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Social influence research in consumer behavior: What we learned and what we need to learn? – A hybrid systematic literature review

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ABSTRACT

Social influence plays a significant role in shaping consumer behavior, and research in this area comprises a substantial portion of the literature. Despite the vast number of studies conducted over the decades, no comprehensive evaluation of the current state of research or potential gaps for future investigation has been performed. Therefore, the primary objective of this study is to conduct a hybrid systematic literature review to provide an overview of the current status of research on social influence in consumer behavior employing bibliometric analysis. The study also utilizes the Theory-Context-Characteristics-Methodology (TCCM) framework to evaluate the theories, context, characteristics, and methodologies used in this field. Ultimately, this study offers implications for both scholars and practitioners and provides directions for future research in this area.

1. Introduction

All individuals are social beings. The individuals' routine behavioral actions and reactions tend to get influenced by social contacts and social interactions with other members of society (Myers & Twenge, 2019, p. 5). This phenomenon is very much applicable to consumers. The interaction with the social environment greatly influences their purchase and consumption behaviors. Understanding social influences is highly valuable to marketers and practitioners in leveraging a more significant chunk of unplanned purchases from consumers. Social influence is widely documented in consumer research, especially in the consumer behavior context, as one of the most critical factors that can change individuals' behavior significantly (Deutsch and Gerard, 1955; Park and Lessig, 1977; Bearden et al., 1989; Hsu & Lu, 2004; Kulviwat, Bruner & Al-Shuridah, 2009). It covers a wide array of influential zones through which the decisions of an individual customer are affected by others (Cialdini and Goldstein 2004). Social influence is defined as "changes in an individual's thoughts, feelings, attitudes or behaviors resulting from interaction with another individual or a group" (Liang, Liao, & Liu, 2017; Monteserin & Amandi, 2015). It denotes how one's attitudes affect a focal individual's adoption decisions (Liang et al., 2011). Social influence implicates both deliberate and involuntary efforts to alter consumers' beliefs, perceptions, attitudes, or behavior about a product or service (Gass, 2015). It can be higher when noticed by others (Ratner and Kahn, 2002). Precisely, it is said to occur when an individual focal customer changes his/her perception, attitudes, or purchase behavior for a product or service based on others' perception, attitudes, and knowledge about that particular product or service (Van Den Bulte & Stremersch, 2004) . Usually, marketers employ various persuasion strategies to derive more significant consumers' unplanned purchase behavior (Janssen et al., 2008). Consumers' purchase decisions are evident to get influenced not only by their attitudes and perceptions of a product or service but also by other social forces whom the consumers consider as the referent source (Kulviwat, Bruner & Al-Shuridah, 2009).

To date, many studies have discussed the impact of social influence on various dimensions of consumer behaviors. For instance, luxury consumption (Zhan & He 2012); technology adoption (Venkatesh and Davis, 2000a; Venkatesh and Morris, 2000b; Kim & Park, 2011; Hsu and Lin, 2008); innovation adoption (Kulviwat et al., 2009); cooperative adoption (Hausman & Stock, 2003); consumers' involvement in brand communities (Carlson, Suter, & Brown, 2008); intention to use corporate wikis (Iglesias-Pradas, Hernández-García, & Fernández-Cardador, 2015); patronage behavior (Evans et al., 1996); reader perceptions of online reviews (Cheng and Ho, 2015); purchasing decisions (Hutzinger and Weitzl, 2021) ; impulse buying (Balakrishnan, Foroudi, & Dwivedi, 2020; Silvera, 2008); purchase of digital and non– digital goods

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(Pascual-Miguel et al., 2015); automobile purchase behavior (Grinblatt et al., 2008); electric cars purchase intention (Kim et al., 2014); repurchase intentions across the select services (Butcher et al., 2002); decision to telecommute (Páez and Scott, 2007); travel purchase decisions (Tanford and Montgomery, 2015); in- app purchase intention (Hsu and Lin, 2016); intention to use mobile services (Zhang and Mao, 2008); mobile technology usage behaviour (Yueh et al., 2016); wireless internet services via mobile technology (Lu et al., 2005); new product adoption (Zhang et al.2018); entrepreneurship (Sahaym, et al. 2016); health consciousness (Newton et al., 2017); consumers' service language preferences (Bell & Puzakova, 2017); consumers' pro-environmental behaviours (Alzubaidi, Slade & Dwivedi, 2021); crowd-funding performance (Liu, Chen & Fan, 2021); perceptions of e-cigarettes consumers (Krishen, et al. 2020); charitable behavior (Mukherjee, Lee, & Burnham, 2020); non-transactional behaviors (Cambra-Fierro, Gao, & Melero-Polo, 2021); reciprocity and commitment in sharing economy platforms (Davlembayeva, Papagiannidis, & Alamanos, 2021). Thus, the literature on consumer behavior contains a sizable quantity of social influence research. Although there has been a lot of research in this field over the past five decades, there hasn't been much analysis of the current state of the field and any gaps that might be found for future study. To assess the current state of the art and suggest directions for future study on social influence in consumer behavior, retrospective consideration is necessary. In line with this research need, the present study is carried out to answer the following research questions;

RQ1: What is social influence literature's advancement (publication structure) in the consumer behavior domain to the date till August 2022?

RQ2: Which are the most productive and classic articles, most productive and influential authors, and most productive journals related to social influence literature in the consumer behavior domain?

RQ3: What are the most explored consumer behaviors that were impacted by the social influence phenomenon?

RQ4: What are the directions for future research related to the effect of social influence on consumer behaviors?

To answer the above research questions, the authors employ a systematic literature review (SLR) methodology since SLRs help researchers, journal editors, and practitioners to understand the state-of-the-art development of research in a particular domain of interest. Additionally, SLRs provide avenues for identifying the latest happening research areas, research gaps, and directions for future research (Paul, Parthasarathy & Gupta, 2017; Paul and Feliciano-Cestero, 2021) Subsequently, Research Questions 1 and 2 pertain to the current status of social influence literature in terms of publication structure, productive and prolific authors, and journals are addressed in Section 3 of the study.

Similarly, Research Question 3 pertains to the most explored consumer behaviors that are impacted by social influence is addressed in Section 4 using the TCCM framework. This section provides popular theories used in social influence literature, contexts, and characteristics of the social influence research, and popular methodologies used in the social influence and consumer behavior literature. Based on this, the TCCM framework has been developed.

Finally, Research Question 4 pertains to directions for future research is addressed in Section 5. The directions for future research have been presented in terms of theoretical directions, contextual directions, characteristics directions, and methodological directions in the study.

2. Methods and data

Researchers adopt systematic literature reviews to explore the state-of-the-art and advancement of the research in particular research fields, identify gaps, and suggest research agendas for future studies. Systematic literature reviews are carried out in many forms, and selection for a particular form depends upon the applicability of the research context. For instance, framework-based reviews are conducted to explore the existing theoretical and research frameworks and suggest the areas for improvements or development of the new frameworks (e.g., Paul et al., 2021; Paul & Rosado-Serrano, 2019). Furthermore, prior review articles frequently employed the TCCM framework, which covers Theories, Constructs, Contexts and Methods used in prior studies. For instance, several authors have recently used The TCCM framework in their review articles published in various journals with high-impact factors (Billore & Anisimova, 2021; Chakma et al., 2023; De Keyser & Kunz, 2022; Khlystova, Kalyuzhnova & Belitski, 2022; Hassan, Rahman and Paul, 2022; Roy Bhattacharjee et al., 2022). Additionally, theme-based reviews are conducted to examine specific research themes' advancement and identify the gaps to discuss calls for future research directions (e.g., Khatoon & Rehman, 2021; Mishra et al., 2021; Hao et al., 2019; Kahiya, 2018; Paul, Parthasarathy, & Gupta, 2017; Rosado-Serrano Rana & Paul, 2017). Theory-based reviews are conducted to appraise the existing theories already discussed and identify the need for further improvements (e.g., ; Paul & Rosado-Serrano, 2019;). Bibliometric reviews are conducted either for the journals or on the specific domain to shed light on the advancement of the journal or the domain based on available bibliographic data during a specific period (e.g., Donthu et al., 2020a; Bhukya et al., 2021; Donthu et al., 2020b; Paul & Bhukya, 2021; Verma and Gustafsson, 2020). Meta-reviews are conducted to evaluate previous studies' outcomes related to a specific research element and draw common inferences (e.g., Rana & Paul, (2017); Barrari et.al, 2020; Paydas Turan, 2021). On the other hand, hybrid reviews are conducted in conjunction with any of the above forms to examine the research area more systematically to precisely address the research gaps and directions for future research (e.g., Dabić et al., 2020; Goyal & Kumar, 2020). Following the content, structure, and pattern in these reviews and guiding articles (Paul & Criado, 2020; Paul, Merchnat, Dwivedi & Rose, 2021, Paul and Barari, 2022), The author designed a hybrid review methodology combining bibliometric review and the TCCM framework to provide the overview and advancement of social influence literature in consumer behavior research and to set future research agenda for researchers in the fields of consumer behavior and consumer psychology.

We followed the inclusion and exclusion criteria suggested by Paul & Criado, (2020) to select articles for the review. We considered only those documents, which meet the following three criteria.

i. The document must be a scholarly work,
ii. It must be a peer-reviewed journal article, and
iii. It must have been published in any reputed journal, meaning indexed in the Scopus database, and has an impact factor of at least one and above as per Journal Citation Reports.

After finalizing the eligibility criteria for documents to get included in the study, we proceeded to source them following 3 stages;

Stage-1: Identification of document.
Stage-2: Screening of document, and.
Stage-3: Final inclusion of document.

2.1. Identification of documents

The authors considered Scopus, the largest international research database, to search and collect research documents related to social influence in consumer behavior literature. Furthermore, the authors used the following search query to source the relevant research documents by applying searching category, (article, abstract, and keywords).

((“social influence” AND “consumer behaviour” OR “Consumer behavior” OR “purchase behavior” OR “buying behaviour” OR “Purchase behaviour” OR “buyer behaviour” OR “buyer behavior” OR “buying decision” OR “purchase decision” OR “decision making” OR “usage behaviour” OR “user behaviour” OR “user behavior” OR “purchase intention” OR “WoM” OR “word-of-mouth” OR “eWoM” OR “repurchase intention” OR “impulse buying” OR “impulsive buying” OR “impulse purchase” OR*

"tourist behavior" OR "customer behavior" OR "customer adoption" OR "patronage behavior" OR "usage decision" OR "consumption" OR "acceptance" OR "adoption" OR "impulse purchase intention" OR "repurchase intention" OR "re-usage" OR "sustainable consumption" OR "customer satisfaction" OR "customer loyalty" OR "technology adoption" OR "usage intention"))*.

The search query yielded a total of (n = 5,916) documents related to the social influence research across all the subject domains (e.g., social science, computer science, psychology, medicine, engineering, decision science, arts and humanities, mathematics, etc). Thus, there is a greater chance of some documents being irrelevant to the study. Therefore, all these documents were screened further using appropriate filters.

2.2. Screening of documents

To include only relevant documents in the study, the authors have applied various filters. Firstly, the authors have limited the search to the documents published in the subject areas of "Business, Management and Accounting", "Psychology", and "Decision Sciences". Secondly, the documents are limited to "Journal articles", which are published in "final" form in "English" language only. Thus, the query yielded a total of 1800 documents.

2.3. Final inclusion of documents

Following thorough screening check-ups, we have found 1800 documents relevant to the social influence research in consumer behavior literature. Furthermore, we performed random checks on these documents manually for their relevancy to the study. Interestingly, we found all 1800 documents were relevant to the study. Therefore, we included them finally for the systematic review (see Fig. 1).

3. Bibliometric overview of social influence literature

Researchers use various software for bibliometric analysis (Ingale & Paluri, 2020). Such as like BibExcel, Publish or Perish, CiteSpace, Histcite, VOSviewer, and Pajek and Gephi. This study uses VOSviewer, a tool that provides a comprehensive bibliometric overview (data analysis and visualization). We conducted a bibliometric analysis on all the 1800 articles and presented the results accordingly. Firstly, we provide the overview of social influence-related studies published to date till August 2022. Secondly, we present the most cited hallmarked studies in the area of social influence in the consumer behavior context. Thirdly, we present results related to the most productive and influential journals contributing to the advancement of social influence research in terms of publishing articles related to social influence. Finally, we present the results related to the most productive and influential authors contributing to the advancement of social influence research.

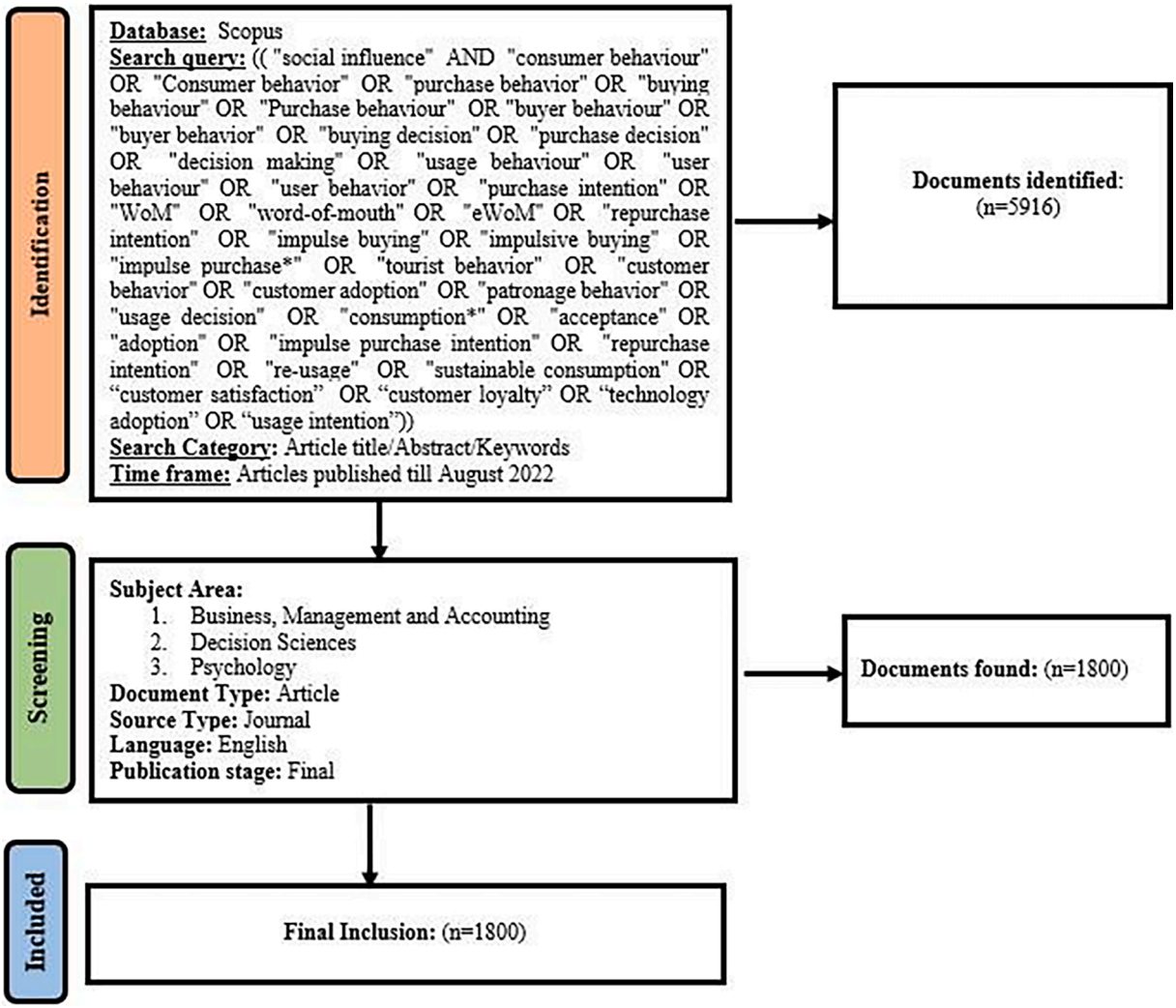


Fig. 1. Data inclusion criteria.

3.1. Publication trend of social influence research till August 2022

Although the first-ever article on social influence related to individual behavior appeared in the Scopus database one hundred years ago (i.e., 1920), however, its relevancy in consumer behavior literature left ambiguities among many marketing researchers. In our systematic search query, we found the mention of the role of social influence in consumer behavior for the first-time in the year 1967 in five research documents (i.e., Saltzstein & Diamond, 1967; Brock, 1967; Nisbett & Gordon, 1967; Gergen & Bauer, 1967; and Peterson, Saltzstein, & Ebbe, 1967), especially in the context of consumer psychology. Since then, the number reached 1800 articles to date till August 2022 during the last 55 years.

Results reveal that 32 articles are typically published each year. Nonetheless, the trend of annual publishing remained in the single-digit range until 2002, during which time an average of 3.7 articles were published annually (i.e, 127 articles published in 34 years). It's interesting to note that the majority of studies on how social influence affects consumer behavior appears to have been published in the last 20 years or so (2002–2022). From 2003 and 2014, it increased by double digits every year, publishing an average of 40 papers. Surprisingly, 1188 of 1800 publications on social influence were published in just the last eight years, from 2015 to 2022, with 148.5 articles produced per year on average. It shows research on social influence has been expanded at an exponential rate during this period. Perhaps the changes in consumer behavior were caused by advancements in the retailing environment and paradigm shifts in real-world consumption over the last decade. Additionally, it may have drawn the interest of marketing researchers and practitioners in conducting more research in this field during this period. Fig. 2 shows the publication trend of social influence-related research to date August 2022.

3.2. Productive and influential journals publishing research related to social influence

There were 1800 articles on social influence research published in 625 journals. We took journals with at least 10 publications and 100 citations into consideration to compile a list of the most significant and prolific journals that have contributed to the advancement of social influence literature. Consequently, we discovered a total of 27 journals that fit these requirements. (see Table 1).

Ranks are assigned based on total publications count, total citations count, and average citations count respectively. The journal with a higher citation count is ranked better than the journal with a lesser citation count in terms of citations. Similarly, a journal with more publication count is ranked better than a journal with a lesser publication count, and so on. When two or more journals have an equal publication count, a journal with a higher citation count is ranked better.

Based on the results, the top 10 productive journals include; Computers in Human Behavior (n = 64; tc = 7549), Appetite (n = 34;tc = 1379), Journal of Retailing and Consumer Services (n = 31;tc = 1158), Behaviour and Information Technology (n = 29;tc = 925), Journal of Personality and Social Psychology (n = 23;1963), Journal of Business Research (n = 23;tc = 1597), Technological Forecasting and Social Change(n = 18;tc = 919), Information and Management (n = 17;tc = 3965), International Journal of Bank Marketing (n = 16;tc = 605), Journal of Marketing Research (n = 15;tc = 1493).

Interestingly, most of these journals are ranked A and A* categories in ABDC journal rankings, and hence are considered to be top-tiered journals. That shows the potentiality of social influence research. Fig. 3 depicts the networking analysis of top journals mostly publishing social influence-related research articles.

3.3. Most cited top article related to social influence research

An attempt was made to identify the list of most cited articles related to social influence research in the consumer behavior domain. For this, articles with a minimum of 400 citations are included in the analysis. A total of 26 articles met this criterion. Table 2 provides the list of most cited articles in the area of social influence research. The study, by Venkatesh and Davis, (2000a) published in Management Science journal, is found to be the most cited articles related to social influence, that is cited by 10,612 times with 482 citations per year (CPY), followed by Venkatesh and Morris, (2000b) published in MIS Quarterly: Management Information Systems (2571 total citations & 117 citations per year). Similarly, Dholakia et al., (2004) published in the International Journal of Research in Marketing (1494 total citations & 83 citations per year), Hsu (2004) published in the Journal of Marketing (1250 total citations & 83 citations per year), and Hsu (2004) published in Information and Management (1318 total citations & 73 citations per year). Fig. 4 provides the network analysis of the most cited social influence studies.

3.4. Most productive and influential authors of social influence research

A total of 4,645 authors have contributed research works for the development of social influence research. We attempted to identify the most productive and influential authors. For this, we considered the authors with a minimum of 4 publications, and 400 citations.. 18 authors are found to meet this criterion (see Table 3).

In terms of total publications, Ooi of UCSI University, Kuala Lumpur,

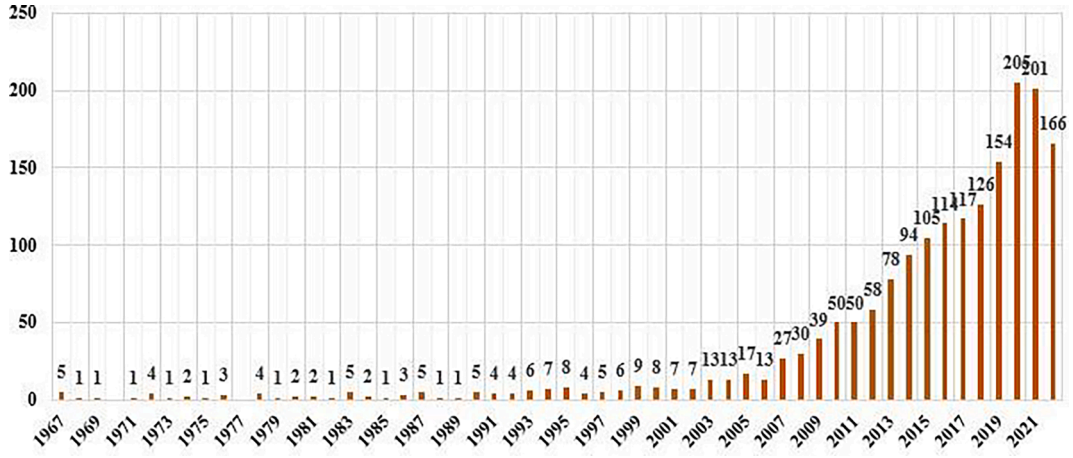


Fig. 2. Publication trend of social influence research.

Table 1
Most productive and influential Business and Management Journals of Social influence research.

Journal Name	ABDC Rank	TP	TP Ranking	Total Citations	TC Ranking	AC	AC Ranking	Total Link Strength
Computers in Human Behavior	A	64	1	7549	2	118.0	5	168
Appetite	A	34	2	1379	8	40.6	17	9
Journal of Retailing and Consumer Services	A	31	3	1158	10	37.4	20	54
Behaviour And Information Technology	A	29	4	925	14	31.9	22	42
Journal of Personality and Social Psychology	A*	23	6	1963	4	85.3	10	13
Journal of Business Research	A	23	5	1597	6	69.4	11	40
Technological Forecasting and Social Change	A	18	7	919	15	51.1	14	37
Information and Management	A*	17	8	3965	3	233.2	2	60
International Journal of Bank Marketing	A	16	9	605	18	37.8	19	41
Journal of Marketing Research	A*	15	10	1493	7	99.5	6	22
International Journal of Information Management	A*	14	11	1812	5	129.4	3	61
Transportation Research Part A: Policy and Practice	A*	14	12	548	19	39.1	18	10
Transportation Research Part F: Traffic Psychology and Behaviour	A	13	13	437	22	33.6	21	12
Journal of Cleaner Production	A	12	14	533	20	44.4	16	6
Management Science	A*	10	20	11,004	1	1100.4	1	97
Personality and Social Psychology Bulletin	A*	10	21	1213	9	121.3	4	7
Psychological Science	A*	10	22	949	11	94.9	7	7
Decision Support Systems	A*	10	15	943	12	94.3	8	20
Industrial Management and Data Systems	A	10	16	928	13	92.8	9	28
Journal of Consumer Marketing	A	10	17	637	16	63.7	12	13
Journal of Consumer Research	A*	10	18	606	17	60.6	13	17
Journal of Experimental Social Psychology	A	10	19	485	21	48.5	15	4

**Note: TP-Total publication; TC-Total Citations; AC- Average Citation.

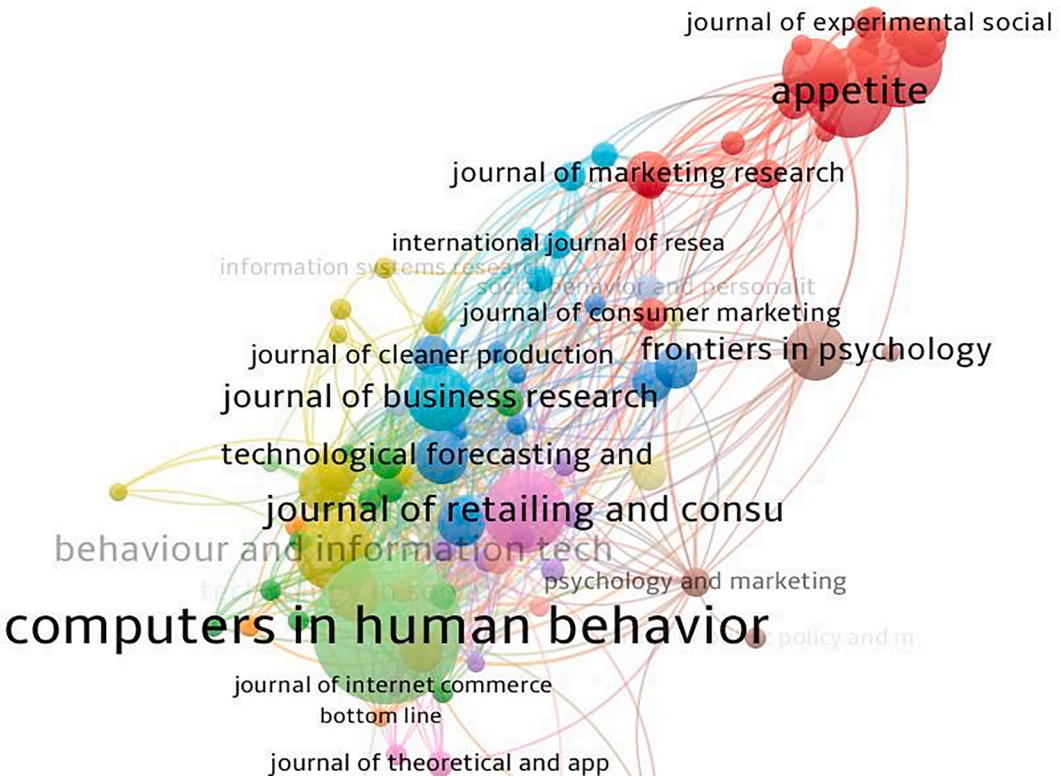


Fig. 3. Top most journals helping to the advancement of social influence research.

Malaysia (n = 9), Dwivedi of Swansea University, United Kingdom (n = 9), and Chen Tongji of University, Shanghai, China (n = 6) are considered to be the top 3 most productive authors. On the other hand, in terms of total citations (tc), Venkatesh of Virginia Polytechnic Institute and State University, United States, tops the list with 13,966 citations, followed by Hsu of National Taipei University of Business, Taiwan with 2634 citations, Dholakia of Rice University, United States with 2371, and Bagozzi of the University of Michigan, United States with 2322 citations. Similarly, in terms of average citations (ac), Venkatesh of Virginia Polytechnic Institute and State University, United States (ac = 2793); Hsu of National Taipei University of Business, Taiwan (ac = 658.5), Dholakia of Rice University, United States (ac = 592. citations); Bagozzi of the University of Michigan, United States (ac = 580) are the top 4 most influential authors of social influence research.

Table 2
Most cited social influence related articles.

Study	Title	Journal	ABDC Ranking	TC	#Years Since Published	CPY
Venkatesh and Davis, 2000a	"Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies"	Management Science	A*	10,612	22	482
Venkatesh and Morris, 2000b	"Why don't men ever stop to ask for directions? Gender, social influence, and their role in technology acceptance and usage behavior"	MIS Quarterly: Management Information Systems	A*	2571	22	117
Dholakia et al., (2004)	"A social influence model of consumer participation in network- and small-group-based virtual communities"	International Journal of Research in Marketing	A*	1494	18	83
Hsu andLu, (2004)	"Why do people play on-line games? An extended TAM with social influences and flow experience"	Information and Management	A*	1318	18	73
Hsu and Lin, (2008)	"Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation"	Information and Management	A*	1157	14	83
Nolan et al., (2008)	"Normative social influence is underdetected"	Personality and Social Psychology Bulletin	A*	1008	14	72
Sheth & Parvatiyar, (1995)	"Relationship marketing in consumer markets: Antecedents and consequences"	Journal of the Academy of Marketing Science	A*	990	27	37
Zhou, Lu, & Wang, (2010)	"Integrating TTF and UTAUT to explain mobile banking user adoption"	Computers in Human Behavior	A	844	12	70
Lu, Yao, & Yu, (2005)	"Personal innovativeness, social influences and adoption of wireless Internet services via mobile technology"	Journal of Strategic Information Systems	A*	827	17	49
Herath & Rao, (2009)	"Protection motivation and deterrence: A framework for security policy compliance in organisations"	European Journal of Information Systems	A*	810	13	62
Johnston and Warkentin, (2010)	"Fear appeals and information security behaviors: An empirical study"	MIS Quarterly: Management Information Systems	A*	798	12	67
Bagozzi and Dholakia, (2006)	"Antecedents and purchase consequences of customer participation in small group brand communities"	International Journal of Research in Marketing	A*	771	16	48
(Lewis et al., 2003)	"Sources of influence on beliefs about information technology use: An empirical study of knowledge workers"	MIS Quarterly: Management Information Systems	A*	696	19	37
Martins, Oliveira, & Popovič, (2014)	"Understanding the internet banking adoption: A unified theory of acceptance and use of technology and perceived risk application"	International Journal of Information Management	A*	681	8	85
Karahanna and Straub, (1999)	"The psychological origins of perceived usefulness and ease-of-use"	Information and Management	A*	618	23	27
King, Racherla, & Bush, (2014)	"What we know and don't know about online word-of-mouth: A review and synthesis of the literature"	Journal of Interactive Marketing	A	591	8	74
Peres et al., (2010)	"Innovation diffusion and new product growth models: A critical review and research directions"	International Journal of Research in Marketing	A*	542	12	45
De Veirman, Cauberghe, & Hudders, (2017)	"Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude"	International Journal of Advertising	A	515	5	103
Oliveira et al., (2016)	"Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology"	Computers in Human Behavior	A	504	6	84
Cheng et al., (2013)	"Two ways to the top: Evidence that dominance and prestige are distinct yet viable avenues to social rank and influence"	Journal of Personality and Social Psychology	A*	504	9	56
Burtch et al., (2013)	"An empirical examination of the antecedents and consequences of contribution patterns in crowd-funded markets"	Information Systems Research	A*	502	9	56
Lee (2008)	"Opportunities for green marketing: Young consumers"	Marketing Intelligence and Planning	A	457	14	33
Wu & Chen, (2017)	"Continuance intention to use MOOCs: Integrating the technology acceptance model (TAM) and task technology fit (TTF) model"	Computers in Human Behavior	A	447	5	89
Liao, Chen, & Yen, (2007)	"Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model"	Computers in Human Behavior	A	410	15	27
Chen et al., (2011)	"Online social interactions: A natural experiment on word of mouth versus observational learning"	Journal of Marketing Research	A*	404	11	37
Moe et al., (2011)	"The value of social dynamics in online product ratings forums"	Journal of Marketing Research	A*	402	11	37

4. TCCM framework analysis

The Theory-Context-Characteristics-Methodology (TCCM) framework recommended by Paul & Rosado-Serrano (2019) is adopted for gaining better and more meaningful insights from the systematic literature review of social influence research in the context of the consumer behavior domain. For this, the results are discussed in four heads. Firstly, the author provides meaningful insights into the popular and emerging theories used to explain social influence on consumer behavioral changes. Secondly, the contexts in which most of the popular studies are done have been explored and discussed. Thirdly, the characteristics used in examining the impact of social influence on consumer behavior are explained. Fourthly, the methodology (e.g., data collection methods, data analysis tools, and techniques) used in social influence research has also been discussed. Fig. 5 depicts the results of the TCCM analysis.

4.1. Theoretical underpinnings of social influence research in consumer behaviour

Through the thorough, structured, and systematic literature review, the authors have identified six theories used chiefly in explaining the impact of social influence on consumer behavioral changes. These theories include; social influence theory, social norms theory, social support theory, social comparison theory, regulatory focus theory, and an elaboration likelihood model. Researchers frequently combine any two of these theories to precisely investigate and better understand the relationship between social influence and consumer behavior.

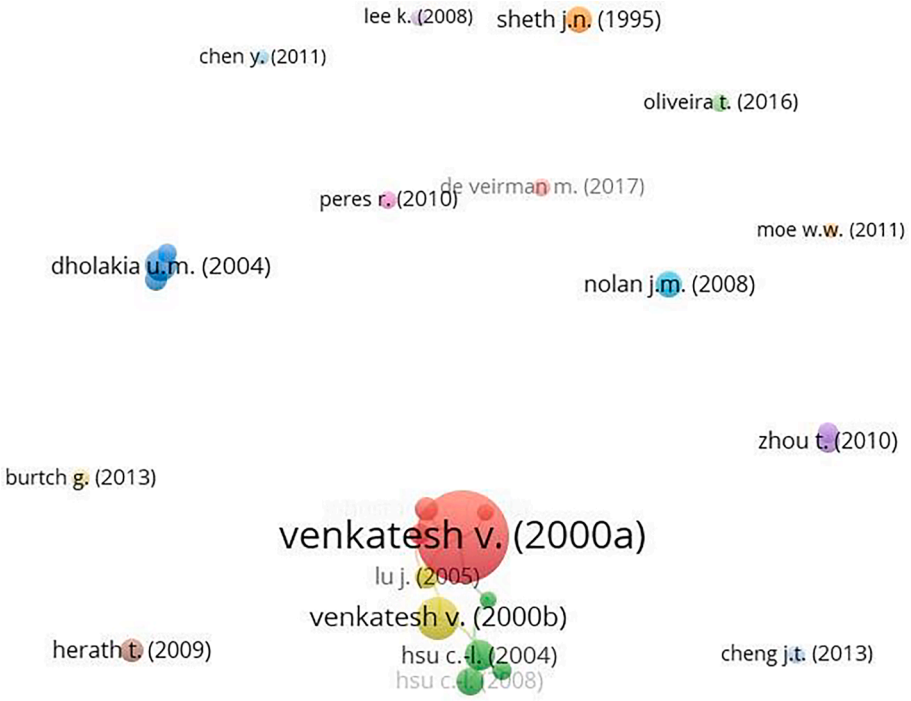


Fig. 4. Most cited social influence article.

Table 3
Most Productive and influential authors of social influence research.

Author	Affiliation	TP	TP Rank	Total Citations (TC)	TC Rank	Avg. Citation	AC Rank	Total Link Strength
Venkatesh	Virginia Polytechnic Institute and State University, United States	5	4	13,966	1	2793.2	1	28
Hsu	National Taipei University of Business, Taiwan	4	9	2634	2	658.5	2	15
Dholakia	Rice University, Houston, United States	4	10	2371	3	592.8	3	6
Bagozzi	University of Michigan, Ann Arbor, United States	4	11	2322	4	580.5	4	6
Ooi	UCSI University, Kuala Lumpur, Malaysia	9	1	1385	5	153.9	8	32
Lu	University of Houston-Victoria, United States	4	12	886	6	221.5	5	11
Chong	University of Nottingham Ningbo China, China	4	13	867	7	216.8	6	16
Dwivedi	Swansea University, Swansea, United Kingdom	9	2	762	8	84.7	17	14
Yen	SUNY Oneonta, Oneonta, United States	4	14	725	9	181.3	7	4
Dahl	The University of British Columbia, Vancouver, Canada	4	15	576	10	144	9	1
Williams	School of Management, Swansea, United Kingdom	5	5	547	11	109.4	11	12
Chen	Tongji University, Shanghai, China	6	3	546	12	91	15	5
Delre	University of Zurich, Zurich, Switzerland	5	6	470	13	94	14	12
Gupta	University of Jammu, India	4	16	446	14	111.5	10	17
Bijmolt	University of Groningen in The Netherlands	5	7	442	15	88.4	16	13
Lee	Miami University, Oxford, United States	4	17	428	16	107	12	4
Janssen	Arizona State University, United States	4	18	424	17	106	13	9
Gupta	Indian Institute of Management Raipur, India	5	8	423	18	84.6	18	11

Note: TP-Total Publications; TC-Total Citations; AC- Average Citations.

4.1.1. Social influence theory

The social influence theory, developed by Kelman (1958), has been used widely by most marketing researchers to explain the changes in focal consumers' behavior due to interactions with an external social environment. This theory posits that an individual's behavior gets influenced by other members of society (Zhao, Stylianou, & Zheng, 2018). It plays a pivotal role in changing the attitudes and behaviors of focus consumers by others (Godes and Mayzlin, 2004; Brown and Reingen, 1987). According to Kelman (1958), social influence induces changes in focal individuals' attitudes and actions through three processes. Those include compliance, identification, and internalization. Previous studies used this theory in various contexts to explain the impact of social influence on consumers' attitudes or purchase behavior for different products/services. For instance, the impact of online reviews on focal consumers' purchase decisions (Zhao, Stylianou, & Zheng, 2018); users' continuous content contribution behaviors on microblogs (Liu, Min, & Han, 2020); consumers' impulsive purchase behavior in social commerce context (Hu, Chen, & Davidson, 2019); the role of review valence and review source on consumers' purchase decision in the context of public and private consumptions (Tata, Prashar, & Gupta, 2020); Consumer cloud services adoption (Trenz, Huntgeburth, & Veit, 2018); channel relationships (Kashyap, & Sivadas, 2012); users' behavior for social network services (Lee, & Hong, 2016); consumers' online shopping decisions (Lee, Shi, Cheung, Lim, & Sia, 2011); knowledge adoption in virtual communities Chou et al., (2015).

Some studies mixed social influence theory with other theories to explain the importance of social influence on consumers' behavioral changes. For instance, the study of Wiese et al., (2020) used social

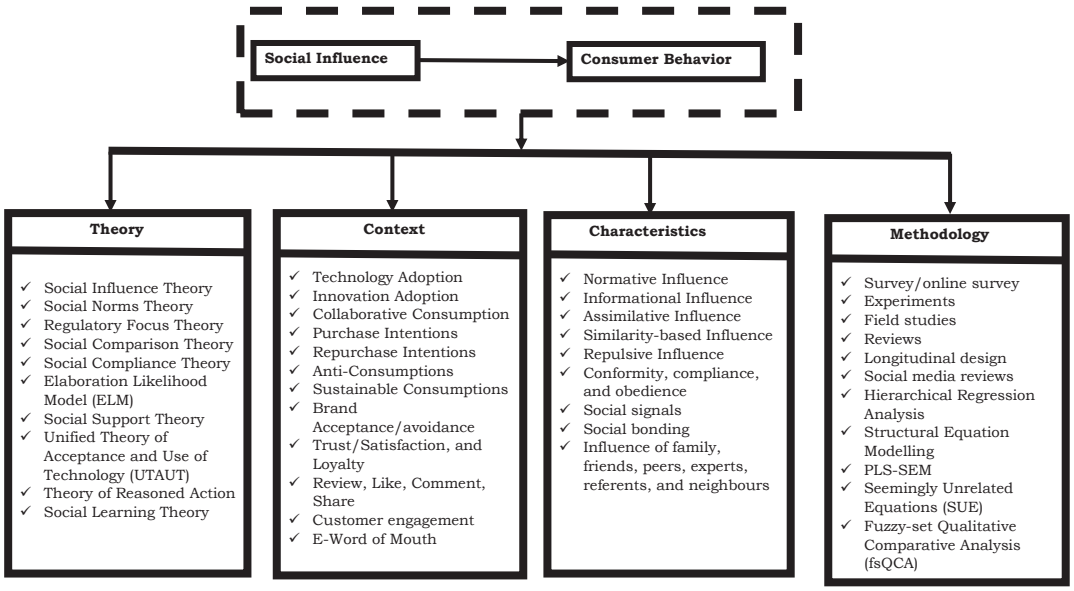


Fig. 5. TCCM Framework of Social influence in Consumer Behaviour Research.

influence theory in conjunction with regulatory focus theory to explain users' perceptions and behaviors toward Facebook advertising. Similarly, Kukar-Kinney, & Xia (2017) combined social influence theory with cue utilization theory to explain how purchasing several deals influences consumers' individual and social deal evaluations. The study by Naeem & Ozuem (2021) integrated social influence theory and social practice theory to explain how social factors increase consumers' panic buying practices.

4.1.2. Social norms theory

Another theory used widely in examining the role of social influence in consumer behavioral changes is the social norms theory. This theory posits that the attitudes or behaviors of individuals are influenced significantly by their perceptions about the act of their social groups (Trivedi & Beck, 2018), and that measures the norms-based behavior among consumers (Blay et al., 2018). The social norms theory in consumer behavior research is used chiefly in understanding and preventing interventions of consumers' anti-consumption behavior, such as public services use, ethical consumption, tobacco use, drink and drive, seat belt use, common services use, food consumption, herding essentials, environmental consumption, and sustainable consumption and so on. For instance, the study of Perkins & Berkowitz (1986) used social norms theory for the first time to explore the alcohol consumption patterns among university students. Dunleavy (2008) used social norms theory to predict students 'intentions to consume alcohol on university campus premises. Social norms positively influence Finns, Italian, and French luxury brand choices (Kauppinen-Räisänen et al., 2018). Similarly, Albrecht et al. (2017) used this theory to examine the roles of service environment use in customer unfriendliness. Yoon (2017) used this theory to examine the savings behavior of United States citizens. Similarly, many studies used social norms theory in examining changes in consumer behavior, which include, intimate partner violence behavior (McKool et al.,2021); reactions of diners' concerns towards food safety in restaurants (Harris et al., 2020); reactions to comedic violence ad (Yoon, 2016); enforcement of smoking ordinances (Benavides, & Peters,2015); the magnitude of self-other differences (Carey et al., 2006); texting while driving behavior (Trivedi & Beck, 2018); nonmedical use of prescription stimulants (NMUPS) among university students (Schultz, Silvestri, & Correia, 2017); electricity conservation behavior among university students (Parece et al., 2013); and prediction of substance use (Guo, Ward, & Speed, 2020).

4.1.3. Social comparison theory

The other prominent theory documented well in the context of social influence and customer behavior literature is the social comparison theory. This theory postulates that, before making any behavioral decisions, individuals compare themselves with others, who are either better or worse than them, and that consideration depends upon the individual's choice (Festinger, 1954; Chan and Prendergast, 2008; Ogden and Venkat, 2001; Sakib, Zolfagharian, & Yazdanparast, 2020). Generally, individuals compare themselves with persons better than them (Lee and Watkins, 2016). The previous studies used this theory to explain the effect of individuals' comparisons on their behavioral decisions. For instance, Sakib, Zolfagharian, & Yazdanparast (2020) used social comparison theory to examine consumers' compliance intention for nutrient and healthy diets recommended by nutritionist video bloggers (vloggers) a result of comparing their food habits with the recommendations of nutritionist video bloggers. Lee & Watkins (2016) explored the effect of YouTube vloggers on consumers' perceptions and purchase intentions towards consumer luxury brands. Similarly, the social comparison theory was used in explaining changes in consumer behaviour literature include: travel bloggers' travel blogging activities (Mariani, Ek Styven, & Nataraajan, 2021); consumers' conspicuous consumption behaviors (Zheng, Baskin, & Peng, 2018); clothing co–consumption practices between mothers and daughter (Gentina, Huarng, & Sakashita, 2018); brand rivalry and community conflict (Ewing, Wagstaff, & Powell, 2013); visibility of VIP services and average consumers' satisfaction (Cao, 2021); influences on consumer well-being Leong et al., (2021); exposure to Western media-ideal images and body satisfaction (Thomas, & Kleyman,2020); purchasing behaviour towards second-hand products by the Indian BOP consumers (Mukherjee, Datta, & Paul, 2020); Germans' footwear consumption behaviour (Baudisch, 2007); compulsive buying in online daily deal situations (Kukar-Kinney, Scheinbaum, & Schaefers, 2016); construction of protected prototypes among the consumer for risk behaviour (Scott, Mason, & Mason, 2015); and determinants of aspirational consumptions (Srivastava, Mukherjee, & Jebarajakirthy, 2021).

4.1.4. Social support theory

Through the thorough and structured review of social influence literature, we found the application of social support theory in many consumer behavior studies to examine how support from peers influences consumers' attitudes or behaviors. The application of social support theory is considered a new approach in marketing and

information systems (Liang et al., 2011; Ali, 2011). The term 'social support' refers to extending help by sharing verbal and nonverbal information, emotions, feelings, and care between and among consumers to minimize tensions and stresses. The theory is used more widely in information management research than in marketing. For instance, Busalim et al., (2021) and Bazi et al., (2019) used social support theory to examine customer engagement in social commerce sites. Similarly, the effect of e-word of mouth on customer engagement in social commerce platforms was analyzed using this theory by Ali, Hussin, & Dahlan (2020). Using social support theory, Leong et al. (2020) and Fan et al. (2019) examined the determinants of trust in social commerce. Makmor, Alam, & Aziz (2018) explored consumers' purchase intention in the era of social commerce. The studies by Lee & Chen (2020), Sheikh et al. (2019), Hajli (2013), (Hajli, 2014b), and Liang et al. (2011) examined the determinants of consumers' social commerce adoption. Yusuf, Che Hussin, & Busalim (2018) used this theory to analyze the effect of e-WOM engagement on consumers' intention to purchase on social commerce sites. Using social support theory, Wang et al. (2021) examined the users' knowledge contribution behavior. Wiese & Akareem (2020) used this theory to identify the determinants of consumers' perceptions, attitudes, and behavior toward advertising on social network sites. Using this theory, Balaji, Khong, & Chong (2016) examined the determinants of negative word-of-mouth communication among consumers over social networking sites. Hajli (2014a) used this theory to understand consumer behavior toward health services. Similarly, Nadeem et al. (2020) and (Akhmedova et al., 2021) explored the antecedents of consumers' intention to value co-creation in sharing economy platforms (SEPs). Xu, Chi, Cai, & Pan, (2022) examined the antecedents of consumers' complaint behavior towards service failure in a group tour. Wang et al., (2020) used this theory to study the antecedents of consumers' engagement in social commerce sites.

4.1.5. Regulatory focus theory

The regulatory focus theory is one of the popular theories used in marketing and psychology research, which has gained interest among consumer behavior researchers. It postulates how consumers' attitudes or behaviors are regulated due to interactions with other members of society (Haws, Dholakia, & Bearden, 2010). Individuals adopt different regulatory focuses depending on the context. According to Higgins (1997), individuals are either promotion regulatory focused or prevention regulatory focused. The individuals who adopt a promotion regulatory focus seem to be concerned about accomplishment and advancement; thus, they show positive behavioral outcomes, whereas those who adopt a prevention regulatory focus seem concerned about safety and security, showing adverse behavioral outcomes. Previous studies which considered regulatory focus theory in social influence and consumer behavior research include: e-WOM and online reviews (Zhang, Craciun, & Shin, 2010); adoption of mobile applications Shen, (2015); unplanned purchase of new products (Kato, & Hoshino, 2021); effectiveness of Facebook advertising (Wiese, Martínez-Climent, & Botella- Carrubi, 2020); online brand community activity and customer purchase frequency (Wu et al., 2015; Algesheimer et al., 2005); determinants of organic rice adoption among Taiwan consumers (Chen, Lee, & Huang, 2015); impression management and consumers' coupon redemption behaviour (Kim, & Yi, 2016); consumers' investment behavior (Kim, & Ha, 2016); food-related value motivations and consumer affinities (de Boer,& Schösler, 2016); anti-consumption messages and obesity fighting behaviour (Muralidharan, 2016); persuasive of health communication and consumers' physical activity behaviour (McKay-Nesbitt, Bhatnagar, & Smith, 2013); consumers' technical and legal knowledge and their cookies rejection behaviour (Strycharz, Smit, Helberger, & van Noort, 2021); consumers and brand engagement during service lockdown (Hollebeek et al., 2020); consumer's adoption intentions for online food deliveries during the pandemic (Cai, & Leung, 2020); consumers' repurchase decisions (Fei, You, & Yang, 2020); individual versus aggregate prices in group meals (Ku, & Hung, 2019); servant leadership and customer service behaviors (Yang, Qian, & Liu, 2018); consumers' moral self-regulation (Schwabe, Dose, & Walsh, 2018); consumers avoidance behaviour (Guo, & Main, 2017); and consumer' governing responses to brand communications (Grappi, Romani, & Bagozzi, 2015).

4.1.6. Elaboration likelihood model

Through the thorough and structured review of social influence and customer behavior literature, the authors found another theory used widely in explaining changes in consumer behavior Shahab et al., (2021): the elaboration likelihood model (ELM) developed by Richard & Cacioppo (1980). A dual-process theory explains changes in the processing of changes in consumers' attitudes or behaviors. Previous studies used this model in different contexts to explain the effect of social environments on changes in consumer behavioral outcomes. For instance: determinants of reader perceptions of online reviews (Cheng, & Ho, 2015); sales presentation quality and consumers' initial perceptions on persuasion (Sparks, & Areni, 2002); online consumer reviews and consumer purchasing intention Park et al., (2007); how persuasive messages and internet users' liking and sharing messages (Chang, Yu, & Lu, 2015); dual-route information adoption processes on travel websites Tseng et al., (2016); first- person singular pronouns and online review helpfulness (Wang, & Karimi, 2019); inflated product claims and evaluations of retailers' websites (Franco Valdez, Valdez Cervantes, & Motyka, 2018; ad appeal and consumers' intentions to share viral advertisements (Kulkarni, Kalro, & Sharma, 2020); consumer's response towards Facebook second-hand marketplace (Chang, Lu, & Lin, 2020); user-driven interactivity and attitudinal changes in virtual tours (Spielmann, & Mantonakis, 2018); determinants of reader perceptions of online reviews (Cheng, & Ho, 2015); electronic word of mouth and mobile banking adoption (Shankar, Jebarajakirthy, & Ashaduzzaman, 2020); consumer's electronic word-of-mouth adoption (Lee, & Hong, 2019); behavioral changes of multichannel consumers (Li, Dahana, Li,& Yuan, 2021); determinants of eWOM adoption on Facebook (Aghakhani, Karimi, & Salehan, 2018); consumers' visual attention involvement and product choice (Behe, Bae, Huddleston, & Sage, 2015); and Customer involvement and online shopping satisfaction (Martín, Camarero, & José, 2011).

4.2. Context

Most of the social influence literature discusses changes in consumers' behaviors in different contexts. For instance, Zhan and He, (2012) studied the impact of social influence in the context of luxury consumption in China. Chong et al., (2012) studied the effect of social influence in the context of m-commerce adoption intentions in Malaysia and China. Similarly, pro-environmental behaviors (PEBs) in Saudi Arabia (Alzubaidi, Slade, & Dwivedi, 2021); consumer purchases and psychological actions in India (Balakrishnan, Foroudi, & Dwivedi, 2020); audiences' evaluation of the poster as well as the focal brands in China (Hu, Chen, Chen, & He, 2020); consumers' intended adoption of high-tech innovations in United States context (Kulviwat, Bruner II, & Al-Shuridah, 2009) and Wensing (1998) confirmed the existence of positive impact of social influence on consumers' intention to adopt an innovation. The studies of Venkatesh (2000a); Lewis, (2003); Peres, (2010); Wensing, (1998); San Martín and Herrero, (2012); Wu and Lederer, (2009); Brown et al., (2010), and Kijsanayotin et al. (2009) were conducted to examine the effect of social influence in the context of technology adoption. The study by López-Nicolás (2008) was conducted to analyze the effect of social influence in the context of mobile services acceptance. Yang (2012) & Oliveira (2016) studied social influence in the context of mobile payment adoption behavior; the study by Grinblatt (2008) was conducted in the context of consumers' automobile purchase behavior. Similarly, the previous studies were conducted in various contexts, e.g., in-app purchase intention context (Hsu, 2016); online purchase intentions (Pascual-Miguel et al., 2015); electric car purchase

intentions; (Kim, 2014); repurchase intentions across the select services (Butcher, 2002); electric vehicle adoption in the United States (Featherman, Jia, Califf, & Hajli, 2021); consumers' pre-purchase brand attitudes in Austria (Hutzinger, & Weitzl, (2021); customer lifetime value and customer profitability of a European bank in Spain (Cambra-Fierro, Gao, & Melero-Polo, 2021); consumers' response for service language in a real-world situation in United States context (Bell, & Puzakova 2017).

4.2.1. Social influence on technology adoption behavior

Numerous studies discussed the impact of social influences on consumer behavior in the context of technology adoption. Among them, the most classic studies include; Venkatesh (2000a), Lewis (2003), Oliveira et al., (2016), Wensing (1998), and Peres (2010). Conducting 4 longitudinal studies, Venkatesh (2000a) examined the effect of the social influence process and cognitive instrumental process on users' technology adoption behavior. The social influence process was measured using subjective norm, voluntariness, and image, while cognitive instrumental processes were measured using job relevance, output quality, result demonstrability, and perceived ease of use. Results reveal that social influence processes significantly influence users' technology acceptance behavior. Similarly, López-Nicolás, (2008) assessed the determinants of mobile services acceptance (using the explanatory variables; diffusion of innovations, ease of use, perceived usefulness, social influence, and perceived benefits), and found that social influence is one of the prime antecedents of behavioral intention for mobile services acceptance. Furthermore, the adoption and use of collaboration technology were examined by (Brown et al., 2010) using social presence theory, channel expansion theory, and the task closure model, and found that social influence significantly influences the use of collaboration technology. San Martín (2012) attempted to explore the determinants of users' adoption of new information technologies and found that social influence positively predicts consumers' technology adoption behavior Lewis et al., (2003). In a nutshell, the most explored consumer behaviors that were impacted by the social influence phenomenon include; technology adoption, innovation adoption, collaborative consumption, repurchase intentions, anti-consumption, impulse buying, sustainable consumption, purchase decisions, shared economy, eWOM, brand acceptance/avoidance, brand loyalty, brand engagement, trust, customer satisfaction and so on. Thus, the effect of social influence is significant in various contexts of technology adoption behavior (see Table 5).

4.2.2. Social influence on consumer purchase behavior

Several studies discussed the effect of social influence on consumer purchase behavior in general. For instance, Zhan, (2012) examined the determinants of luxury consumption in China and found the presence of a positive impact of social influence on consumers' luxury consumption. Furthermore, Pascual-Miguel (2015) examined gender differences in online purchasing behavior and found an interesting insight that social influence affects female shoppers' purchase behavior than male shoppers more. Grinblatt (2008) conducted an experimental study on 4000 samples to analyze the determinants of consumers' automobile purchase behavior and found that social influences (purchases of neighbors and nears) have a significant impact on consumers' automobile purchase behavior. Tanford (2015) examined the determinants of consumers' travel purchase decisions and found a significant effect of social influence on consumers' travel purchase decisions. Butcher (2002) examined the importance of social influence on repurchase intentions across the select services and found a significant effect of social influence variables on consumers' repurchase intentions across the select services. Cheng (2015) analyzed the impact of social influences on reader perceptions of online reviews and found a positive effect of social influences on the readers' perceived usefulness of the reviews. Zhang (2014) examined how the in-store environment affects shoppers' purchase intentions and found the significant effect of social influences (salesperson's demographic similarity and salesperson's interactions) on shoppers' purchase intentions. Furthermore, the effect of social influence has been found in other facets of consumer purchase behavior (see Table 6).

4.3. Characteristics

Studies on the effect of social influence on changes in customer behavior mainly considered various dimensions of social influence, such as normative social influence, informational social influence, assimilative social influence, similarity-biased social influence, and repulsive (negative) social influence (see Table 4). For instance, Chou et al., (2015) considered informational and normative social influences to explore the determinants of online knowledge adoption in virtual communities. Similarly, Silvera, Lavack, & Kropp (2008) considered

Table 4
Research related to social influence dimensions in consumer behaviour context.

Social influence characteristic	Consumer behavior context	Source
1. Normative influence	trust in online group-buying contexts	Zhang & Gu (2015).
	Consumer attitudes towards the brand	Batra et al (2000)
	on-line consumer recommendations	Cheung et al (2009)
	e-WOM	Filieri (2015)
	consumer attitudes toward consumption alternatives	Alden, Steenkamp & Batra (2006)
	consumer impulsive buying behavior	Kacen & Lee (2002)
	Consumers' boycott decision	Sen, Gürhan-Canli, & Morwitz (2001)
	impulse purchasing	Peck & Childers (2006).
	conspicuous luxury consumption	Kastanakis & Balabanis (2014).
	enjoyment of hedonic experiences	Raghunathan & Corfman (2006).
	multidimensional online trust	Hwang & Lee (2012).
	ethical decision making	Pitesa & Thau (2013).
2. Informational Influence	perceived decision quality and perceived usefulness of the website in online reviews	Zhao, Stylianou, & Zheng (2018)
	consumer attitude toward web sites	Kang & Kim (2006)
	adoption intention of mobile data services	Al-Debei & Al-Lozi (2014).
	consumer attitude and purchase intention toward the brand	Chen et al (2016)
	customer citizenship behavior	Yi, Gong & Lee (2013).
	effects of online consumer reviews on consumers' purchase intentions	Lee, Park & Han (2011).
	Herd behavior in purchasing books online	Chen (2008)
	e-WOM	Filieri (2015)
	purchase decision making	Kim & Kang (2001).
	Online information-sharing	Bartle, Avineri & Chatterjee (2013)
	trust in online group-buying contexts	Zhang & Gu (2015).
	unauthorized music downloading and sharing	Yang, Wang & Mourali (2015)
	new product adoption	Zhang et al. (2018)
	eWOM in SNSs	Farías (2017).
	automobile purchase patterns	Wu (2011)
	on-line consumer recommendations	Cheung et al (2009)
	pre-adoption phase and initial post-adoption phase in the healthcare context	Lu et al. (2020).
3. Assimilative influence	advertised reference prices	Kan et al (2014)
	assimilative influence of visceral states on social judgment	O'Brien & Ellsworth (2012)
4. Similarity biased influence	**NA**	**NA**
5. Repulsive influence	Opinion dynamics of online social network users	Kozitsin (2021).

informational and normative social influences to examine consumers' impulsive buying behavior. Hutzinger & Weitzl (2021) considered normative social influence to explain how consumers with certain levels of susceptibility to normative influence affect their brand attitudes and purchase decisions. Similarly, Hwang & Lee (2012) considered normative influence to analyze online consumers' uncertainty avoidance behavior. Meek, Wilk & Lambert (2021) considered both the informational and normative social influences to examine the perceived helpfulness of online restaurant reviews. Kan. et al. (2014) considered assimilative influence to examine the impact of advertised reference prices on consumers' internal reference prices. O'Brien & Ellsworth (2012) considered assimilative influence to examine the assimilative influence of visceral states on individuals' social judgment.

On the other hand, Argo & Dahl (2020) found that salesperson interactions, secondary customer influence, social cues, and witnessing social interactions directly influence consumers' attitudes, feelings, and behavior in the retail context. A friendly salesperson is shown to enable impulsive purchase behavior among shoppers (Mattila and Wirtz 2008), which is found to escalate purchase intentions among focal consumers (Zhang et al., 2014). A repulsive (negative) social influence can occur when a more substantial difference exists between the focal customer and the social environment. Hunter et al. (1984) termed it the "boomerang effect." It occurs when an attempt is made by someone to attract someone and can land in a negative effect. For instance, Argo and Dahl (2018) found that retailers install mannequins to attract consumers. However, it makes some sections of consumers feel bad due to low appearance and self-esteem. Therefore, it can negatively influence their purchase intentions.

Similarly, an unfriendly salesperson is found to create a negative social influence among retail consumers (Albrecht et al., 2017). A similarity-biased social influence can occur when common similarities are found between the focal customer and others. For instance, similarities between a focal customer and the salesperson regarding their social factors (i.e., same language, same ethnic group, same locality, etc.) can positively affect focal consumers' purchase behavior for the particular retailer. Whereas a focal customer tends to shop more with friends and known persons (Grewal et al., 2018 ; Katakam et al., 2021).

4.4. Methodology

Studies on social influence mostly used popular methodologies in exploring and examining customer behavior during the study period (see Table 5 Table 6 & Table 7). For instance, the survey method (e.g.; Lewis, 2003; López-Nicolás, 2008; Yang, 2012; Oliveira et al., (2016); Chong et al., (2012); Silvera, 2008; Yang, 2013; Hsu, 2016 and Tanford, 2015); experimental method (e.g.; (Aral and Walker, 2014; Lee et al., 2015); Grinblatt, 2008; Kim, 2014; Zhang, 2014 and Davis, 1999; Capuano et al., (2018); Páez, 2007; Moussaïd, 2013; Páez, 2008; and Kinateder et al., 2014); filed study method (e.g.; Brown et al., 2010; Ifinedo, 2014; and Butcher, 2002); online survey (e.g.; Gunawan and Huarng, 2015; Pascual-Miguel, 2015; and Zhan, 2012); online data (e.g.; Lee, 2015; Páez, 2007; Cheng, 2015; Lee, 2015; Aral, 2014; Tsai, 2014; and San Martín, 2012); longitudinal study (e.g.; Venkatesh, 2000a and Tsai, 2014); review method (e.g.; Wu, 2009; Wensing, 1998 and Peres, 2010). Questionnaires, interviews, store data, e-commerce data, online reviews, and synthetic data are the few popular data collection tools used in the social influence literature for collecting the data. Fuzzy-set qualitative comparative analysis (fsQCA), multiple regression analysis, hierarchical regression analysis, structural equation modeling (SEM), partial least squares (PLS-SEM), seemingly unrelated equations (SUE), simulation techniques, text mining, systematic literature reviews, machine learning are the few popular data analysis techniques used to explore and examine the role of social influence in consumers' behavioral changes.

5. Discussions and directions for future research

Through a structured and systematic review of the social influence literature using the hybrid systematic review method, which combines the TCCM framework and bibliometric analysis, the study offers a comprehensive overview of social influence research in the context of consumer behavior and suggests directions for future research subsequently. Firstly, using bibliometric analysis, the bibliographic overview of social influence in consumer behavior research has been provided. In total, 5916 research documents examined social influence research in diverse fields and contexts. Of which 1800 articles discussed the role of social influence in consumer behavior changes in business, management, and accounting area. This systematic review included only articles published in the fields of business, management, and accounting for improving the relevance of the review. Computers in Human Behavior has been the most productive journal in helping to advance the field followed by Information and Management. The studies by Venkatesh (2000a) & Venkatesh (2000b) are the most cited classic studies that have discussed the role of social influence in technology adoption. Venkatesh of Virginia Polytechnic Institute and State University, United States, is the most influential author who has contributed much to the advancement of social influence research. Both of his classic studies (i., e., Venkatesh, 2000a & Venkatesh, 2000b) fetched 11,661 citations to his credit. Authors from the United States contributed prominently to the growth and advancement of social influence research through their 603 social influence research-related articles followed by China (146 articles). Using the TCCM framework discussed in previous studies (e.g., Paul, Partiasrathy, & Gupta, 2017; Mandler et al., 2021). The study provides directions for future research drawing insights from four components: theory; context, characteristics, and methods.

5.1. Theoretical directions for future research in social influence research

The majority of social influence-related studies used popular classical theories to explain the impact of social influence on changes in consumer behavior. These include; social influence theory, social norms theory, social support theory, social comparison theory, regulatory focus theory, social compliance theory, reasoned action theory, elaboration likelihood model, and social learning theory. Some studies were based on single theories (e.g., Sparks and Areni, 2002; Tseng et al., 2016; Cheng and Ho, 2015; Bi, Liu, and Usman, 2017), while others were based on a combination of any two of these theories (e.g., Scott, Mason, & Mason, 2015; Lim, 2018; Bamberger, & Biron, 2007; Lee, & Hong, 2016; Liu, Min, & Han, 2020). However, specific theories have received little attention in social influence research, despite their importance in today's digital age. The majority of consumers have a social media presence on one or more social networking sites. It has paved the way for increased levels of online social interactions and online shopping in both business-to-consumer (B2C) and consumer-to-consumer (C2C) settings. Consumers should think about their options before making a decision. Before making behavioral decisions, consumers tend to collect relevant information and opinions via social networks in the form of online reviews and feedback. Thus, the opinions and information gathered from social contacts via the internet also influence consumer behaviors. Investigating the extent of online or social media influence on focal consumers' behavior is challenging for researchers. Hence, robust theories are needed to address this phenomenon. Future studies can utilize the following least explored theories to address the recent changes in consumer behavior due to various social influences.

Schwarz and Bohner, (1996) advocated the affect-as-information theory in 1996. Consumer behavior researcher overlooks this theory, although it has greater relevance in investigating the determinants of changes in consumer behavior. According to this theory, the emotions of individuals be able to offer information related to their present predispositions and intuitions. These emotions can be formed as a result of their social interactions with other members of society. The information,

Table 5
Top studies addressing the impact of social influence on technology adoption behaviour.

Study	Citations	Purpose	Research Method	Variables	Sample	Conclusions
Venkatesh and Davis, (2000a)	10,612	To examine the effect of social influence process and cognitive instrumental process on user's technology adoption behaviour.	4 Longitudinal studies	**Social influence process:** subjective norm, voluntariness, and image **Cognitive instrumental processes**: job relevance, output quality, result demonstrability, and perceived ease of use	156	Social influence processes significantly influence users' technology acceptance behaviour.
Lewis (2003)	693	To examine factors that influence vital individual beliefs about technology adoption.	survey	**Institutional factors:** top management commitment; local management commitment **Social factors:** Social Norms (departmental peers, informal circle, professional peers, supervisor, and senior leader) **Individual factors:** computer self-efficacy; personal innovativeness with technology		Commitment from top-level management towards new technology, personal innovativeness, and self-efficacy influence individuals' beliefs about technology adoption.
Peres (2010)	542	To review the literature critically related to determinants of various market players with or without their explicit knowledge.	Critical review	word-of-mouth communications, network externalities, and social signals	40 years literature	Social influences drive innovation diffusion, which affects various market players.
Wensing (1998)	347	To review and evaluate the determinants of innovations adoption.	Systematic literature review	information transfer and learning through social influence; management support	143 studies	Social influence is one of the determinates of innovations adoption.
López-Nicolás et al., (2008)	392	To assess the determinants of mobile services acceptance.	survey	Diffusion of innovations, ease of use, perceived usefulness, social influence, and perceived benefits	542	Social influence is of the antecedents of behavioral intention for mobile services acceptance.
Yang et al., (2012)	390	To analyze the determinants of mobile payment services adoption.	survey	behavioral beliefs, social influences, and personal traits	483	Social influences are one of the critical determinants of the adoption of mobile payment services.
Kijsanayotin (2009)	309	To understand factors that influence health-related information technology adoption.	Observational; survey	social influence, performance expectancy, effort expectancy, and voluntariness	1607	Social influence has a significant impact on users' IT acceptance.
(Brown et al., 2010)	358	To explain the adoption and use of collaboration technology.	Two field studies	social presence theory, channel expansion theory, and the task closure model	(349 + 447)	Social influence and facilitating conditions significantly influence the use of collaboration technology.
Oliveira et al., (2016)	504	To identify the significant determinants of mobile payment adoption and recommendation behavior.	survey	compatibility, perceived technology security, performance expectations, innovativeness, and social influence	301	Social influence has significant direct and indirect effects on consumers' behavior towards adoption and recommendation of mobile payments.
Chong et al., (2012)	357	To investigate the factors that predict consumer intention to adopt m-commerce in Malaysia and China	survey	trust, cost, social influence, variety of services	172 Malaysian consumers and 222 Chinese consumers	Social influence is the strong predictor of consumer decisions to adopt m-commerce in Malaysia and China.
San Martín (2012)	341	To explore the determinants of users' adoption of new information technologies.	Online data	performance expectancy, effort expectancy, social influence, facilitating conditions, and innovativeness	1083	Social influence positively predicts consumers' technology adoption behaviour.
Tsai (2014)	236	To investigate the determinants of shared we-intentions behavior among larger virtual communities.	longitudinal quasi-experimental design	social compliance (subjective norm); internalization (group norms); and identification (social identity)	3127 virtual communities	Social influences (group norms, social identity, attitudes, and anticipated emotions influence we-intentions among larger virtual communities.
Ifinedo (2014)	197	To investigate determinates of compliance behavioral intentions for information systems security policy (ISSP).	Field survey	social bonding, social influence, and cognitive processing	124	Social influences affect ISSP compliance positively.
Wu and Lederer, (2009)	190	To examine the determinants of users' adoption of information technology.	Meta data	Voluntariness and contextual variable	71 articles	The adoption of information technology (IT) was affected positively by social influence.
Aral and Walker, (2014)	168	To understand how social influence in networks impacts virtual consumer demand.	experiment	Social influence, tie strength, embeddedness.	1.3million	Social influence, tie strength affect consumer demand virtually.

(*continued on next page*)

Table 5 (*continued*)

Study	Citations	Purpose	Research Method	Variables	Sample	Conclusions
Lee (2015)	157	To examine the determinants of consumers' herding and differentiation behavior for movie popularity.	Experiment; online reviews	Friend ratings and stranger ratings(crowd)	63,764 reviews	Herding and differentiation behavior in crowd ratings wherein users' ratings are influenced positively or negatively by preliminary ratings depending on movie popularity. In contrast, friend's ratings always induce herding

Table 6
Studies addressing the impact of social influence on consumer purchase behaviour.

Study	Citations	Purpose	Research Method	Social Influence dimensions	Sample size	Conclusions
Zhan (2012)	221	To understand the determinants of luxury consumption in China.	Online survey	Value consciousness, susceptibility to normative influence, and the need for uniqueness.	359	Social influence positively influences luxury consumption.
Cheng and Ho, (2015)	183	To analyze the impact of social influences on reader perceptions of online reviews.	Review data	Source credibility (reviewer's number of followers, reviewer's level of expertise); Argument quality (image count, word count, and usefulness of the reviews).	983 consumers reviews	Social influences have a positive effect on the readers' perceived usefulness of the reviews.
Silvera, Lavack, & Kropp, (2008)	139	To examine the predictors of impulse buying.	survey	Informational influence; normative influence	277	Impulsive buying is significantly associated with the susceptibility to interpersonal influence.
Yang and Forney, (2013)	390	To examine the determinants of mobile shopping adoption.	survey	social influences; technology anxiety; facilitating conditions.	400	Social influence affects consumers' mobile shopping adoption.
Pascual-Miguel et al., (2015)	123	To examine gender differences in the online purchasing behavior.	Online survey	Social influence, facilitating conditions, performance expectancy, perceived risk	817	Social influence affects female shoppers' purchase behaviour than male shoppers.
Hsu and Lin, (2016)	153	To examine the effect of social influences on mobile users' in-app purchase intention.	survey	social influences, perceived value, Stickiness	485	Social influences (stickiness and social identification) significantly affect mobile users' in-app purchase intentions.
Gunawan and Huarng, (2015)	134	To examine the effect of social network media sites viral on consumers' purchase intention.	Online survey	Social influence, source credibility, perceived risk, subjective norms, argument quality	118	Social influence via social network media (SNM) sites affect consumers' purchase intentions.
(Grinblatt et al., 2008)	85	To analyzes the determinants of consumers' automobile purchase behavior.	Experiment; field study	social influence, neighbors	4000+	Social influences (purchases of neighbors and nears influence consumers' automobile purchase behaviour.
Kim (2014)	124	To examine the impact of social influences on consumers' intentions to purchase electric cars.	experiment	Social influences; latent attitude	726	Social influences affect consumers' intentions to purchase electric cars.
Zhang (2014)	80	To examine how the in-store environment affects shoppers' purchase intentions.	experimental design; video tracking database	salesperson contact; shopper conversations; salesperson's demographic similarity	740	Social influences (salesperson's demographic similarity and salesperson's interactions) affect shoppers' purchase intentions.
Butcher (2002)	68	To determine the importance of social influence on repurchase intentions across the select services.	Field survey	Social comfort, employee job enthusiasm, and value for money	406	Social influence variables affect consumers' repurchase intentions across the select services.
Tanford and Montgomery, (2015)	63	To examine the determinants of consumers' travel purchase decisions.	survey	Social influence; environmental attitudes; cognitive dissonance	308	Social influence affects consumers' travel purchase decisions.
Davis (1999)	60	To examine the households' charity cards, purchase behavior.	Four field experiments	Social influences; subtle disruption	424	The disrupt-then-reframe (DTR) technique increases households' charity cards purchase behavior.

which is driven by emotions can help individuals arrive at a particular judgment about the context, consequently influencing individuals' future attitudes, perceptions, or behavior. Therefore, future studies can utilize this theory to examine how consumers' emotional appeals emerged out of their fear, joy, hope, and relief towards a product/service affect their subsequent attitudes and behavioral intentions (Ng and Russell-Bennett, 2015; Taute, McQuitty, & Sautter, 2011; Fang, 2014; Aghakhani, Karimi, & Salehan, 2018).

Social exchange theory is another social influence and consumer behavior-related theory that has received the slightest interest from consumer behavior researchers. This theory postulates how shared resources (exchanges) and social interactions affect individuals' attitudes, trust, satisfaction, respect, and reciprocity. Today's consumers are showing greater interest in exchanging underused resources, such as carpooling, ride-sharing, accommodation sharing, provisional cooperative stores, and so on. Collaborative consumptions are the outcome of trust and belief among a group of consumers. Every member of this collaborative consumption feels obligated to reciprocate, and the degree of reciprocity dramatically depends on the degree of relationship among the group members. Undoubtedly, future studies can utilize this theory

Table 7
Studies addressing the impact of social influence on Consumers' decision-making process.

Study	Citations	Purpose	Research Method	Social Influence dimension	Sample	Conclusions
Capuano et al., (2018)	175	To examine the role of social influence in the group decision-making process.	experiment	social influence network	Synthetic data	Social influence has a more significant effect on group decision-making when incomplete information and lesser expertise and knowledge.
Páez and Scott, (2007)	131	To analyze the effect of social influence on an individual's decision to telecommute.	experiment	social influences; attributes of alternatives; characteristics of decision-makers	Social network data	Social influence affects an individual's intentions to telecommute.
Moussaïd (2013)	128	To examine the effect of social influence on individuals' responses to factual questions.	Two experiments	social influences, expert opinion	59	Social influences affect the way individuals respond to factual questions.
Baddeley (2010)	102	To analyze the role of social influence in herding and economic decision-making	conceptual	social influence, the social learning process		Social influence has a positive impact on an individual's herding and economic decision-making.
Páez et al., (2008)	82	To analyze the impact of social influence on an individual's decision-making.	experiment	Social influences; social network	500	Social influence plays a prominent role in influencing an individual's decision-makings.
Kinateder et al., (2014)	78	To examine the impact of social influence on route choice in a virtual reality tunnel fire.	Two experiments	Destination choice, route choice, pre-movement, and movement time	42	Social influence affects evacuation behaviour positively.

in consumer behavior research (Hani, Akter, Wickramasinghe, & Kattiyapornpong, 2021; Busser, Bai, & Kim, 2021; Casper Ferm, & Thaichon, 2021; Ma, Gu, Hampson, & Wang, 2020; Busser, Bai, & Kim, 2021) to investigate how social interactions tend to change one's attitude or consumption behavior towards the collaborative services/ products they are engaged in Kuenzel and Musters, (2007). Apart from these theories, future studies can use signaling theory to examine the factors that can signal consumers to show a particular behavioral action.

5.2. Contextual directions for future research in social influence research

The author provides direction for future research to advance social influence research in consumer behavior in different contexts or settings, such as retailing, e-commerce, social commerce, and consumer-to-consumer (C2C) settings.

5.2.1. Social influence and consumer behavioral changes in the retail context

Consumers make most of their planned or unplanned purchases in retailing context, and these purchases are affected actively or passively by many in-store social influences. For instance, salesperson interactions (Katakam et al., 2021; Agro & Dahl, 2020; Mattila & Witz, 2008), secondary consumers influence (Katakam et al., 2021; Agro & Dahl, 2020), store crowd (Katakam et al., 2021; O'Guinn, Thomas, Robin Tanner and Ahreum Maeng, 2015; Huang, Xun, Zhongqiang (Tak) Huang and Robert Wyer Jr., 2018), size of the shopping cart of other consumers, social cues (Argo and Dahl 2018; Agro & Dahl, 2020).

However, retailing has witnessed significant transformation during the last decade. Today, we are in the era of Retailing 4.0. The advent of business intelligence, artificial intelligence, and virtual reality transformed retailing into 'smart retailing.' Thus, the retailing scenario will be fully integrated with the new age's technologies in the coming days.

Therefore, future studies can address the following research question;

- How can emerging retail technologies influence consumers' attitudes, purchase intentions, and experience in retail?
- What social factors can influence consumers to adopt these retailing technologies?
- What can be the behavioral responses of illiterate or not technology-savvy consumers to these new-age retail technologies?
- How can salesperson interactions and in-store social cues affect focal consumers' attitudes and purchase behavior?
- How do retailers' in-store social cues influence consumers' omni-channel adoption behavior?

5.2.2. Social influence and consumer behavioral changes in the e-commerce context

Purchases over electronic commerce sites have become the modern trend among today's consumers because of various reasons. Some consumers adopt e-commerce shopping due to the availability of great deals and discounts or exclusive purchases. In contrast, others adopt it to save time on travel and in-store searches. However, many other social factors affect consumers' purchase behavior over e-commerce platforms, for instance, reviews, ratings, feedback from existing users, and so forth. Thus, the determinants of consumers' purchase behavior on e-commerce platforms are not addressed precisely. Therefore, future studies can investigate;

- How do fake reviews influence shoppers' attitudes, trust, and loyalty towards e-commerce platforms before and after knowing them as fakes?
- What are the other social factors that can influence consumers' pre and post-purchase behaviors?
- What are the determinants of consumers' intentions to write reviews for e-commerce sites?
- What social factors influence consumers' e-commerce site shift behavior?
- How do the terrible experiences of friends, peers, and family members influence focal consumers' attitudes or purchase behavior over e-commerce platforms?

5.2.3. Social influence and consumer behavioral changes in the social commerce context

Social engagement and social purchases among consumers over social networking sites are increasing enormously. Consumers share their opinions, feedback, and experiences towards their recently purchased products/services or about purchase ones. The social interactions among socially connected consumers can influence their attitudes and behaviors towards the products/services they intend to purchase. Hence, future studies can examine the social factors influencing consumers' attitudes or purchase intentions over social commerce sites.

- How do the likes, shares, and comments influence consumers' attitudes or purchase behavior on social commerce sites?
- How do the positive or negative reviews and feedbacks affect focal consumers' social commerce adoption behavior?

- How do consumers evaluate and consider viral messages circulated over social commerce sites?

5.2.4. Social influence and consumer behavioral changes in sharing economy context

The sharing economy is witnessing tremendous growth globally due to the emergence of numerous sharing platforms in recent times. The market of sharing economy is estimated to be worth $40.2 billion by 2022 (Jennifer, 2018). It shows the potential growth of business in this area. The development of cutting-edge information and communication technology paved the way for the emergence of sharing economy. The sharing economy constitutes both collaborative consumption (consumers-to-consumers, C2C) and business-to-consumer (B2C) in transportation sharing, accommodation sharing, parking space sharing, and so on. Although collaborative consumption is shown to grow tremendously, it has many challenges to reach the expected growth in upcoming years. Therefore, future studies can investigate;

- What are the social factors that promote collaborative consumption intentions among consumers?
- How does the consumption behavior of group members affect each other's continuing /discontinuing collaborative consumption?
- How do group members behave during the tough times of collaborative consumption?
- How well ethically consumers consume/use the sharing property/ service and how it contributes to the sustainable consumption behavior among the collaborative consumers.

5.3. Characteristic directions for future research in social influence research

Social influence is a broader concept Smith et al., (2011). Hence the scope of social influence is broader (Lowrey, Otnes, & Ruth, 2004). It covers vast arrays of influences, which can have influences on consumer attitude or behavior. The distinctive characteristics of social influences include; informational influence, normative influence, assimilative influence, similarity little influence, and repulsive (negative) influence. A consumer is said to be under the informational influence when he/she is in a dilemma about purchase behavior due to insufficient information, he/she tends to approach other consumers who can be a friend, a family member, a peer, or an expert for further information to validate the evidence. In this context, the focal consumer may receive false or misinformation or disinformation from others. In this case, if the focal consumer is more information-dependent, he/she may land on unsuccessful/undesired outcomes.

Therefore, future studies can attempt to find a foolproof framework of information validation to achieve the desired behavioral outcome. The influence of family, friends, peers, and experts on consumers' attitudes or behavioral changes are well documented in the social influence literature. However, the degree of influence varies across contexts and time points. Therefore, future studies can explore the degree of influence a social construct has on focal consumers' attitudes or behavior. Similarly, a consumer is said to be under the normative influence when he/she tries to amend his/her behavior according to other members of society. However, framing out the benchmarking behavior is a complex and irrational task. The desired behavior can be turned into an undesired one when the focal consumer does not follow the norms, or he/she is intended to achieve unrealistic behavior. Therefore, future studies can address how a focal consumer can successfully amend his/her behavior according to others. A consumer is said to be under the similarity-biased influence when his/her behavior is changed due to sharing similar sets of behaviors with other consumers or salespeople, which can be related to their language, region, religion, community, etc. Similarity-biased influence seemed to have a more significant influence on focal consumers than the other influences. Therefore, future studies can investigate how similarities between focal consumers and other consumers, or between the focal consumer and salespersons, influence the focal consumer's attitudes or behavioral changes in particular contexts and periods.

A consumer is said to be under the repulsive influence when he/she adopts behavioral changes due to the existing different opinions of other consumers or salespeople. It is a kind of negative behavior that exists due to ego clashes or social identity issues. Avoiding this negative behavior is suitable for both the individuals concerned. Therefore, future studies can investigate, what are the determinants of consumers' negative behavior. What can coping interventions be suggested to minimize the adverse outcomes?

Given the rise of social commerce trends, various forms of social influence have emerged to influence consumer behavior, such as online influencers, influencer marketers, Youtubers, online bloggers, etc. Therefore, future studies can include these new dimensions of social influence to capture consumer behavior empirically. Moreover, there have been a lot of scopes existing for future research in the field of consumer behavior to investigate the role of not much explored forms of social influence, such as assimilative influence, similarity-biased influence, and repulsive influence.

5.4. Methodological directions for future research in social influence research

Through the systematic review of social influence in consumer behavior literature, it is found that numerous research methods are adopted for collecting data (e.g. surveys, experiments, field studies, social network data, online reviews, longitudinal design, and synthetic data). However, most of the studies applied the survey method for collecting the data. This method suffers from various compliance issues, such as sampling technique (mostly non-random), biases in responses, common method bias, and the existence of auto-correlation. These issues pose severe challenges to researchers in generalizing inferences drawn based on this type of data. To examine common method bias, studies are found to continue using Harman's single-factor test, which is considered inappropriate and non-diagnostic analysis (Hulland et al., 2018). Most modern researchers consider the partial correlation method or the latent method factor method as the most appropriate method to investigate common method bias (Lindell & Whitney, 2001; Williams & Anderson, 1994). Another issue attached to the survey method is the validity of the data sources and responses. Most of the studies found that they had either outsourced the data collection task to third-party data collectors or collected online using paid online surveys. Collecting data through these techniques gives rise to valid concerns over the data.

Moreover, collecting data from respondents at a single point (cross-sectional) cannot accurately picture the responses. Consumers' opinions, tastes, and choices tend to change from time to time; hence a period response is not recommended to draw final inferences and make generalizations. Alternatively, the application of longitudinal design is suggested heavily for capturing consumer responses precisely by collecting at multiple periods. For instance, a longitudinal design can measure consumers' pre-purchase, during-purchase, and post-purchase behavior toward a product/ service. Therefore, future studies can use longitudinal designs rather than cross-sectional designs for understanding consumer responses more precisely. With the help of cutting-edge information and communication technology, it is now possible for researchers to capture real-time data using numerous techniques. The video-tracking database can be used to investigate what factors influence a particular behavior of the consumers in the given context. Online reviews and feedback and online purchase transaction records can also be considered appropriate data sources for investigating the impact of social influence on consumer behaviors.

Most previous studies applied common data analysis techniques to explore and examine the impact of social influence on consumer behavior when it comes to data analysis techniques. (e.g., multiple regression analysis, hierarchical regression, structural equation

modeling, and partial least square structural equation modeling).

However, very few studies applied the latest data analysis techniques, such as Fuzzy-set qualitative comparative analysis (fsQCA), seemingly unrelated equations (SUE), and Text mining/ Machine learning. Therefore, future studies can use these modern data analysis techniques for better statistical insights and inferences. Moreover, further studies can apply multilevel structural equation modeling (ML-SEM), a least-applied data analysis technique to analyze longitudinal data collected over multiple time points to examine temporal effects on consumers' responses.

6. Implications of the study

The study has several academic implications. To begin, this systematic review synthesized social influence in consumer behavior literature and examined how social influence research has evolved. The evolution of the social influence concept and the present state of social influence research were discussed. Normative influence, informational influence, assimilative influence, similarity influence, and repulsive influence are the primary forms of social influences that have an impact on consumer behaviors, such as technology adoption, innovation adoption, collaborative consumption, repurchase intentions, anti-consumption, impulse buying, sustainable consumption, purchase decisions, shared economy, eWOM, brand acceptance/avoidance, brand loyalty, brand engagement, trust, customer satisfaction and so on. The change from traditional purchases to online purchases has resulted in fragmented social influences in consumer behavior research (i.e., e-commerce, s-commerce, and m-commerce). As a result, the social influence literature is continually evolving and remains highly incoherent. More research on social influence is required. Secondly, based on the literature review, a detailed TCCM framework was developed. Social bonding, social signals, social referents, online peer influencers, family, and friends are found to have a significant influence on consumer behavior. Finally, this review identified areas of social influence research that have been overlooked, as well as particular future research initiatives in this field. Consumer behavior has altered as a result of the rise of social commerce and other recent changes. Examining the future research directions recommended by this review will add to our understanding of the impact of social influence on consumer behavior. Overall, this study contributes significantly to the literature on social influence and consumer behavior.

This systematic review also provides practical implications for retailers, marketing managers, and advertisers interested in influencing consumer behaviors. First of all, this study identified specific influences, especially informational influence plays a pivotal role in forming positive consumer behavior toward the products/bands (Kang & Kim, 2006; Zhang & Gu 2015; Zhang et al.,2018; Kim & Kang, 2001; Chen et al, 2016; Al-Debei & Al-Lozi,2014). Therefore, practitioners seeking to prompt impulse purchases should provide consumers with complete information related to the offerings when designing promotional/ advertising and marketing strategies. Secondly, normative influences are also found to have a significant impact on consumer behavior, particularly in terms of consumer attitudes toward the brand (Batra et al, 2000); consumer attitudes toward consumption alternatives (Alden, Steenkamp & Batra, 2006); ethical decision making (Pitesa & Thau,2013); conspicuous luxury consumption (Kastanakis & Balabanis, 2014); consumer impulsive buying behavior (Kacen & Lee, 2002); impulse purchasing (Peck & Childers, 2006); consumers' boycott decision (Sen, Gürhan-Canli, & Morwitz, 2001). Therefore, practitioners attempting to create favorable brands should provide valid reasons to use or adopt their brand. When a purchase decision requires high customer involvement, the probability of closing the deal happens to be marginally less. For this, marketers leave no stone unturned to close the deals successfully, however, which can be sometimes an expensive attempt as well. Similarity-biased influences can turn to aid retailers or brands in closing such high customer involvement deals when consumers are treated fairly and form and share an attachment with them in one or in another way. Particularly, it can take place with the frontline staff and sales personnel, who come into close contact with consumers. The personal factors of sales personnel interacting and dealing with the consumers also tend to influence consumers' purchase behavior. Therefore, practitioners can deploy trained personnel at customer touchpoints so that similarity-biased influences can be triggered positively.

7. Limitations and Conclusions

There are a few limitations to the study that must be acknowledged. The inclusion and exclusion criteria for scholarly literature were stated in this systematic literature review. As a result, the study's analysis and findings are limited to articles that meet the established criteria. Therefore, the findings cannot be applied to the full body of studies on the role of social influence in consumer behavior. Furthermore, only papers authored in English were examined for this study. As a result, investigations conducted in other languages were not included in our analysis. As a result, these are the potential limitations of the study. Furthermore, the articles published in the business, management, and accounting domain are only included in the SLR. Therefore, the findings are limited to business, management, and accounting domains.

In summary, the purpose of this study was to provide an overview of existing literature on social influence in consumer behavior and to provide a comprehensive analysis of scientific research on this subject using a hybrid review methodology. For this, the existing literature on social influence has been investigated systematically, and then a TCCM framework was developed, which explains the theories, contexts, characteristics, and methodologies that are widely used in the field. In line with the ultimate goal of this research, insightful directions are proposed for future research. These directions offer potential avenues for future research in the domain of social influence in consumer behavior.

CRediT authorship contribution statement

Ramulu Bhukya: Writing – review & editing, Visualization, Validation, Supervision, Software, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization, Resources, Writing – original draft. **Justin Paul:** Supervision, Writing – review & editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data availability

Data will be made available on request.

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