

Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention in the Culinary Sector: A Systematic Literature Review

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Abstract. This paper presents a systematic literature review (SLR) on the impact of social media marketing and electronic word of mouth (E-WOM) on purchase intention in the culinary sector, with a focus on the mediating role of trust. As digital platforms increasingly influence consumer behavior, understanding how social media marketing and E-WOM shape purchase decisions is essential for culinary businesses aiming to enhance their market presence. The review synthesizes existing research on how social media marketing strategies and online reviews or recommendations from peers influence consumer trust, which in turn affects their purchase intention. The findings suggest that both social media marketing and E-WOM play critical roles in building trust, which directly enhances consumers' intention to purchase culinary products. The paper also highlights research gaps and provides actionable insights for marketers in the food industry seeking to optimize digital strategies for consumer engagement and sales growth.

Keywords: Social Media Marketing, Electronic Word of Mouth (E-WOM), Purchase Intention, Culinary Sector, Trust

Introduction

In recent years, Instagram social media has become the primary platform for businesses to interact with consumers. Instagram, as one of the most popular platforms, offers visual features that are perfectly suited to culinary content. Instagram users are attracted to visual content such as photos and videos, which provides an opportunity for the culinary industry to market products effectively. Culinary is one of the highly visual fields, where the appearance of food plays a huge role in attracting the attention of consumers. With features like Instagram Stories, Reels, and feeds, culinary business owners can use these visual elements to capture consumer interest, whether it's with compelling product photos or cooking demonstration videos. Consumer interactions, such as likes, comments, shares, and direct messages, are important indicators of the success of content marketing. On Instagram, this level of engagement can increase the visibility of the content

Conclusion

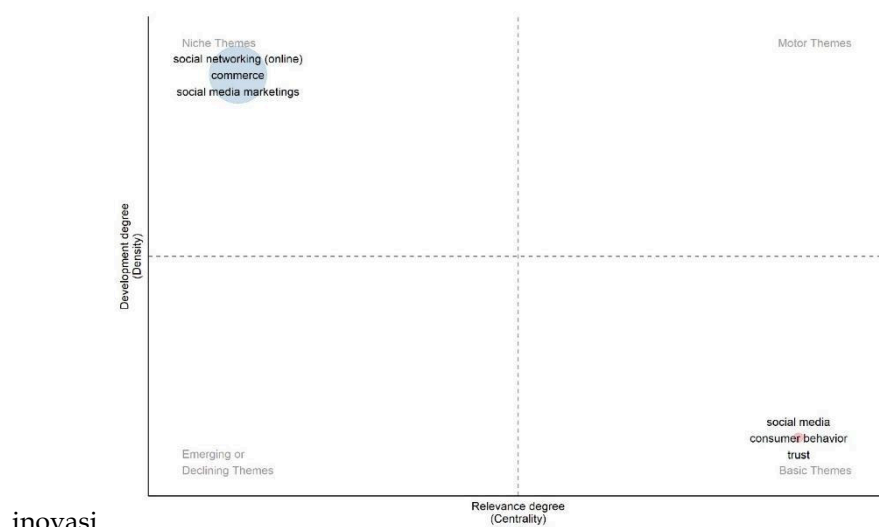
Social Media Marketing has a positive and significant effect on consumer trust in social media accounts, so the first hypothesis (H1) is accepted. Electronic Word of Mouth (e-WOM) has a positive and significant effect on consumer trust in Social Media Marketing has a negative and insignificant effect on culinary interest reviewed by Instagram accounts

Methods

This type of research uses quantitative research and a descriptive approach to find out each variable, either one or more variables that are independent without making relationships or comparisons with other variables (Sugiyono, 2015). The descriptive research in this study aims to determine the influence of social media marketing and electronic word of mouth on buying interest through trust in social media.

Result and Discussion

This section describes the findings obtained from the bibliometric and thematic analyses carried out, in this section describes the evolution and trends in the research theme over two decades. The visualizations provided, including thematic networks and strategic diagrams, serve as a basis for discussing the relevance, centrality, and density of emerging and established themes in the design domain and



Gambar 1. Bibliometric thematic map

Conclusion

Figure 1 is a Strategic Diagram that maps research themes based on the level of relevance (centrality) and level of development (density) consisting of four quadrants. The motor themes quadrant identifies key themes with high relevance and development, such as product development, design thinking, and software engineering. These themes are considered to be at the core of the research due to their significant contribution to the development of product innovation and design methodologies. The quadrant of niche themes includes topics such as sustainable development and environmental impact, which have a high level of development but are limited in relevance to a specific area. This shows that these themes are specific but have the potential to have a significant impact in their context.

Meanwhile, the basic themes quadrant features basic themes such as conceptual design and innovative product design, which are important foundations for further research. These themes are relevant in design development but still need further exploration to improve their applications. The emerging or declining themes quadrant shows themes with declining relevance and development, such as innovation management. These themes reflect emerging or fading potential, requiring special attention in future research strategies. This analysis provides strategic guidance in directing the focus of research, especially on themes that have great potential for further development.



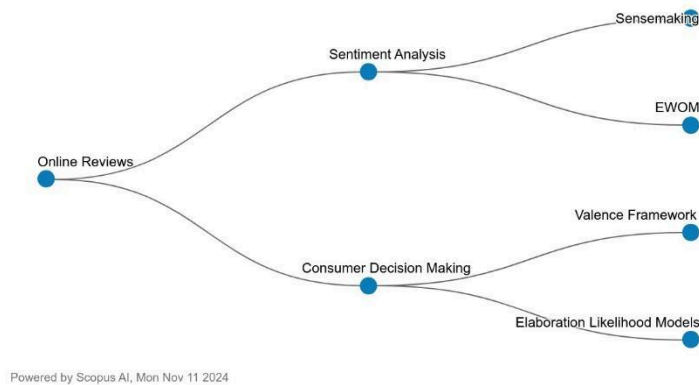
Gambar 2.. Bibliometric thematic evolution

Figure 2 shows an analysis of the evolution of the research theme from the period 2001-2020 to the period 2021-2024, which is visualized in the form of a thematic flow chart. This diagram connects key topics that develop from one period to the next, providing an overview of the changing focus of research in the field of design and innovation.

| No | Tema/Subtema | Frekuensi (F) | Bobot (%) | Keterangan |
|-------|--------------------------------------|---------------|-----------|--|
| 1 | Ulasan/Review Produk di Media Sosial | 50 | 25% | Pengaruh review dari pengguna lain di media sosial. |
| 2 | Endorsement oleh Influencer | 40 | 20% | Peran influencer dalam mempromosikan produk atau layanan. |
| 3 | Iklan Berbayar di Media Sosial | 30 | 15% | Efektivitas iklan berbayar di platform seperti Instagram, Facebook, dll. |
| 4 | Rekomendasi dari Teman/Followers | 20 | 10% | Keputusan dipengaruhi oleh rekomendasi langsung dari teman atau keluarga. |
| 5 | Diskon/Promo melalui Media Sosial | 30 | 15% | Pengaruh diskon, promo khusus, atau flash sale yang diumumkan di media sosial. |
| 6 | Visual Konten Produk | 20 | 10% | Peran konten visual seperti foto dan video dalam menarik perhatian pembeli. |
| Total | | 190 | 100% | |

Tabel 1.Frekuensi atau Bobot Tema (2002-2020 dan 2021-2024)

Table 1 shows the number of occurrences (frequencies) of various relevant themes in two time periods, namely 2001-2020 and 2021-2024. The theme of product reviews remained the main focus in both periods, although it experienced a slight decrease in frequency from 120 to 80. The endorsement theme that was widely discussed in the first period is no longer the top priority in the second period, replaced by themes such as friend recommendations and promo discounts. This change reflects a shift in attention from design education to real product development and creativity as the core of innovation. Overall, this table provides an overview of the changing academic and industry focus in the field of design over the past two decades



Gambar 3

Figure 3 shows a map of the relationship between concepts and the main theme, namely online reviews as the core that branches into various sub-themes and derivative concepts. This theme reflects how online reviews have evolved and been applied in various research and practice contexts. One of its branches is sentiment analysis, which highlights the role of online reviews in the development of innovative business models. This branch extends to sub-concepts such as Systems Thinking, which manages complexity in business models, and Organizational Learning, which focuses on continuous organizational learning. Furthermore, the theme of consumer decision making emphasizes the use of Design Thinking to create new solutions. The sub-themes include E-WOM (Electronic of mouth), which describes a prototype-based iterative methodology, as well as New Business Models, which highlights the development of new business models through online reviews.

Acknowledgments (Optional)

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Place acknowledgments, including information on grants received, before the references, in a separate section, and not as a footnote on the title page

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NOTE

Tabel:

The tables must be written in *space 1 and 9pt*. The table format used in this journal article is as below:
 Tabel 1: Format of Table (10 pts TNR; space 1.0)

| Fraksi | Fase Gerak | Rf Spot-1 |
|--------|----------------------------------|-----------|
| | n-heksan : etil asetat (7 : 3) | 0.62 |
| | n-heksan : etil asetat (6 : 4) | 0.51 |
| | n-heksan : etil asetat (6 : 4) | 0.40 |
| | n-heksan : etil asetat (6 : 4) | 0.40 |

Equations

The equations must use *equation feature* in **Microsoft Word**, not an image. The equation should be numbered as follows

$$r_{11} = n_{n-1}(S_2 - pqS_2) \quad (1)$$

Graphs

The graphs must be like the following format