



Unveiling the Power Social Media Marketing: A Systematic Review on its Impact on Customer Based Brand Equity

Ritu, Research Scholar, Deptt. Of Commerce, GurugramUniversity

Dr. Suman Devi, Assistant Professor, Govt. College, Sampla, Haryana

Abstract

Social media marketing is becoming one of the primary marketing channels. It has emerged as a flourishing research domain over the last few decades. A growing number of studies use social media marketing as a tool for marketers to reach target consumers. This paper carries out a review of literature on social media marketing and how it affects consumer-based brand equity. As a part of this study, we reviewed papers published between 2000 and 2022. We limited our search to top journals, which means articles from low-ranked journals were excluded. We only cover papers published in the English Language. The findings of this research can be helpful to marketing executives who want to understand and apply social media as a marketing tool. The paper also identified research gaps on which further research may be conducted in future.

Keywords: Social Media Marketing (SMM), Customer-Based Brand Equity (CBBE), Brand Awareness, Brand Loyalty

1. Introduction

More than half of the world's population is engaged on social media and the numbers are inflating day by day. For example, Facebook as one of the most popular platforms roughly has 2.93 billion monthly active users in the first quarter of 2022 contrary to 2.85 billion monthly active users in the year 2021 (Statista,2022). As a result of burgeoning potential users all over the world, social media platforms magnetize marketers. Kalpan & Haenlein (2010) also agreed with the same saying Social media enables businesses to interact directly with end customers at comparatively cheaper costs and at better levels of efficiency than they can do with conventional communication methods. This applies to huge multinational corporations as well as small and medium-sized businesses, charitable organizations, and even governmental organizations. Similarly,authors Tsimonis and Dimitriadis (2013) and Boyd & Ellison (2007) discuss the prominence of social media inthemarketing field.

The quantity of studies on social media has grown quickly, which has created a need to combine and analyze their information for future studies. The research shows how the amount of articles focusing on consumer-based brand equity, consumer awareness, consumer association, perceived quality, and consumer loyalty has changed over time in terms of content (Schivinski & Dabrowski (2015), Pappu et al., (2005), Sasmita & Suki (2015), Cheung et al., (2019)). The primary goal of the current study, in light of the above discussion, is to systematically scan and review the previous literature on social media in the marketing field as well as to summarize and assemble the key elements taken into account throughout these studies and how such studies have acknowledged the related theme of social media marketing consumer-based brand equity.

2. Objectives of the Study

- To understand the conceptual knowledge of social media the in context of marketing.
- To understand the role of social media marketing in forming CBBE.
- To determine the factors affecting CBBE.

3. Methodology

The literature addressing the impact of social media marketing on consumer-based brand equity is the primary topic of the current study. Other studies that looked at how social media affects other fields have been eliminated from the study.

Instead of focusing on the authors' driven approach to the necessary subject, this study explores different writers' perspectives on CBBE. This approach is followed to get an insight into the different constructs of CBBE and social media marketing.

3.1 Study Search

Electronic Databases (Emeraldinsight, Science Direct, Web of Science, and Google Scholar) were searched for papers containing the keywords in the title and abstract. To find the pertinent publications variety of phrases were used including social media marketing and consumer-based brand equity, social media marketing, and brand loyalty. To find the targeted articles, the researchers also specifically searched for phrases related to marketing, consumer-based brand equity along with the names of the most popular social media platforms, including Facebook, Twitter, and Instagram.

3.2 Inclusion/ Exclusion Criteria

The articles that will be examined in the mapping study are chosen based on the selection criteria. The articles related to social media marketing and CBBE that were published in high-impact journals are included in the study. The exclusion criteria are that the papers are not available or cannot be read in full text, are not in English, do not

cover social media marketing impact on CBBE, are book reviews, literature reviews, tutorials, or personal comments. The study selection process is shown in Fig.1.

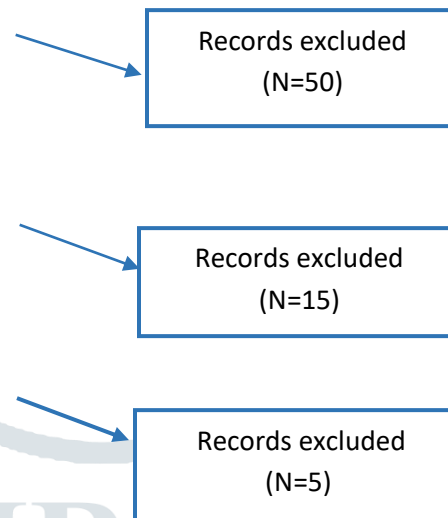


Figure.1

The details of selected articles for the literature review categorized on the basis of publishers are shown in Table: 1

Table-1

Publishers	No. of Articles
Elsevier	9
Emerald	13
Oxford University	1
Springer	1
Sage	4
Taylor & Francis	3
Wiley	2

4. Literature Analysis

In this section, selected literature was analyzed to find information needed to answer the research questions.

4.1 Social Media and its Prominence in Marketing

With the emergence of Web 2.0, social media is widely used by marketers for promoting their products and building their relationships with customers. Therefore, the need arises to understand well, the concept of social media.

Kaplan & Haenlein (2010) defines Social Media is a collection of web-based tools that support the production and sharing of User Generated Content (UGC). Likewise, Filo et al., (2015) describe Social media as a platform for the production and distribution of user-generated content within and across organizations (such as teams, governmental organizations, and media groups) as well as between people is made possible by new media technologies that promote interaction and co-creation. The most popular social media platforms are Facebook, Twitter, Instagram, Blogger, LinkedIn and many more, when a marketer uses these platforms

According to Wikipedia, Social Media Marketing means using various social media platforms and websites to advertise their goods & services and to build bonds with customers. Ashley & Tuten (2015) describes social media marketing as the creation, communication, delivery, and exchange of offerings that are valuable to the stakeholders of a business are accomplished via the use of social media platforms, channels, and software. Keitzmann et al., (2011) argue that Consumers utilized the Internet in the past just to consume content: they read, watched, and purchased goods and services there. But today people are actively engaged in these platforms like YouTube for sharing videos, Twitter for microblogging, Facebook for chatting, and many more.

Therefore, Social Media Marketing means using social media platforms like Facebook, Twitter, Instagram, YouTube, LinkedIn, and many more for accomplishing the marketing objectives of the firm. Social media influences a company's sales, reputation, and even existence. Boyd & Ellison (2007) Millions of people use social media, which has developed into a potent instrument. Many of these users have incorporated these new forms of mass communication into their everyday lives. Similarly, Fischer & Reuber (2011) investigates that Twitter and other social media platforms unquestionably have the potential to be useful tools that, when used properly, may enhance business results like sales growth, brand perception, and corporate reputation.

Likewise, Jansen et al., (2009) conclude that consumers utilize social networking and Web communications services more often, it appears that they have a growing impact on consumer brand views and purchase decisions. Consumers are using these communication tools for reliable sources of knowledge, perceptions, and viewpoints. This pattern brings fresh chances to develop brand connections with prospective clients through E-WOM communication channels. Another author Grewal et al., (2019) discussed that e-word of mouth has a greater influence on consumer purchase intentions as compared to firms' promotions for new products over social media platforms.

4.2 Social Media Marketing and Consumer-Based Brand Equity

With the growing popularity of social media platforms like Facebook, YouTube, Instagram, and TikTok marketers realize the prominence of these platforms in the marketing field. As per Statista 2022, the majority of Meta revenue (Facebook, Instagram, WhatsApp rebranded as Meta after Facebook Inc. ownership) around 114.93 billion US dollars is generated from advertising and has gradually increased over the last few decades. However, from the above figures, it can be assuredly said that social media has grasped the traditional advertising market. Even, Tsimonis and Dimitriadis (2013) explore that due to the growing popularity of Social Media, its Viral feature for sweeping content, and cost efficiency encourages marketers to adopt social media as a fateful advertising tool. To examine the fact that social media marketing is an effective tool for marketers, this paper focuses on previous literature related to social media marketing and its impact on consumer-based brand equity.

As every brand in the market strives to fascinate the crowd. One cannot overstate the value of managing consumers as precious assets for brands. All of them are well aware that their success is based on consumers' attitudes towards their brand. This can be measured well through consumer-based brand equity. In this context, Schivinski & Dabrowski (2015) describe that to gauge consumer-based brand equity there were four dimensions- brand awareness, brand association, brand loyalty, and perceived quality. Pappu et al., (2005), and Sasmita & Suki (2015) also included the above constructs in their research.

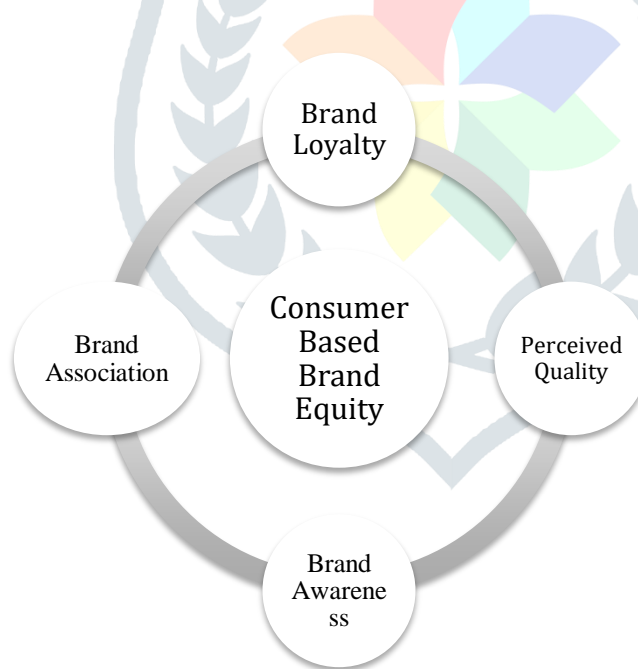


Figure. 2

4.2.1 Brand Awareness and CBBE

Pappu et al., (2005) define Brand awareness as the consumer's ability to recognize and recall a particular brand.

By considering the above construct in their research, Hutter et al., (2013) explore that brands' social media activities have a prominent effect on the cognitive stage (awareness) of consumer decision-making. Additionally, he argues social media activities are less annoying than traditional marketing activities as viewers have the option to choose the content of their interest. Similarly, Cheung et al., (2019) also investigated that strengthening Consumer-based equity, which promotes brand awareness and brand image, depends heavily on interaction, EWOM, and trendiness. Conversely, they explore the fact that entertainment and customization had no discernible effect on CBE suggesting that social media entertainment does not have a role in the development of brands. However, Leung et al., (2015) adopted a marketing effectiveness model that demonstrates Customers' sentiments regarding the hotel brand are unaffected by their awareness of the brand. Hotels must concentrate on how to give their social media followers a satisfying and good experience. Customers should find the hotel's social media pages valuable, interesting, and advantageous. Hotel management should understand that the core function of social media pages is to increase brand reputation.

Lots of users use Twitter, a social media platform that is quickly gaining popularity. Twitter's interactive capabilities let businesses engage with customers, listen to their feedback, and communicate with humor. Kwon & Sung (2011) in their research argues, Twitter can build brand awareness and assist businesses in connecting with both existing and potential customers. Their findings indicate that while brand names are often used in tweets, information regarding products or companies is less common. Similarly, another author Khan & Wahab (2016) in his research focuses on cultural differences among countries and how marketers formulate different video, audio, and interactive posts to boost the number of shares. Likes and shares grasp the attention of people towards the brand and positively impact brand awareness.

In research on Airlines Industry, Seo & Park (2008) looked into how airline SMMA's affected brand awareness and brand image, as well as e-WOM and commitment to the company. This study empirically examines how social media marketing affects consumer behavior. Airlines should create SMMA's that are more intriguing and aggressive to persuade customers to utilize social media more frequently. Positive E-WOM and commitment are the results of a strong brand reputation, which guarantees ongoing customer advertising activity. On the other hand, Hvass and Munar (2012) argue that social media is of limited use in the context of airlines. It has been shown that airlines heavily emphasize advertising when using UGC sites. This kind of advertising falls short in utilizing client interaction and growth. Although airlines may opt to use social media primarily as a tool for connection development, the volume of advertising they place implies that they see media as a supplementary sales channel.

4.2.2 Brand Association and CBBE

Aaker and Joachimsthaler (2000) describe whatever a consumer relates to a brand as the brand association. It can be anything from brand image, product image, corporate awareness, and many more.

Booth and Matic (2011) investigate that to create brand association through social media a marketer should formulate strategies. They discussed that different blogs affect viewers differently as News type blogs attract viewers more but have hardly any influence on viewers although Passionate bloggers have fewer viewers, still have more influence on viewers. However, Ho et al., (2015) in their research classified blogs as celebrity blogs, experts' blogs, and typical consumers' blogs. He addresses that celebrity blogs are not much effective as experts' and typical consumers' blogs because of the consumers' perception regarding celebrity blogs as commercialized blogs.

4.2.3 Brand Loyalty and CBBE

Pappu et al., (2005) in their research paper states brand loyalty as a consumer asserting behavior to make a repeated future purchase of a brand's product.

By considering the above construct in his research, Laroche et al., (2012) discussed the prominence of social media brand communities in building a relationship between customers, products, companies, and other customers which results in customers' loyalty toward the brand. Likewise, while discussing customer loyalty Gamboa and Gancalves (2014) suggested winning Customers Loyalty a brand should focus more on customer satisfaction, build trust and interact with consumers which can be better served through social media tools like Facebook. As well as, Kim and Ko (2012) also address that SSM initiatives effectively increase value equity by offering customers new benefits that conventional marketing channels typically do not. Social media marketing seems like a good way to draw in customers who can afford premium goods. Due to increasing competition among luxury brands social media marketing is increasing as a way to offer customers new premium values. While conducting research in the accommodation industry, Tatar & Eren Erdogan (2016) propound that social media is an authentic tool for building customer loyalty. Hotel management uses social media for speedy and effective communication, as a platform for booking tickets, and sharing reviews.

Ismail (2017) argues that social media is a more reliable source among the young generation and creates brand consciousness which ultimately results in brand loyalty. Another researcher, Schivinski & Dabrowski (2015) addresses two types of social media communication: firm-generated and user-generated. While conducting the study on different industries their findings indicate that social media brand communication from a company and peers stimulates consumers of non-alcoholic beverage products. Companies like Coca-Cola, Pepsi, and Starbucks actively encourage customers to produce brand-related content. The sense of brand loyalty among customers was also influenced by user-generated material. Except for user-generated material, social media brand communication

in the clothes sector has little effect on CBBE. In the mobile network provider sector, social media branding developed by the company influenced brand recognition and association.

4.2.4 Perceived Quality and CBBE

Pappu et al., (2005) defined perceived quality as the personalized opinion of individuals regarding product quality.

While focusing on the above construct, Constantinides (2014) in his research discussed two types of marketing strategies: Active marketing and Passive Marketing Strategies. He further argues that social media marketing is an effective tool for the same. Consumers' reviews as a passive marketing strategy enhance consumers' perception of perceived quality regarding brands' products. Yazdanparast (2016) also argues the same that social media activities as an effective tool for marketers to build customer-based brand equity, and positive perceived quality value by sharing expert reviews, and consumer reviews for the brand among consumers in the 21st century.

While considering all the above-mentioned four constructs of CBBE in their research, Yadav & Rahman (2018) describe firstly, that the perceived SMM activities of e-commerce are divided into five categories: trendiness, information quality, customization, word of mouth, and interaction. Secondly, all of the factors of consumer equity have been considerably and favorably impacted by these activities. Likewise, Hazzam (2022) concludes that informative & trendy SMM activities on Instagram have a prominent impact on CBE among consumers. However, his studies focus mainly on millennial and generation Z.

However, Dhir et al., (2018) Social media exhaustion significantly affects wellness and can result in melancholy, depression, and anxiety. Service providers and social media firms should design and provide features and user interfaces to wear out consumers as little as possible. This could lessen the chance of experiencing mental anguish and satisfaction problems linked to social media use.

5. Results and Discussion

Social Media Marketing has a lot of potential to help marketers in building equity and yielding firms' growth. The enormous and rising number of studies and papers that have addressed the connected concerns of social media marketing has validated the significant attention devoted to such phenomena in recent years. While closely reviewing the above-selected articles, researchers noticed that majority of the study were questionnaire-based as shown in the figure.

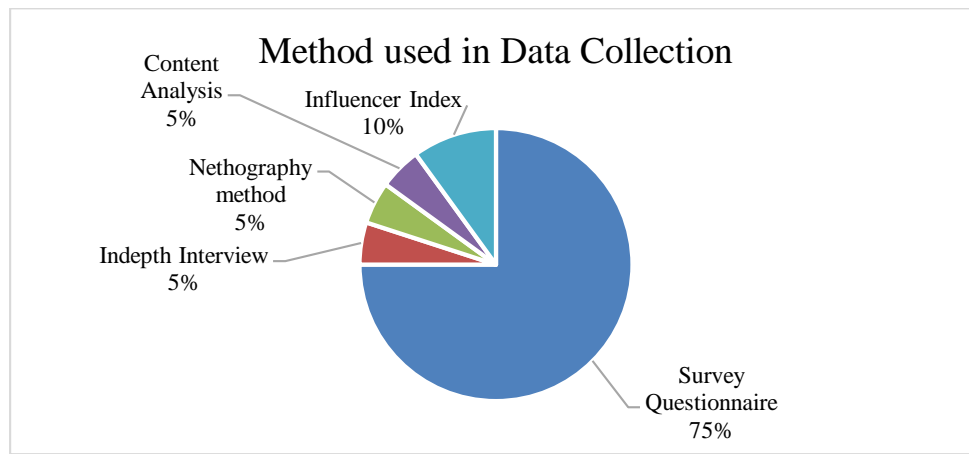


Figure: 3

Being the most popular SMM tool, Facebook and Twitter have derived spotlight of the researchers as shown in figure:

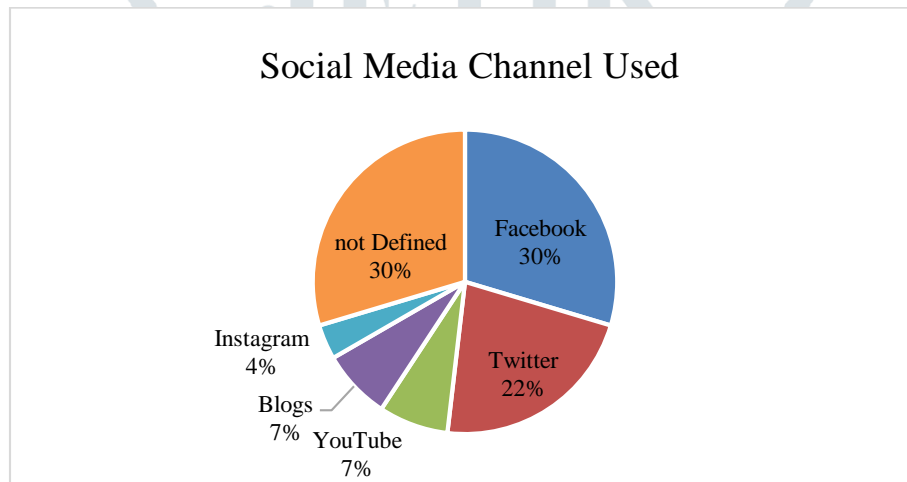


Figure: 4

Most businesses across the world are seeking forward to reap the benefits of employing SMM applications in their company to attract new clients or improve the experience of current ones [i.e. Hutter et al., (2013), Seo & Park (2008)]. Indeed, social media appears to be a more creative and cost-effective way to communicate for increasing engagement and personalization with the desired audience (i.e. Dimitriadis 2016). This, in turn, enables enterprises to carry out their marketing efforts more effectively and economically as compared to conventional methods (such as television, radio, and newspapers)[i.e.Kim and Ko (2012)].This review paper considers four major constructs to measure CBBE and how it is affected by social media marketing. However, the majority of articles focus mainly on Brand awareness and Consumer Loyalty for building positive Consumer-based equity.

6. Conclusion

For every marketer, the brand is a crucial factor in its success because it represents the sentiments of its customers about a product. Therefore marketers put efforts to build their brand image. In today's world of growing technology, SMM has emerged as a new marketing tool for marketers to shape positive consumer attitudes towards brands. The growing popularity of SMM grasps the attention of researchers towards it. As the majority of work has been done on urban consumers, further studies can be extended to rural consumers as a moderating variable and how SMM activities affect rural consumers CBBE. Further researchers can conduct a comparative study based on demographic factors which help marketers in shaping their marketing decisions. Major work was inclined towards Facebook and Twitter being the most popular platforms of social media. In the future, further research may be conducted on other platforms like YouTube, Instagram etc. Influencer marketing is an emerging trend in marketing. Further research can focus on how influencers affect consumer attitudes toward brands. The above review paper is efficacious for marketers and researchers. Marketers can shape their marketing strategies and tackle the aspirations of consumers more effectively. And researcher can get insight into the previous literature on the concerned topic and build a theoretical background for further research.

References

- Aaker, D. A., & Joachimsthaler, E. (2000). The brand relationship spectrum: The key to the brand architecture challenge. *California management review*, 42(4), 8-23.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications*, 16(3), 184-191.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of computer-mediated Communication*, 13(1), 210-230.
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*.
- Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and behavioral sciences*, 148, 40-57.
- Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018). Online social media fatigue and psychological wellbeing—A study of compulsive use, fear of missing out, fatigue, anxiety and depression. *International Journal of Information Management*, 40, 141-152.

- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport management review*, 18(2), 166-181.
- Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media:(How) can interactions on Twitter affect effectual thinking and behavior?. *Journal of business venturing*, 26(1), 1-18.
- Gamboa, A. M., & Gonçalves, H. M. (2014). Customer loyalty through social networks: Lessons from Zara on Facebook. *Business horizons*, 57(6), 709-717.
- Grewal, L., Stephen, A. T., & Coleman, N. V. (2019). When posting about products on social media backfires: the negative effects of consumer identity signaling on product interest. *Journal of Marketing Research*, 56(2), 197-210.
- Haythornthwaite, C. (2005). Social networks and Internet connectivity effects. *Information, Community & Society*, 8(2), 125-147.
- Hazzam, J. (2021). The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network. *Young Consumers*.
- Ho, C. H., Chiu, K. H., Chen, H., & Papazafeiropoulou, A. (2015). Can internet blogs be used as an effective advertising tool? The role of product blog type and brand awareness. *Journal of Enterprise Information Management*.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*.
- Hvass, K. A., & Munar, A. M. (2012). The takeoff of social media in tourism. *Journal of vacation marketing*, 18(2), 93-103.
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia pacific journal of marketing and logistics*.
- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American society for information science and technology*, 60(11), 2169-2188.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Khan, I., Dongping, H., & Wahab, A. (2016). Does culture matter in effectiveness of social media marketing strategy? An investigation of brand fan pages. *Aslib Journal of Information Management*.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.

- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
- Kwon, E. S., & Sung, Y. (2011). Follow me! Global marketers' Twitter use. *Journal of Interactive Advertising*, 12(1), 4-16.
- Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media?. *International journal of information management*, 33(1), 76-82.
- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2), 147-169.
- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement—empirical evidence. *Journal of product & brand management*.
- Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International journal of retail & distribution management*.
- Schivinski, B., & Dabrowski, D. (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.
- Tatar, Ş. B., & Eren-Erdogmuş, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16(3), 249-263.
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*.
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*.
- Yazdanparast, A., Joseph, M., & Muniz, F. (2016). Consumer based brand equity in the 21st century: an examination of the role of social media marketing. *Young Consumers*.
- https://www.statista.com/topics/751/facebook/#topicHeader__wrapper