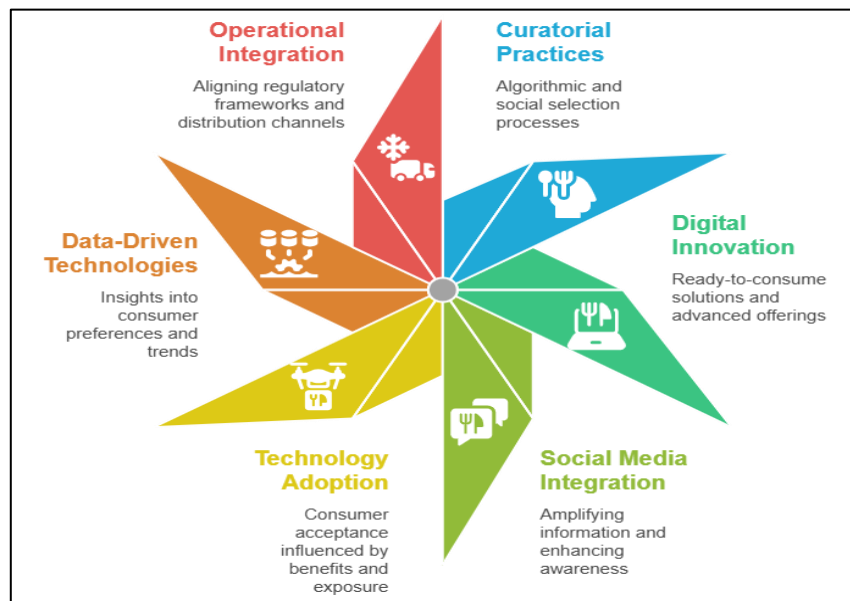


Figure 4: Digital Transformation in F&B

Theme 4: Branding, Sustainability and Marketing Positioning through Social Media

In the reviewed studies, findings related to branding, sustainability, and market positioning consistently indicate that social media serves as a strategic tool for strengthening brand value and enhancing competitive positioning in the food and beverage (F&B) industry. Social media environments facilitate continuous interaction between brands and consumers, enabling the development of trust, relational bonds, and brand congruence. Empirical results show that consistent and well-managed social media presence enhances perceived brand trustworthiness and supports favourable positioning in competitive markets. In addition, the formation of virtual brand communities contributes to stronger relational ties, where shared values and ongoing engagement reinforce consumer perceptions of brand authenticity. These dynamics highlight that branding in digital contexts is no longer limited to communication but extends to relationship-building processes that influence long-term consumer perception and loyalty formation.

Corporate branding that emphasises sustainability has emerged as an important influence on consumer attitudes and behavioural intention. Consequently, evidence suggests that social media marketing, when integrated with environmental knowledge and value-based messaging, positively shapes consumer attitudes toward eco-friendly food products. This effect is particularly evident among younger consumer segments, where awareness of environmental issues and perceived product value contribute to stronger purchase intention. At the same time, digital platforms function as channels for disseminating sustainability-related information, allowing brands to align their messaging with broader societal concerns. However, variations in sustainability communication strategies are observed across different market structures, where some organizations prioritize economic aspects while others emphasize social or environmental dimensions. The effectiveness of such messaging depends on the degree of alignment between communicated values and audience expectations, indicating the importance of strategic balance in sustainability positioning.

Furthermore, the role of social media content in shaping brand image and influencing consumer behaviour is evident across different market contexts. Advertising content and promotional strategies delivered through social media significantly contribute to the formation of brand image, which subsequently affects consumer behavioural responses. Visual appeal, promotional messaging, and interactive elements are key factors that enhance brand perception and encourage engagement. In addition, generational differences influence how such content is interpreted, with distinct preferences observed between different age groups, requiring more tailored communication strategies. The interaction between content strategy and consumer characteristics demonstrates that effective market positioning relies on the ability to adapt messaging according to target segments while maintaining consistency in brand identity. Taken together, the findings suggest that successful branding through social media requires an integrated approach combining trust-building, sustainability alignment, and strategically designed content to influence consumer perception and behaviour. Cumulatively, these findings demonstrated that sustainable branding strategies are most effective when supported by authentic communication, consumer trust, and long-term relationship development.

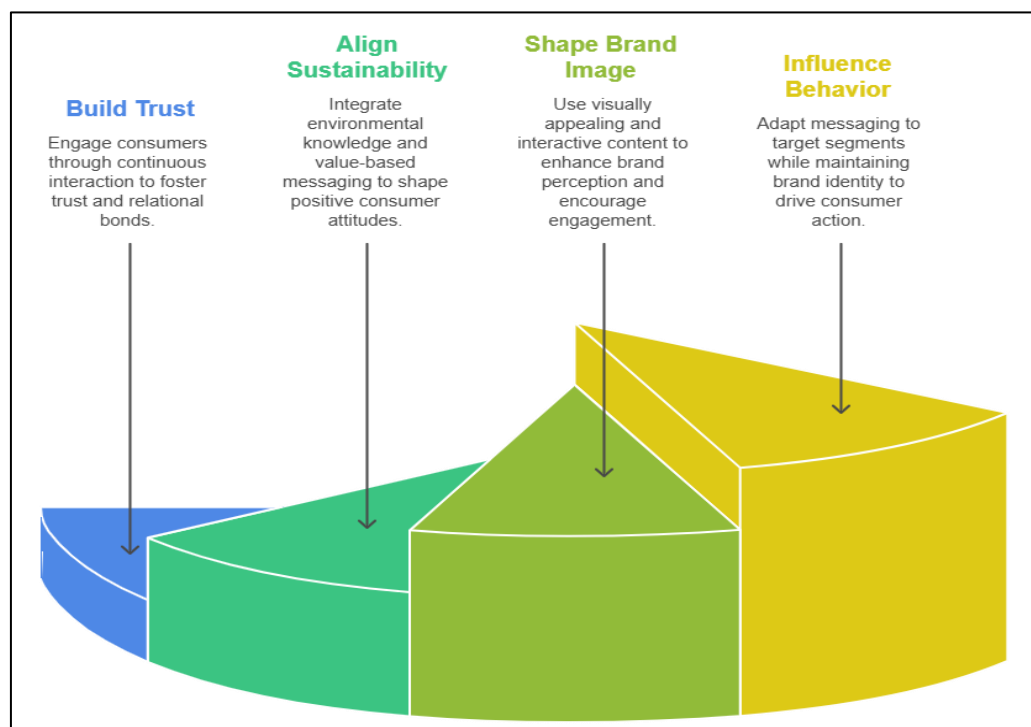


Figure 5: Achieving Brand Success through Social Media

Integrated Technology-Driven Framework

The thematic synthesis of the 27 studies included was synthesized to create an integrated technology-driven framework of the impact of strategic social media utilisation on consumer purchase intention in the food and beverage (F&B) industry. The framework integrates the four strategic dimensions identified in this review, namely social media marketing strategies, influencer marketing and content engagement, digitalisation and technology adoption, and branding, sustainability, and market positioning. These dimensions interact within a technology-driven marketing ecosystem to shape consumer behavioural outcomes.

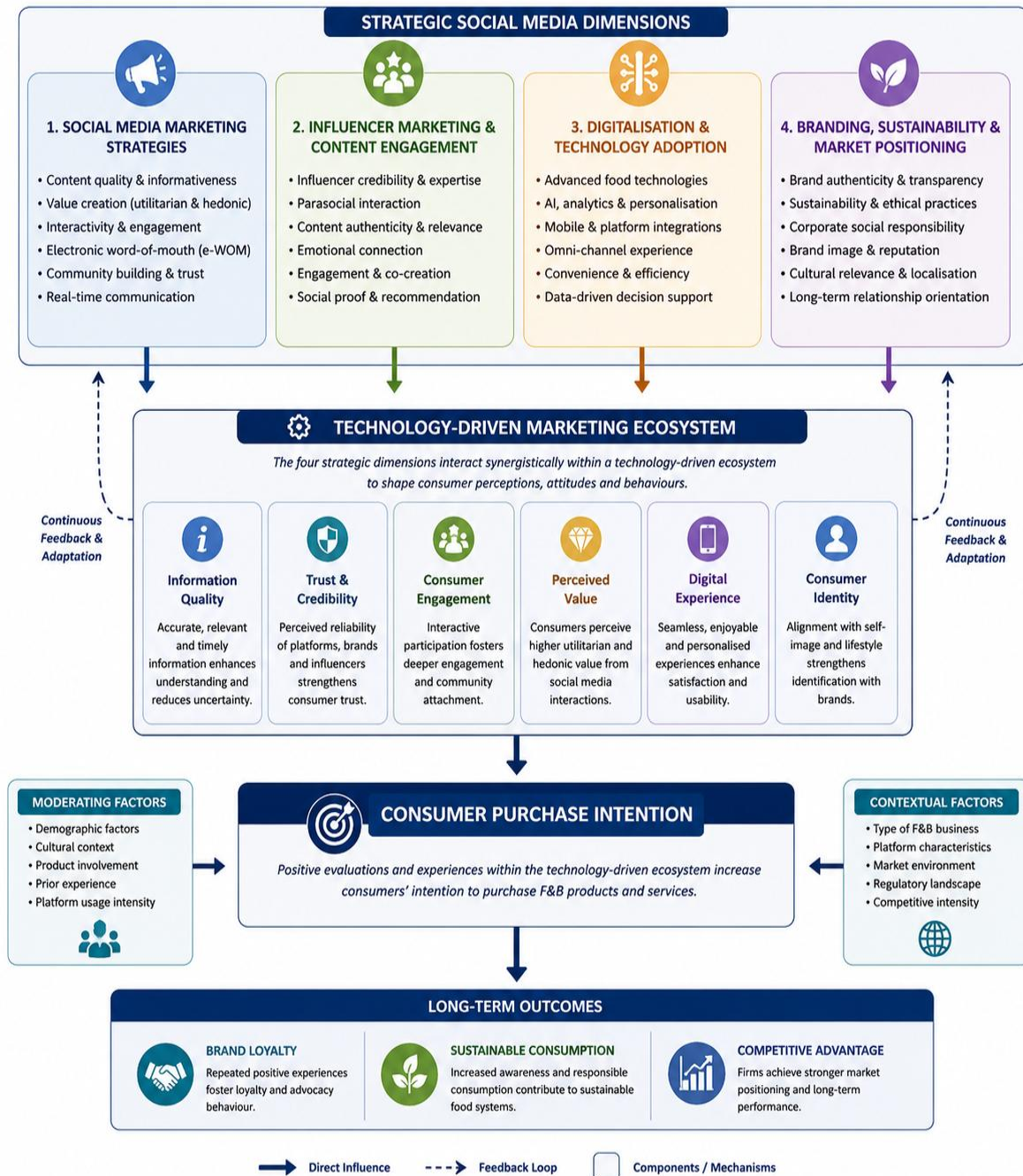


Figure 6: Integrated Technology-Driven Framework

Explaining Consumer Purchase Intention in the F&B Industry

The proposed integrated technology-driven framework is shown in Figure 6. The framework proposes that these four strategic dimensions operate synergistically within a technology-driven marketing ecosystem to strengthen key behavioural mechanisms, ultimately enhancing consumer purchase intention and contributing to long-term organisational outcomes. Overall, the framework synthesises the findings of this review into a unified conceptual perspective, demonstrating that consumer purchase intention is shaped through the interaction of

technological, psychological, and strategic marketing factors within contemporary digital environments.

Discussion

The results of the synthesis showed that social media and digital ecosystems have become key drivers in influencing consumer behaviour in the food and beverage (F&B) sector. Across the reviewed studies, a consistent pattern is observed where information quality, credibility, and engagement value act as foundational drivers of consumer responses. Social media platforms function not only channels for promotion, but also environments where trust, identity alignment, and perceived value are continuously constructed. When content is informative, interactive, and perceived as reliable, it strengthens consumer confidence and increases the likelihood of purchase intention. Repeated exposure and habitual engagement further reinforce these behavioural tendencies, suggesting that digital consumption is gradually shaped through continuous interaction rather than isolated marketing exposure.

One of the major findings of this review is that trust functions as the primary mechanism linking digital exposure with consumer behavioural outcomes. This finding is broadly consistent with the Technology Acceptance Model (TAM), which suggests that consumers are more likely to adopt digital platforms when they perceive them as useful and trustworthy. Therefore, social media marketing strategies that enhance credibility and reduce information uncertainty are more likely to strengthen consumer purchase intention. The effectiveness of social media marketing is highly dependent on how well it builds credibility and aligns with consumer identity. Influencer characteristics such as authenticity, expertise, and perceived relatability significantly shape psychological responses, especially when audiences form emotional or parasocial connections. This suggests that technological effectiveness alone is insufficient unless consumers perceive influencer communication as credible and personally relevant. The alignment between personal identity and brand or influencer image strengthens persuasion, while inconsistencies between promoted content and actual product experience tend to weaken trust. These findings suggest that digital persuasion is not purely informational but strongly psychological, involving identity congruence and emotional attachment.

The design of content and the engagement strategy also have a significant impact on influence on consumer behaviour. This finding supports Digital Marketing Theory, which argues that interactive and personalised digital communication enhances consumer engagement by delivering greater perceived value and relevance. Consequently, visually appealing and emotionally engaging content increases consumer motivation to interact with brands and strengthens purchase intention. This evidence also indicates that visually appealing, culturally relevant, and emotionally stimulating content formats tend to generate higher engagement and stronger consumption intention. Nevertheless, the effectiveness of such strategies depends on consistency between content representation and real product experience. When discrepancies exist, consumer trust may decline, reducing long-term effectiveness. In addition, interactive digital environments such as live streaming and user-generated content platforms further intensify consumer involvement through real-time feedback and social influence mechanisms. These environments highlight that consumer decision-making is increasingly shaped by participatory and socially embedded digital experiences.

From a technological perspective, digital transformation in the F&B sector expands beyond marketing into broader areas of consumption structure and behavioural influence. Algorithmic curation, data analytics, and platform-driven personalisation contribute to shaping what consumers see, prefer, and eventually consume. Exposure to digital food-related content not only informs but also subtly influences cognitive and behavioural responses, sometimes triggering self-regulation or preference shifts. Furthermore, emerging food technologies and digital innovations gain acceptance largely through repeated exposure and perceived benefits communicated via social media. This demonstrates that technology adoption is closely tied to digital familiarity and mediated perception rather than direct product interaction alone. These findings are also consistent with the Technology Acceptance Model (TAM), which suggests that repeated exposure enhance perceived usefulness and facilitates technology acceptance.

Branding and sustainability dimensions further extend the role of digital platforms in shaping market positioning. This may be explained by Consumer Behaviour Theory, which proposes that consumers increasingly evaluate brands based not only on functional attributes but also on symbolic and value-based characteristics. As a result, sustainability-oriented branding strengthens consumer trust and purchase intention by aligning with consumers' environmental values. Social media strengthens brand relationships by fostering continuous interaction, trust development, and community formation. Sustainability messaging, when effectively integrated into digital communication, enhances positive consumer attitudes, particularly among environmentally conscious segments. However, the impact of such messaging depends heavily on consistency between communicated values and consumer expectations. Generational differences and market segmentation also influence how branding messages are interpreted, requiring adaptive communication strategies that balance consistency with contextual relevance. In combination, digital branding is increasingly relational, value-driven, and socially constructed rather than purely promotional. This suggests that successful social media strategies should integrate technological capabilities with psychological and value-based engagement to achieve sustainable consumer relationships.

Theoretical Implications

This study makes several theoretical advancements of social media marketing literature by adopting a technology-driven perspective to explain consumer purchase intention in the food and beverage (F&B) industry. Unlike previous studies that primarily examined social media marketing activities as isolated determinants of consumer behaviour, this review conceptualises social media as an integrated technological ecosystem in which digital technologies, consumer psychology, and marketing strategies operate simultaneously to influence purchasing decisions.

Moreover, this study extends existing knowledge by synthesising evidence across four interconnected themes: social media marketing strategies, influencer marketing and content engagement, digitalisation and technology adoption, and branding and sustainability. The findings demonstrate that consumer purchase intention is not driven by a single marketing activity but emerges through the interaction between technological capabilities, trust development, consumer engagement, and value creation.

The findings also support the integration of Technology Acceptance Model (TAM), Consumer Behaviour Theory, and Digital Marketing Theory in explaining technology-enabled consumer decision-making. This integrated perspective offers a broader conceptual understanding of how

digital technologies reshape marketing practices and consumer behaviour within the contemporary F&B industry. Taken together, these contributions provide a stronger theoretical foundation for future research examining technology-enable consumer behaviour within digitally mediated marketing environments.

Practical Implications

There are several practical implications from the findings of this review for practitioners, marketers, and policymakers within the food and beverage (F&B) industry. First, practitioners should prioritise moving beyond using social media solely as a promotional platform and instead adopt technology-driven marketing strategies that integrate personalised content, real-time consumer engagement, data analytics, and digital interaction. Such an approach can strengthen consumer trust and increase purchase intention.

Secondly, marketers should carefully select credible influencers and develop authentic content that aligns with consumers' values and expectations. The review indicates that influencer credibility, trustworthiness, and meaningful engagement are more influential than promotional exposure alone in shaping consumer purchasing decisions.

Third, digital technologies such as social media analytics, artificial intelligence, and algorithm-driven content recommendations should be utilised to better understand consumer preferences and improve marketing effectiveness. Businesses are also encouraged to incorporate sustainability-related messages into their digital communication strategies, as environmentally responsible branding has been shown to positively influence consumer attitudes and purchase intention.

The integrated technology-driven framework proposed in this study provides practical guidance for organisations seeking to enhance consumer engagement and achieve sustainable competitive advantage through strategic social media utilisation.

Conclusion

The integrated findings demonstrate that social media, influencer marketing, digital technology, and branding strategies collectively form an interconnected system that shapes consumer purchase intention in the F&B industry. The strongest influence is observed when informational quality, trust, identity alignment, and engagement value operate simultaneously. Purchase intention is not driven by a single factor but emerges from the interaction of psychological, social, and technological mechanisms within digital environments.

Influencer credibility and content authenticity remain critical in building consumer trust, while engagement effectiveness depends on how well content resonates with cultural and emotional expectations. Digital transformation further enhances this influence by enabling personalised exposure, real-time interaction, and data-driven targeting, which together shape consumer perception and behavioural patterns. At the same time, sustainability-oriented messaging and brand community development contribute to longer-term positioning, although their effectiveness is dependent on consistent and credible communication.

Cumulatively, the findings demonstrate that successful digital marketing in the F&B sector requires a balanced integration of trust-building strategies, engaging content design, technological adoption, and value-aligned branding. The combined effect of these elements not only influences immediate purchase decisions but also contributes to evolving consumption patterns in a digitally driven marketplace.

Limitation of the Study

The following methodological and contextual limitations should be considered when interpreting the findings of this study. First, the research is based on a scoping review approach using only the Scopus and Web of Science (WoS) databases, which may restrict the comprehensiveness of the literature coverage and exclude relevant studies indexed in other databases such as ProQuest, Dimensions or EBSCOhost, or industry-specific repositories. Second, the final sample of 27 articles, although systematically selected, represents a relatively limited evidence base compared to the broad and rapidly evolving nature of digital marketing and consumer behaviour in the F&B industry. Third, the study focuses exclusively on peer-reviewed journal articles published between 2020 and 2025, which may exclude earlier foundational studies that could provide additional theoretical depth. Fourth, the thematic synthesis approach relies on interpretive analysis, which may introduce a degree of subjectivity in theme formation and interpretation despite systematic procedures being applied. Fifth, the study does not incorporate primary empirical data, limiting the ability to validate findings in real-time consumer settings or across different geographical and cultural contexts. Lastly, variations in digital platforms, consumer demographics, and F&B market structures across regions are not fully accounted for, which may limit the generalisability of the findings.

Recommendations for Future Study

Future research should consider expanding the scope of data sources by including multiple academic databases such as ScienceDirect, ProQuest, Dimensions, EBSCOhost and Google Scholar to enhance literature comprehensiveness and reduce potential selection bias. In addition, empirical studies using primary data collection methods such as surveys, experiments, or mixed-method approaches are strongly recommended to validate and extend the conceptual findings of this review in real-world consumer contexts.

Further research is also encouraged to examine cross-cultural and cross-country comparisons, particularly between developed and emerging markets, to better understand how cultural values and digital maturity influence social media effectiveness in shaping purchase intention. Longitudinal studies may also be valuable to capture changes in consumer behaviour over time, especially in response to evolving technologies such as artificial intelligence, algorithmic recommendation systems, and social commerce platforms.

Additionally, future studies should explore deeper integration between psychological mechanisms (such as identity formation and emotional engagement) and technological factors (such as personalisation algorithms and data analytics) to develop more comprehensive behavioural models. There is also a need for research focusing on ethical implications, including digital persuasion, influencer transparency, and sustainability communication credibility in social media marketing. Finally, industry-specific investigations within different F&B segments such as fast food, fine dining, and food delivery services are recommended to

provide more segmented and actionable insights for strategic digital marketing implementation.

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Author Contribution Statement: Siti Radziah, as the first author, led the overall research project, including conceptualization, development of the research framework, research design, data collection, data curation and formal analysis. She was also responsible for drafting the original

manuscript and integrating revisions based on feedback. Zulaffendi, as the second and corresponding author, contributed to the research design and methodology, provided analytical support and ensured the overall coherence of the study. He also critically reviewed and edited the manuscript, managed the submission process and handled all correspondence with the journal during the review and revision stages. Dr. Noreen Noor, as the final author and supervisor, provided overall supervision and strategic direction throughout the research process. She also contributed to the conceptual development, offered critical evaluation and expert insights and refined the manuscript for important intellectual content. All authors have read and approved the final version of the manuscript for publication.

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