

A Bibliometric Study on the Effect of Social Media Marketing Activities on Customer Brand Experience

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Abstract

Social media (SM) has emerged as a critical platform for companies to promote their brands and products through various social media websites and networking sites. These platforms offer a dynamic space for businesses, ranging from startups to established firms, to engage with their audience, including both current and prospective customers. Social media marketing (SMM) plays a pivotal role in facilitating this interaction, enabling companies to build meaningful relationships with their customers. Through effective SMM strategies, businesses can foster a high level of customer engagement, which is crucial as engaged customers are typically more loyal to the brand. This loyalty translates into repeat business and positive word-of-mouth, both of which are essential for sustaining long-term success. Additionally, SMM initiatives are instrumental in shaping consumer buying intentions, as they can significantly influence a customer's decision-making process. This review study delves into global research on SMM practices, with a particular focus on three critical marketing outcomes: brand experience, brand loyalty, and consumer buying intention. By examining these areas, the study highlights the impact of SMM on consumer behavior and offers insights into how companies can leverage social media to enhance their marketing efforts and achieve better business outcomes.

Keyword: Social Media, Social Media Marketing activities, Brand Loyalty, Brand Experience, Entertainment

1. Introduction

Social media marketing activities (SMMA)" have become a vital instrument in today's marketing environment, utilising the enormous and expanding impact of social media platforms (Rahamn and Mofizur 2024) to advertise goods, services, and brands (Guha et al., 2021). In contrast to conventional marketing techniques, social media marketing (SMM) leverages social networks' interactive features to help businesses engage with their audience more personally and in real-time (Javeed et al., 2024).

Its goal is to grab readers' attention and encourage interaction (Gamble, 2016). The content strategy is essential since it needs to be helpful and interesting to the audience while also being in line with the brand's voice and objectives (Sidani, 2024). To optimise reach and impact, successful SMM campaigns frequently combine paid advertising with organic posts (Bala and Verma 2018).

The term "brand experience" describes the impression after interacting with it through a variety of touchpoints (ElShamy 2022). This covers all interactions, from advertising and first awareness of digital marketing, using products, and providing customer service. It considers

every facet of the customer journey to deliver a unified, satisfying, and lasting experience that encourages repeat business and sets the brand apart from competitors (Schmitt, 2010). A brand's initial experience with potential consumers generally occurs through advertising. Communicating the brand's message, values, and personality, establishes the tone for the brand experience. Successful ads are those that draw in and keep the target audience while maintaining consistency with the entire company identity (Schmitt & Simonson 1997). Advertising, whether through digital channels like social media and search engines (Pires et al., 2024) or conventional media like TV and print, is essential in forming first impressions and piquing interest in the business.

One important component of consumer behaviour, which includes a variety of actions meant to meet the consumption requirements of people with various traits, is the buying intention of the customer (Carrington et al. 2010). Most businesses utilise social media platforms to increase potential consumers' purchase intentions by using a variety of interaction tactics. The results of many global researches on SMM are shown here. To compile and evaluate information on how companies and marketers use social media for marketing initiatives to draw clients and improve sales performance, the researchers thoroughly examined literature. The study also attempts to provide a workable theoretical framework demonstrating how SMMA and brand experience (BE) interact. The framework might then be put to additional testing.

1.1 Social Media

An essential component of SMM is brand experience. Businesses may create a community around their brand by using likes, comments, shares, and direct messages, strengthening their bonds with both present and future clients (Khan 2022). In addition to disseminating information, this interaction entails actively listening to consumer comments, queries, and concerns. These exchanges aid in humanising the brand and increase its relatability and credibility with customers. Using sponsored advertising on social media sites is just another essential part of social media marketing (Tuten 2023). By focusing marketing efforts precision targeting increases the likelihood that a lead will convert (Rust et al., 2024). To achieve distinct marketing goals like brand exposure, lead generation, or direct sales, paid social media advertisements can take many different forms. These include sponsored posts, display advertising, video commercials, and carousel ads. SMM is essential for contemporary enterprises. Because social media platforms allow businesses to showcase their brand to a wider audience, it is essential for increasing brand experience (Ebrahim 2020).

A study was carried out to promote collaboration through social media (SM) and treat consumers as equals (Campbell 2017). The study looked at how businesses and consumers engage through social media and how this promotes customer cooperation. It made a distinction between instrumental and relationship-oriented interactions. Similar to relationship marketing, relationship-oriented engagement emphasises mutually beneficial and two-way communication. On the other hand, instrumental engagement is under corporate control and is akin to transaction marketing. Relationship-oriented SM fosters consumer participation, and the type of connection is independent of the particular social media platform being utilised.

Godey et al., 2016 explored the Wikis systems allowing people to edit and enhance content continually. They contribute to the quality of content by offering high-quality, unique content on user-friendly web pages that visitors find interesting and valuable. The study discovered that hotels have a dismal history of understanding their customers through social media. There were several significant problems found with hotels' SMM initiatives. Notably, 86.7 percent of the

hotels incorporated movies into their offerings. According to the study's findings, visitors are more inclined to visit a website again if it offers fresh and interesting content.

In SMM, Sheth et al. (2017) investigated how premium brands affect consumer relationships and purchase intentions. This is because recurrent exposure to positive feedback and well-known feelings develops a closeness with a brand. SMM and customer connections were the independent factors in the study, while purchase intention served as the dependent variable. It was discovered that providing customers with what they desired from luxury fashion brands was made possible via entertainment. The most influential component of SMM, according to the researchers, was entertainment, which influenced every area of consumer contact they looked at.

1.2 Social Media Marketing and Buyer Brand Experience

Research by Yu and Yuan (2019) investigated the variables influencing consumers' interactions with social media companies. A conceptual model incorporating elements like consumer equity, brand attachment, brand experience, product qualities, and brand trust is put forth in the study. 708 clients from South Korea and China were surveyed to assess the study methodology. The findings suggest that brand experience is influenced by both utilitarian and hedonic values, which in turn directly impact brand attachment, brand trust, and key drivers of consumer equity. Moreover, a positive correlation exists between trust and brand attachment. This study contributes to the theories of brand experience, customer equity, and marketing strategies for smartphone devices by emphasizing how social media brand experiences can enhance consumer equity. From a management standpoint, it offers recommendations on how businesses may utilise SM to communicate values.

To evaluate SMM on brand experience, Beig and Khan (2018) studied a few Facebook clothing businesses in particular. Research on social media (SM) is an important and quickly developing field. This study aims to fill a research gap by examining how contact and content sharing—two key marketing techniques within online communities—impact the four dimensions of brand experience: sensory, emotional, behavioural, and intellectual. Data was collected through a mall-intercept survey, with 205 out of the targeted 300 respondents participating. The reliability of the measurement scale was validated using both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

Priovr's studies (Tugrul 2014) have demonstrated that brand impressions, decisions, and other consumer behaviours are strongly influenced by customer experiences. On the other hand, little is known about how customer experiences affect companies in the social media space. This study examines how consumers' perceptions of social media marketing and brand value are shaped by their initial purchase experiences and brand interactions through social media marketing. The results indicate that positive perceptions of a brand's social media platforms are largely influenced by consumers' prior experiences with these platforms. However, past brand purchase experiences have a less significant impact on consumers' views of social media marketing. Furthermore, the results indicate that customers who have previously purchased a certain brand as well as interactions with it on social media place a greater value on the brand than do customers who haven't.

Nuseira and Elrefae (2021) explored the impact of enabling factors, customer experience, and brand loyalty on customer-based brand equity through social media marketing. The primary objective of the study was to evaluate how consumer-based brand equity is established in the UAE restaurant industry using social media marketing initiatives. Research explores how CL,

CE, and enabling conditions influence the adoption of SMM, which in turn impacts consumer-based brand equity. Given the importance of restaurants in the UAE's hospitality industry and their substantial visitor count, effective social media marketing strategies are essential. Data analysis using Smart-PLS reveals that social media marketing and consumer-based brand equity are strongly influenced by favourable conditions, customer experience, and brand loyalty. The study did discover, however, that social media marketing did not considerably buffer these connections.

Chen et al. (2013) studied the variables that affect consumers' propensity to interact with company FB pages with spread electronic word-of-mouth (E-WOM). The conceptual framework, which is based on information systems and marketing theories, is proposed and tested in this research. According to the authors, combining these hypotheses provides a more thorough understanding of how Facebook and brand experience are related. The results show that usability and simplicity of use are among the technical aspects of a brand's Facebook page that have an impact on users. These effects can be mitigated by reducing the effort required for users to access these sites. Shortcomings is that it only looks at customer views from a certain historical and geographic perspective.

Waqas et al., (2020), explored consumers' experiences with branded material on social media platforms by utilising consumer culture theory (CCT). An ethnographic study was conducted to understand consumer responses to branded content within the Volvo Truck brand community. The study identified a typology of social media branded content experiences (Zahy et al., 2023), encompassing self-identity, social connection, aesthetics, utilitarianism, humor, awe, and discernment. These findings contribute to our understanding of the social media experiences of consumers and offer recommendations for producing branded content that enhances user interfaces and boosts social media interaction.

2. Methodology

Utilising a bibliometric methodology, this study collects insightful data about consumer brand experience and social media marketing content. Bibliometric analysis looks at books, papers, and journal publications using statistical methods and tools. One popular bibliometric technique is citation analysis, which entails creating citation tables and graphs. Citation analysis, odds ratio analysis, and word cloud creation are all included in the study. The research, which focused on the top five papers on Google Scholar that discuss social media marketing and consumer brand experience since 2012, was conducted using Stata software.

2.1 Bibliographic Evaluation

The five most influential papers referenced by research academics are shown in Table 1 and Figure 1.

Table 1. Citation Analysis

S. No.	Articles	The journals' names	References from Google Scholar
1	Kim and Ko (2012)	Journal of Business Research	4094

2	Bilgin (2018)	Business & Management Studies: An International Journal	1121
3	Chen and Lin (2019)	Technological Forecasting & Social Chang	820
4	Yadav and Rahman (2018)	Benchmarking: An International Journal	416
5	Khoa and Huynh (2023)	International Journal of Data and Network Science	44

The primary objective of this study is to explore the relationship between social media marketing and consumer brand experience using qualitative analysis. Five key works were selected from Google Scholar for this study: Kim and Ko (2012), Bilgin (2018), Chen and Lin (2019), Yadav and Rahman (2018), and Khoa and Huynh (2023). Kim and Ko's paper, published in the *Journal of Business Research* in 2012, has garnered 4,094 citations. Bilgin's 2018 study, published in *Business & Management Studies: An International Journal*, has been cited 1,121 times.



Figure 1. Word Cloud Analysis

Chen and Lin's 2019 research, featured in *Technological Forecasting & Social Change*, has received 820 citations. Yadav and Rahman's 2018 paper, published in *Benchmarking: An International Journal*, has accumulated 416 citations. Khoa and Huynh's 2023 study, published in the *International Journal of Data and Network Science*, has been cited 44 times. Kim and Ko (2012) had the most citations (4094), followed by Bilgin (2018) (1121 citations) in the citation ranking. Chen and Lin (2019) has 820 citations, placing it third. According to the number of citations, Yadav and Rahman (2018) and Khoa and Huynh (2023) are rated fourth and fifth, respectively.

2.2 Word Cloud Analysis

One kind of data visualisation that emphasises terms that appear often is the word cloud. The most frequently occurring terms in a word cloud are bigger and bolder. The word cloud's colour scheme is intended to be visually appealing and dynamic, allowing concepts and feelings to come to life. Two terms are particularly prominent in this word cloud: "social media marketing" and "consumer brand experience." Posting interesting content, photos, and videos on social media platforms and interacting with relevant peer groups are examples of social media marketing initiatives. Contrarily, consumer experience describes initiatives taken by businesses to uphold their brand through marketing campaigns and website updates that foster client connections.

Table 2. Odds Ratio and Confidence Interval (CI)

No	Article	Odd Ratio	95% CI	%W Fixed	%W Random
1	Kim and Ko (2012)	0.968	0.72;0.96	6.89	9.84
2	Bilgin (2018)	0.886	0.44;0.86	5.99	7.12
3	Chen and Lin (2019)	0.812	0.65;0.67	6.12	8.30
4	Yadav and Rahman (2018)	0.877	0.66;0.89	7.23	8.34
5	Khoa and Huynh (2023)	0.874	0.51;0.67	7.87	8.22
		OR	CI at 95%	Z	p-value
Fixed effects model		0.916	0.88;0.93	2.65	0.001
Random effects model		0.915	0.82;0.95	0.87	0.214
Test of heterogeneity		Q	Df	P - value	
		6.12	4	0.012	

Random-effects Model: Software like Stata, R, and SAS are used to create mixed-effects logistic regression models for the Direct Random-effects meta-analysis. In this research (van 2018), SAS utilises a t-distribution (with $k-1=3$ degrees of freedom, Hurriyati et al., 2020) to account for variability in calculating τ^2 , whereas Stata builds the 95% confidence interval (CI) based on the normal distribution. Furthermore, the 95% confidence intervals (CIs) from the Mixed-effects Logistic Model (ranging from 0.82 to 0.95) do not include zero. Consequently, SMM does not significantly impact BE.

Fixed-effect model: The total fixed effect estimate obtained using the fixed-effect logistic regression model differed little from that obtained by the traditional meta-analysis technique (0.916 versus 0.88 to 0.93). These disparities are predicted since the 95% confidence intervals (CIs) for the between-study variances do not contain zero. In general, a fixed-effects model is less suitable than a random-effects model. Customer involvement and social media marketing are therefore two different things.

3. Results and Discussion

Kabadayi et al. (2014) investigated the dynamics of consumer experience on social media platforms (SMP). Consumers are becoming more powerful in the online sphere at the same time that interactions become more important in marketing and customer relationship management. Another research study was carried out to look at insights gleaned from user interactions on a social networking site. Contemporary digital customers have high standards for the businesses they contact with, expecting personalised experiences that suit their tastes. The swift expansion of social media, according to the experts, has brought about a new kind of contact and communication that is changing how customers and businesses interact as well as how consumers interact with one another. Using the perspective of a rival shop brand, the current study expands on earlier research on consumer involvement by examining social interactions among customers. Because of the potential for these user interactions to build trust and favourably impact purchase intentions, the study offers fresh insights into the informative capacities of social networking sites. Social media interactions may also be a source of information, illuminating subjects that are relevant to the target market of a company. Interactions on brand postings may also offer insightful information about issues that are under your control. Kraus et al. (2019) carried out a study to look at how attitudes towards buy intentions are impacted by things like information sharing, entertainment, emotional connection, and peer pressure.

Kraus et al. (2019) conducted a study to examine how factors such as information sharing, entertainment, emotional connection, and peer pressure affect attitudes toward purchase intentions. Purchase intention served as the dependent variable in this study, whereas the independent factors were information sharing, social pressure, entertainment, and emotional connection. The Internet has been used as a platform for entertainment since the 1990s, and its use has only increased with time. In addition to satisfying consumers' need for fun, engaging social media content may foster strong brand loyalty or favourable sentiments towards a business. The study concluded that amusement is the main reason individuals utilise social media.

The bibliographic analysis and assessment of the literature on social media has led to the proposal of the following research framework for more study: The dependent variable is the intention to buy, the independent variables are entertainment and influencer marketing, and the mediator is customer brand experience (BE). Nonetheless, it is thought that customers' perceived security and confidence in the social media platform are crucial factors in determining their intention to make a purchase.

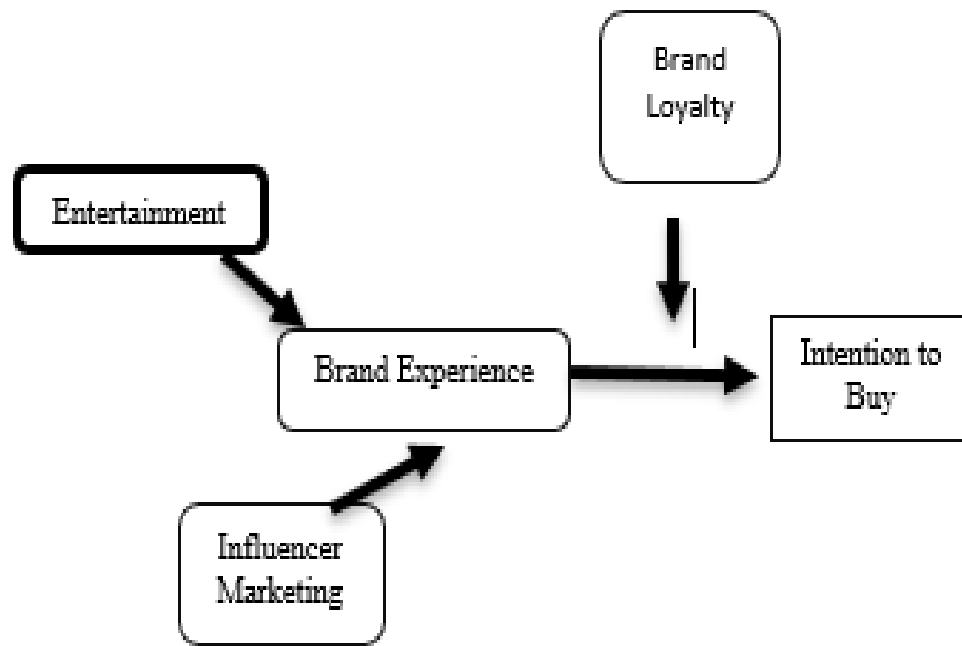


Figure 2. Theoretical Model

4. Conclusion

Social media marketing initiatives aim to target particular client categories to improve brand awareness and product promotion. Businesses are under growing pressure to set up informational and customer service sites on SMP (Segumpan, and Zahari 2022) to draw in new clients and hold on to their current clientele (Pietro and Pantano, 2012). The purpose of these unique sites is to increase user awareness of businesses or items. Creating a sense of loyalty can have an impact on customers' intentions to buy.

This study sheds light on a new field of research that requires investigation to confirm the efficacy and efficiency of corporate marketing initiatives. Businesses are investing money to create and track content on social media platforms since SMM has become a popular trend. The purpose of this article is to guide future SMM observers, so they may further their studies.

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