

## Social Media Marketing Effects Understanding the Interplay of Social Identification and Satisfaction

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### ABSTRACT

This study aimed to evaluate the impact of social media marketing activities (SMMA) on customer response and satisfaction in the digital age. A systematic review methodology was employed, examining 42 articles published between 2017 and 2023 on SMMA, customer intentions, and satisfaction based on specific inclusion and exclusion criteria. Data collection involved a systematic strategy, with data sourced from databases such as Emerald, Google Scholar, ResearchGate, Wiley Online Library, and Taylor and Francis. The collected data were analyzed using content analysis. The study's findings were derived using a thematic approach, which involved extracting data from existing literature, classifying similar themes and findings, and drawing conclusions. The review revealed that SMMA activities related to commercialization, entertainment, and promotions have the most significant impact on customer trust and loyalty. Additionally, social SMMA influences brand loyalty and brand awareness. SMMA helps sellers motivate consumers through social, reward, and empowerment incentives, positively affecting customer behaviors such as purchase intention, loyalty intention, and participation intention. The review recommends that businesses should leverage the impact of social media on customer purchasing decisions by encouraging engagement, enhancing product quality, offering fair prices, and focusing on effective social media content.

**Keywords:** social media marketing activities (SMMA)

## **1. Introduction**

In today's world, social media platforms like Facebook, Instagram, LinkedIn, and Twitter have become integral to daily life, significantly influencing people's attitudes and behaviors toward social media technology (Kusumo et al., 2021; Madiha Raees et al., 2023). Marketing professionals worldwide recognize the immense potential of investing time in the digital space, leveraging various social media platforms (Obilo, 2021; Tajvidi et al., 2021). Modern technology offers numerous opportunities for global companies, necessitating a thorough understanding of its benefits and drawbacks to enhance marketing strategies, operations, sales effectiveness, and revenue growth (Nikoli, 2021). As discussed by Ali et al. (2016), the rapid adoption of social media technology has led to the emergence of new product marketing methods. The Internet and social media have become the foundation for business expansion, revolutionizing how companies conduct their activities. Consumers are increasingly shifting from traditional to digital purchasing. However, many marketers still emphasize traditional marketing platforms. Historically, businesses relied on one-way communication through traditional media, but with the rise of social media awareness, a sole focus on conventional media can be detrimental in the long run (Al-Zyoud, 2018; Nawi et al., 2021; Salhab et al., 2023). As social media becomes a part of daily activities, businesses have integrated their marketing efforts into social media marketing. This new form of communication presents both challenges and opportunities for brands (Es-Safi & Sağlam, 2021). Social media marketing activities, encompassing entertainment, trendiness, interaction, and word of mouth, are used to promote online channels, enhance brand awareness, and engage more customers (Bekar, 2016; A. J. Kim & Ko, 2010; Kim et al., 2021). Word of mouth (WOM) on social media is seen more as a result than a cause, as customers who frequently visit travel firms' social media pages seek meaningful information, not just entertainment (Sano, 2014). Marketing on social media platforms based on customer purchase intention, in-store experiences, and interactions across various devices is crucial. As communication channels expand, companies must maintain adequate customer service in the digital world, making research essential to meet this demand. Customers are increasingly making purchases online, in-store, and through multiple devices. Maintaining high customer service standards is vital in this digital landscape (Salhab et al., 2023).

Past studies have suggested that SMMA acts as a catalyst for customer purchases and provides more product information (Nawi et al., 2021). SMMA influences brand equity, brand awareness, and brand loyalty among consumers (Malarvizhi et al., 2022). Pasaribu & Silalahi (2020) highlighted the significant impact of SMMA on brand loyalty, awareness, and intermediary variables. Cleo & SOPiah (2021) indicated that SMMA influences purchase intention and brand awareness through informative, interactive, and attractive content for potential customers.

This study offers a valuable and original contribution to understanding SMMA and customer response and satisfaction in the digital world by summarizing and reviewing existing literature and discussing future research avenues. It addresses new theoretical and managerial questions about SMMA and customer response and satisfaction, benefiting researchers. Recent reviews have explored various aspects of SMM, including customer engagement sustainability (Bryła et al., 2022), customer behavior in B2B contexts (Bilro et al., 2023), and the influence of social media at individual and organizational levels (Grover et al., 2022). Other studies have compared social media with social media marketing (Khan & Jan 2015) and reviewed social media marketing concerning marketing strategies (Wen, 2020). However, limited research has been conducted on SMMA's impact on customer response and satisfaction. To address this gap, this study presents a systematic analysis of published literature, identifying crucial themes and characteristics and proposing research questions and directions for social media marketing researchers interested in SMMA and customer response and satisfaction.

## **2. Systematic Review Methodology**

Systematic reviews compile all relevant studies on a given topic, design, and assess their results (Kang, 2015). This review employed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework, which ensures accurate and reliable analysis of peer-reviewed journals (Liberati et al., 2009). PRISMA includes a four-stage flow diagram that outlines the identification, screening, eligibility testing, and final selection of studies included in the review. The diagram and accompanying text should clearly describe the report selection process. PRISMA details the unique information identified in searches, records excluded after preliminary screening, and studies excluded after a detailed evaluation, providing reasons for exclusion. This process ensures consistency across reviews (Bryła et al., 2022; Liberati et al., 2009).

The review followed four steps: establishing inclusion-exclusion criteria for study selection, identifying relevant quality studies, evaluating the literature, and reporting the findings.

#### a. Identification and Selection of Studies

This section explains and justifies the search and management steps. Specifically, it justifies the sources of findings, search strategy, terms and limits used, inclusion or exclusion criteria, abstract screening, data extraction, resolution of inclusion disagreements between reviewers, and quality assessment methods (Piper, 2013). For this review, the identification and selection of published articles were based on relevant keywords, assessing the relevance of articles related to SMMA and customer satisfaction.

#### b. Customers' Response Toward Social Media Marketing

Social media fosters better networking and interaction among users, which marketers leverage to spread their messages. However, high engagement in this medium often focuses attention solely on the primary goal, affecting consumer responses to commercials. This study examines the role of media interaction and its impact on consumer responses to social media (Malarvizhi et al., 2022; Sreejesh, 2022). Social media marketing efforts (SMMEs) influence branding and customer response, drawing researchers' interest in how customer responses support branding (Godey, 2016; Hameed et al., 2023; A. J. Kim & Ko, 2010; Mammadli, 2021).

According to Hariguna & Berlilana (2017), e-commerce on social media relies on system quality, information quality, and service value, significantly affecting e-commerce engagement and purchase quantity. SMMEs build customer trust, facilitating purchase transactions. Social media has revolutionized consumer communication, making it cost-effective and suitable for accessing information. These communications yield positive outcomes for companies, such as increased book sales and online film rankings. Marketing communications are crucial for brand equity and decision-making in viral marketing (Abzari et al., 2014; Elwalda & Lu, 2014).

#### c. Content Analysis

This research aims to investigate how SMMA influences customer response and satisfaction in the digital realm. To achieve this, we reviewed 42 published articles on SMMA and their impact on customer dissatisfaction and outcomes. Additionally, the study seeks to provide insights into various strategies and techniques used to engage customers on SMMA and how these strategies affect positive customer outcomes. Ultimately, the findings will contribute to a better understanding of the role of social SMM in shaping customer perceptions and behaviors. This section discusses research approaches and analytical techniques used in surveys, content analysis, and latent profile analysis.

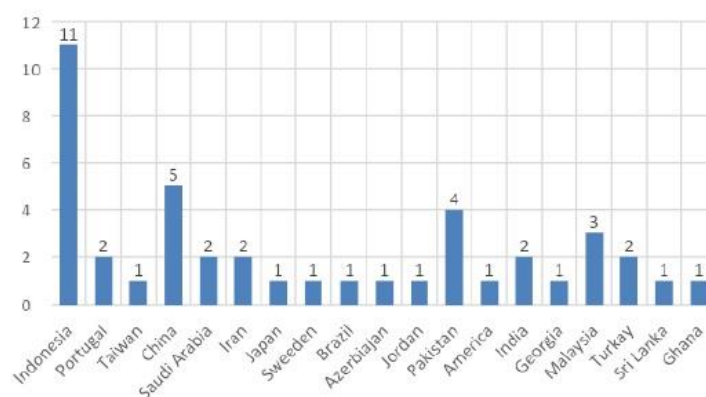


Figure 1. International Countries Article Review

### **3. Research Issue**

This paper aims to elucidate the impact of Social Media Marketing Activities (SMMA) on customer response and satisfaction based on a synthesis of collected articles. According to Tauran et al. (2022), SMMA significantly enhances brand image, which in turn positively influences purchasing decisions. Similarly, Althuwaini (2022) and Ibrahim et al. (2021) highlight that specific SMMA strategies on platforms like Facebook can build brand trust and loyalty through commercialization, entertainment, and promotions. Pasaribu & Silalahi (2020) emphasize the significant impact of SMMA on brand loyalty and awareness. Research by Malarvizhi et al. (2022) underscores how SMMA enables direct interaction with consumers, facilitating feedback and engagement. Bushara et al. (2023) suggest that SMMA moderately mediates various outcomes. Ding (2022) finds that SMMA positively influences customer satisfaction, while BİLGİN (2018) identifies SMMA's effectiveness in enhancing brand image and loyalty, as crucial for customer equity. Yu et al. (2022) and Jamil et al. (2022) explore how SMMA influences customer relationship quality, impacting acquisition, loyalty, and participation intentions. Es-Safi & Sağlam (2021) and Mammadli (2021) link SMMA to improved brand awareness and increased sales. The studies of Abu-almonds et al. (2023), Fulya (2017), and Niu & Zhang (2022) emphasize the role of brand trust and image in driving purchase decisions. Faria et al. (2022) highlight SMMA's positive impact on customer satisfaction and engagement, while Chen & Lin (2019) connect SMMA with satisfaction and subsequent behavioral intentions. Moreover, Ninib et al. (2020) and Ravi et al. (2021) find a positive association between SMMA and brand awareness, choice, and purchase decisions. Parmar (2019) and ALI et al. (2019) explore SMMA's influence on consumer perceptions and brand image. Faisal & Ekawanto (2022) note SMMA's role in increasing brand awareness and fostering a positive brand image.

### **4. Implications**

Businesses should recognize the profound influence of SM on consumer purchasing decisions and leverage it effectively. Encouraging customer engagement on platforms like Facebook, YouTube, and Twitter can enhance customer satisfaction and purchase intentions by improving product quality, offering fair pricing, and soliciting feedback. Businesses must focus on creating engaging social media content that resonates with their audience. Analytical tools can help track user behavior and optimize content to foster interaction and strengthen brand-user relationships. Efficient service recovery and complaint resolution are essential for maintaining customer satisfaction through social media. Positive relationships nurtured on these platforms can lead to increased brand usage and positive word-of-mouth (WOM).

In conclusion, businesses must understand and influence consumer attitudes toward their brands through strategic SMMA to enhance purchase intentions. Emphasizing brand awareness and leveraging SMMA effectively can significantly impact consumer behavior and brand perception in the digital age.

### **5. Effect of Socialization Motivation on Customer Commitment**

Understanding the impact of socialization motivation on customer commitment is crucial for businesses aiming to enhance customer loyalty and online purchasing behavior. Offering exclusive deals, incentives, and rewards during festivals or special occasions can significantly boost customer confidence and increase online purchase intentions. Maintaining close connections with customers, actively seeking and responding to feedback, and promptly addressing inquiries and complaints can foster trust and strengthen relationships, further driving online purchase intentions. Businesses should strategically focus on Social Media Marketing Activities (SMMA) to leverage these benefits. By engaging customers through social media platforms, businesses can capitalize on socialization motivations to build lasting relationships and influence purchase decisions positively.

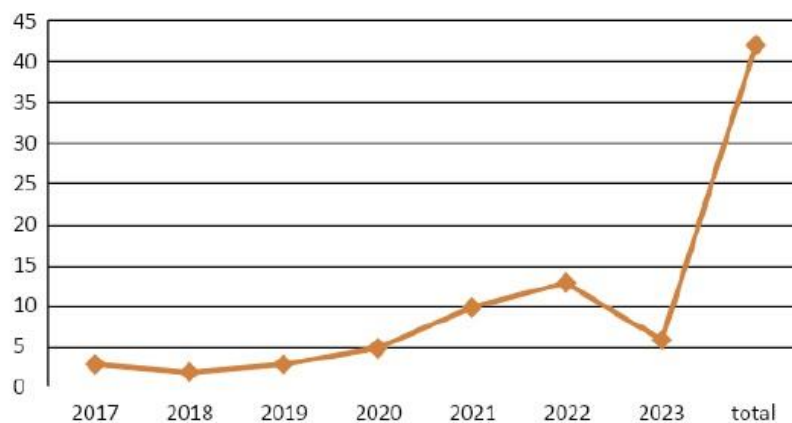


Figure 2. Articles reviewed Growth

## 6. Limitations of Study and Future Research Directions

Despite its contributions, this study has several limitations that suggest avenues for future research:

1. **Experimental Designs:** Future researchers could employ experimental designs to test different levels of information and measure the impact of SMMA messages on customer response and satisfaction more rigorously.
2. **Qualitative Research:** Qualitative methods can help explore consumers' perceptions of information overload and identify strategies to mitigate its effects in SMMA campaigns.
3. **Global Perspective:** The majority of studies included in this review are from developed nations, indicating a gap in research from developing countries. Future studies should explore SMMA and customer intentions in diverse global contexts to understand digital marketing dynamics better.
4. **Longitudinal Studies:** Conducting longitudinal studies could provide insights into how customer inquiries and reading experiences over time influence variables like purchase intentions and brand loyalty.
5. **Cultural and Demographic Factors:** Researchers should investigate how cultural and demographic factors influence the effectiveness of SMMA strategies. Factors such as personality traits, cultural values, and technological adoption can impact consumer behavior differently across various regions.

## 7. Recommendations for Marketers

**a Consultation Features:** Implement features that allow potential customers to inquire about products or services directly through social media, enhancing customer engagement and satisfaction.

**b Brand Awareness Campaigns:** Focus on promoting brand awareness through targeted online and offline marketing strategies. Expand market segments to reach a broader audience effectively.

In conclusion, marketers should continuously refine their SMMA strategies based on empirical research and customer feedback to maximize their impact on purchase intentions and overall business growth. Exploring new research avenues and overcoming existing limitations will contribute to a deeper understanding of how SMMA influences consumer behavior across different markets and demographics.

## 8. Conclusion

SMMA has been found to exert a positive and significant impact on brand image. In contrast, the effects of social media marketing (SMM) on purchasing decisions are generally considered inconsequential. Businesses can leverage SMMA

effectively on platforms like Facebook to foster brand trust and loyalty. Activities such as commercialization, entertainment, and promotions have demonstrated the highest efficacy in building trust and loyalty among customers. Moreover, social SMMA variables play a crucial role in enhancing brand loyalty and awareness. Sellers can effectively engage consumers through social, reward, and empowerment incentives, thereby influencing various customer behavioral outcomes such as acquisition intention, loyalty, and participation. SMMA also contributes positively to customer satisfaction and engagement, correlating significantly with factors like social empathy, perceived value, continued intention to engage, contribution intention, and purchase intention. Furthermore, SMMA impacts consumer perceptions significantly, with marketing and promotional efforts playing pivotal roles in shaping how consumers perceive brands. Overall, SMMA strategies contribute significantly to increasing brand awareness and fostering a positive brand image, ultimately influencing.

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