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Alemayehu Bakalo & Chalchissa Amantie

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The main goal of this study was to assess the effect of social media marketing activities in customer's response and customer satisfaction in digital world. This study employed a systematic review methodology, with 42 from 2017 to 2023 existing articles completed on SMMA and customers intention and satisfaction based on an inclusion/exclusion criterion. The method used to collect data was a systematic strategy, and the obtained data were analyzed by utilizing content analysis. Collected were from Emerald, Google Scholar, Research Gate, Wiley on-line library, Tyler and Francis. The findings of this study were collected using a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions. According to the findings of this review, SMMA Commercialization, entertainment, and promotions have the highest effect on trust and loyalty. Social SMMA influence brand loyalty and brand awareness. SMMA helps sellers inspire consumers with social, reward, and empowerment incentives, which can influence customer behavioural outcomes such as acquisition intention, loyalty intention, and participation intention. Review recommends that businesses should capitalize on social media's impact on customer purchasing decisions by encouraging engagement, improving product quality, offering fair prices, and focusing on social media content.

Keywords: social media, customer's response, customer satisfaction.

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The Effect of Social Media Marketing Activities in Customer's Response and Customer Satisfaction in Digital World

Alemayehu Bakalo^a & Chalchissa Amantie^a

ABSTRACT

The main goal of this study was to assess the effect of social media marketing activities in customer's response and customer satisfaction in digital world. This study employed a systematic review methodology, with 42 from 2017 to 2023 existing articles completed on SMMA and customers intention and satisfaction based on an inclusion/exclusion criterion. The method used to collect data was a systematic strategy, and the obtained data were analyzed by utilizing content analysis. Collected were from Emerald, Goggle Scholar, Research Gate, Wiley on-line library, Tyler and Francis. The findings of this study were collected using a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions. According to the findings of this review, SMMA Commercialization, entertainment, and promotions have the highest effect on trust and loyalty. Social SMMA influence brand loyalty and brand awareness. SMMA helps sellers inspire consumers with social, reward, and empowerment incentives, which can influence customer behavioural outcomes such as acquisition intention, loyalty intention, and participation intention. Review recommends that businesses should capitalize on social media's impact on customer purchasing decisions by encouraging engagement, improving product quality, offering fair prices, and focusing on social media content. Analytics tools can track user behaviour, and providing feedback is crucial for establishing SM credible customer relationship Management Avenue. Socialization motivation, exclusive deals, and timely responses can boost customer confidence and online purchases. Future researchers should undertake

test experimental designs to measure social media marketing's impact on customer response and satisfaction, explore consumer perceptions of information overload, analyze longitudinal studies, examine moderator roles, and improve SMM efforts.

Keyword: social media, customer's response, customer satisfaction.

I. INTRODUCTION

In today's world, people are more tending to transfer their interactions social media platforms (such as Facebook, Instagram, LinkedIn, and Twitter) as social media programmes grow into one part of their everyday lives. In line for to this, reflect favourably on their attitudes and actions towards all forms of social media technology(Kusumo et al., 2021; Madiha Raees et al., 2023). Marketing practitioners across the world have understood the significant prospective of advancing time in the digital space considering a variety of social media platform(Obilo, 2021; Tajvidi et al., 2021). Modern technology offers numerous options for companies worldwide, requiring marketing and management to understand their positives and negatives, apply them to marketing strategies, and boost operations, sales effectiveness, and revenue growth(Nikoli, 2021). As (Ali et al., 2016) discussed, how social media technology is rapidly adopted, new methods of product marketing are emerging. The internet and social media have now assumed the role of being the foundation for any company's expansion, and this technology has revolutionised how businesses undertake their business activities.

Consumers have started shifting from traditional buying to digital buying. However, unfortunately, a popular trend among marketers is to emphasise traditional marketing platforms. In the past, businesses relied on traditional media, which is a one-way form of communication, but with recent social media awareness and a sole concentration on conventional media, their business would suffer in the long run (Al-Zyoud, 2018; Nawi et al., 2021; Salhab et al., 2023).

As social media continues to rise and developed part of customers' daily activities, business entities have integrated their marketing activities into social media marketing. This relatively new form of communication demonstrates new challenges and opportunities for brands (Es-Safi & Sağlam, 2021). Activities for social media marketing have four area of dimension such as entertaining, trendiness, interaction, and word of mouth have used to promote their online channel, improve brand awareness, and engage more customers (Bekar, 2016; A. J. Kim & Ko, 2010; Kim et al., 2021). WOM in social media is seen as one of the result' elements rather than a reason' component because customer who often visit travel firms' social media tend to hunt for meaningful information, not only for fun (Sano, 2014). Marketing on social media platforms based on the customer's purchase intention, in-store, and through exchange of various devices As communication channels expand, companies must maintain adequate customer service in a digital world, making research essential to meet this demand. Customers increasingly purchase online, in-store, and through various devices. As communication channels expand, companies must maintain adequate customer service in a digital world, making research essential to meet this demand (Salhab et al., 2023).

Past studies suggested that Social media marketing activities (SMMA) acts as initiator for customers to purchase, get more information about the product (Nawi et al., 2021); influence in brand equity, brand awareness as well as brand locality among consumers (Malarvizhi et al., 2022). (Pasaribu & Silalahi, 2020) have suggested that Social media marketing's impact on brand loyalty, awareness, and intermediary variables,

revealing significant influence on brand loyalty and awareness among consumers. SMMA is influence on purchase intention and brand awareness by informative, interactive, and attraction of potential customers (Cleo & SOpiah, 2021).

This study will offers a valuable and original contribution to SMMA and customer Response and satisfaction in the digital world by summarising and reviewing the existing literature and discussing future research avenues. It can potentially answer new theoretical and managerial questions about SMMA and customer response and satisfaction by benefiting researchers. In recent year, several reviews was undertaken (Bryla et al., 2022) SMM with customer engagement sustainability; (Bilro et al., 2023) customer behaviour in B2B aspects. (Grover et al., 2022) Conducted on evolution and investigate social media influences at individual level with reverence to diverse contexts such as organization, marketplace, and social media; (Siriwardana, 2021) SMM with respect to consumer product ; (Khan & Jan, 2015) comparing social media with social media marketing and (Wen, 2020) reviewed social media marketing with respect to marketing strategies. Limited researches was conducted SMMA in customer's response and customer satisfaction. Thus, this study is to address this gap, we present a systematic analysis of the literature published article. This review identifies crucial themes and characteristics and proposes research questions and directions for social media marketing researchers interested in SMMA and customers response and customer satisfaction.

This systematic review answer the following question

1. How do SMMA in customer's response and customer satisfaction operationalized in research models (independent or dependent variable, control, or moderator)?
2. What are the impact of SMM in customer satisfaction and purchase intention in collected research?

3. What are the relationship between SMMA and customer response in brand awareness, brand locality and purchase intention?

II. MATERIAL AND METHODS

Systematic reviews collects all possible studies related to a given topic, design, and review their result(Kang, 2015). A systematic literature review is suggestion that the previous literature accurately and reliably analysed the quality of peer-reviewed journals by preferred reporting items and consisting of a meta-analytical structure (PRISMA) (Liberati et al., 2009). PRISMA provides a four-stage flow diagram demonstrating the sample identification for screening and then for eligibility testing and the final demonstration of the studies included in the study. The flow of PRISMA diagram and text should describe clearly the process of report selection throughout the review. PRISMA should report distinctive information identified in searches, records excluded after preliminary screening or screening of titles and abstracts excluded in the reports retrieved for detailed evaluation, potentially eligible reports that were not, saved reports that do not meet the requirement for inclusion criteria and the primary reasons for exclusion, and the studies included in the review. PRISMA lies in its generality and possible to provide more consistency across its reviews(Bryła et al., 2022; Liberati et al., 2009). This review followed four steps which include, establishing the inclusion–exclusion criteria for study selection, identifying relevant quality studies, evaluating the literature, and finally reporting the findings.

2.1 Identification and Selection of Studies

This section of the review thoroughly, giving full explanation and justification for the searching and managing steps listed earlier. In particular, justification must be stated for the source of the findings or searching strategy, search terms and limits used, inclusion or exclusion criteria, how studies were screened (e.g. abstract screening, and many people data extraction, how

dissimilarity of inclusion was decided between reviewers and method of quality assessment. Full explanation/justification of methods of statistical analysis should be provided (Piper, 2013). For this review, identification and selection of published articles based on relative key words, assessing the relevance of articles related to SMMA and customer satisfaction will include. The diagram below show the

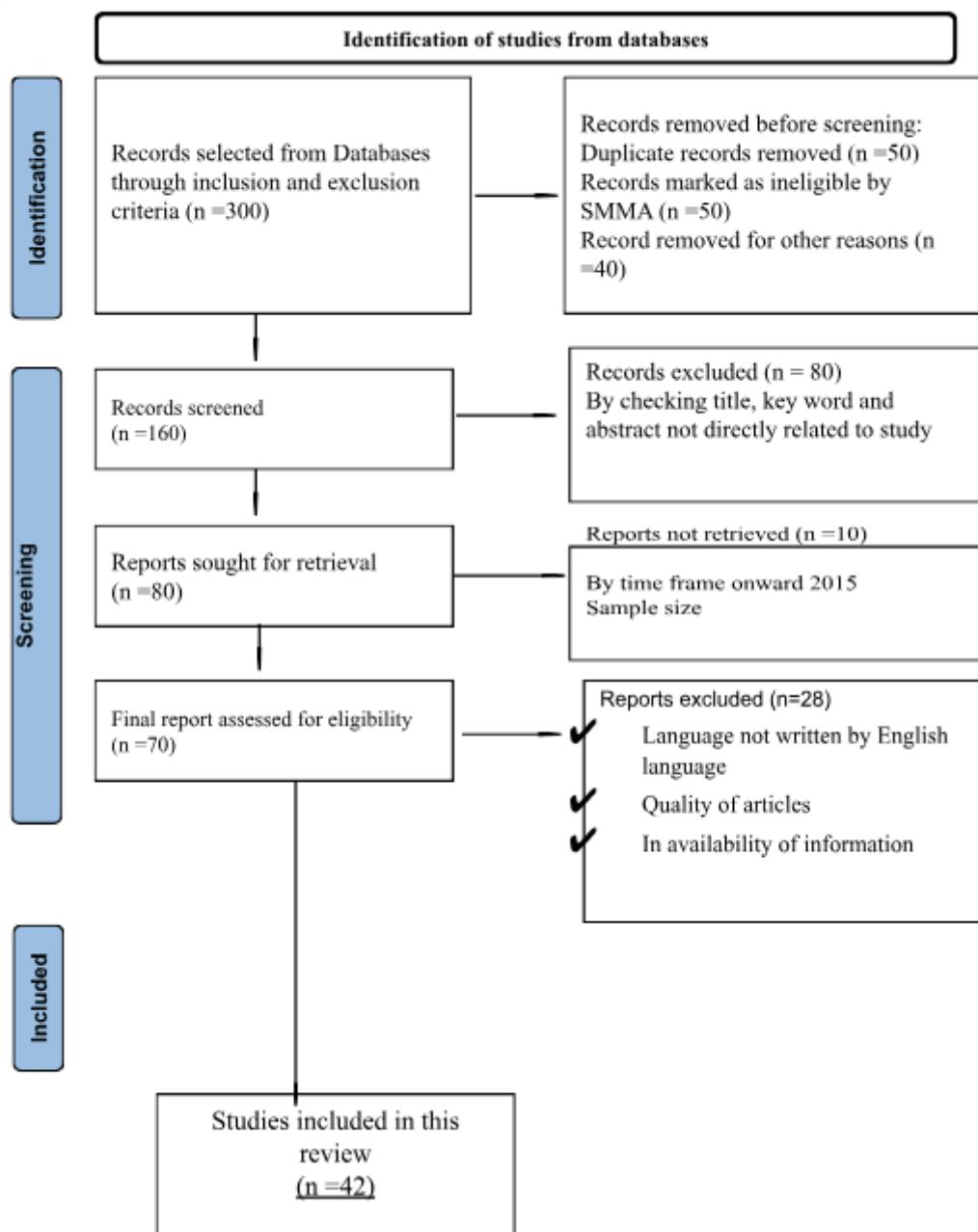


Figure 1: PRISMA-SCR flow diagram indicating summary of selected article adopted from (Bryła et al., 2022)

III. CONCEPTUAL AND THEORETICAL BACKGROUND

3.1 Social media marketing activities

Social media marketing is defined as the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders (Solomon, 2018).

SMMA is advised as sophisticated digital marketing dealing that integrate social media networks and all parties' physical phenomenon into useful strategic ways of attaining targeted marketing productivity (Li et al., 2021). (Kim et al., 2021) identifies SMMA entertainment, customization, trendiness, interactivity, and word-of-mouth as predictors of SMMA, examining their impact on brand loyalty, equity, and willingness to pay premium prices. Social

media was developed during the 1970s, and the internet has been around in some form since the 1940s. The first social networking website did not launch until 1997. Around the time Face-book enlarged its network in 2006, marketers switched to social media. Communication between people has changed because of technology. The impact of now interact with influencers, learn saying, and become influencers ourselves thanks to social media (Edosomwan et al., 2011).

Social media can be described as an on-line application program, platform, or mass media tool that is able to facilitate communication, collaboration, or sharing information among users in general and direct sales, customer gain, and customer retraining for a business (Bilgin, 2018). Social media marketing enables consumers to interact and engage positively with a company and brand, promoting activity marketing and engaging content to increase reach and interest (Putri Dwicahyani, Henny Welsa, 2022). SM is on-line platform for communication, collaboration, and sharing information among users, facilitating direct sales, customer gain, and retention for businesses. Social media marketing is a strategy used by successful businesses to connect with on-line consumers. It consists of five dimensions: entertainment, interaction, trendiness, customization, and word of mouth (WOM). Affective, cognitive, and evaluative processes in a customer's mind influence brand image (Godey, 2016; Karman, 2017; Lee, 2019). Social media plays a crucial role in marketing strategy, enabling enterprises to establish direct communication and strong customer relationships. SMMA significantly influences customer relationship quality, leading to positive behavioural outcomes. To attain the marketing goal and generate sustainable performance, SNS marketing content should follow these dimensions (Wibowo et al., 2021).

3.2 Social Media Marketing and Customer Satisfaction

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction means general valuation based on the total purchase and consumption experience with

the good and service. Specific product or service features and perceptions of quality determinant customer satisfaction. Satisfaction is also affected by customer's affective responses, their classification perception of equity (Zeithaml, 2009). Consumer satisfaction is crucial because it allows businesses to collect consumer input in a way that allows them to manage and develop their operations. Consumer satisfaction is crucial because it allows businesses to collect consumer input in a way that allows them to manage and develop their operations. The best predictor of how the business will do in the future is customer satisfaction. Customer satisfaction aids in doing SWOT analyses, which could aid in the advance and systematic development of their firm (Ninib et al., 2020). Nowadays, social media has enough complexity to allow marketers to use the components of SMM in on-line communities, interaction, sharing content, accessibility, and creditability as one of the to the highest degree effective factors to recognise users opinions, comments, and information and its impact on customer satisfaction (Moh'd, 2017).

According to (Ding, 2022) SMM is well-advised as positively affect customer satisfaction and increase its social media activities in China as this can help it to attract new customers and improve its business performance. (Ninib et al., 2020) An analysis found that social media reaction time has a positive and significant impact on consumer satisfaction, and that businesses should put more effort into maintaining superior social media response times. In a similar, consistent social media posting greatly contributes to raising consumer satisfaction. Additionally, it assists clients in staying informed about the newest goods, services, brands, and deals, which ultimately increases customer. SMMA aids with social identification, which mediates the relationship between user intentions and social media use, and satisfaction, which mediates the association between social media use and (Ding, 2022). SMMA impacts customer satisfaction stronger than behaviour intention and positive word-of-mouth (Sano, 2014).

3.3 Customers Response Toward Social Media Marketing

Social media encourages better networking and social interaction among users, marketers increasingly use these channels to spread their message. However, because to the level of engagement in this medium, attention is frequently drawn to the primary goal alone, which affects how consumers react to the commercial. In this context, the study examines the function of media interaction and its effects on how consumers respond to social media(Malarvizhi et al., 2022; Sreejesh, 2022). SMMEs have effects on branding, customer response has riled the interest of researchers on customer response, and branding supported(Godey, 2016; Hameed et al., 2023; A. J. Kim & Ko, 2010; Mammadli, 2021).

According to (Hariguna & Berlilana, 2017) E-commerce on social media has reliability on the quality of system, quality of information and worth of service, it will significantly affect the number of calls to e-commerce which will certainly be a hedge against the quantity of purchases and SMMs creates customer trust, and making purchase transactions. Social media has revolutionized consumer communication, making it cost-effective and suitable for accessing

4.1 Country Included In Review Article

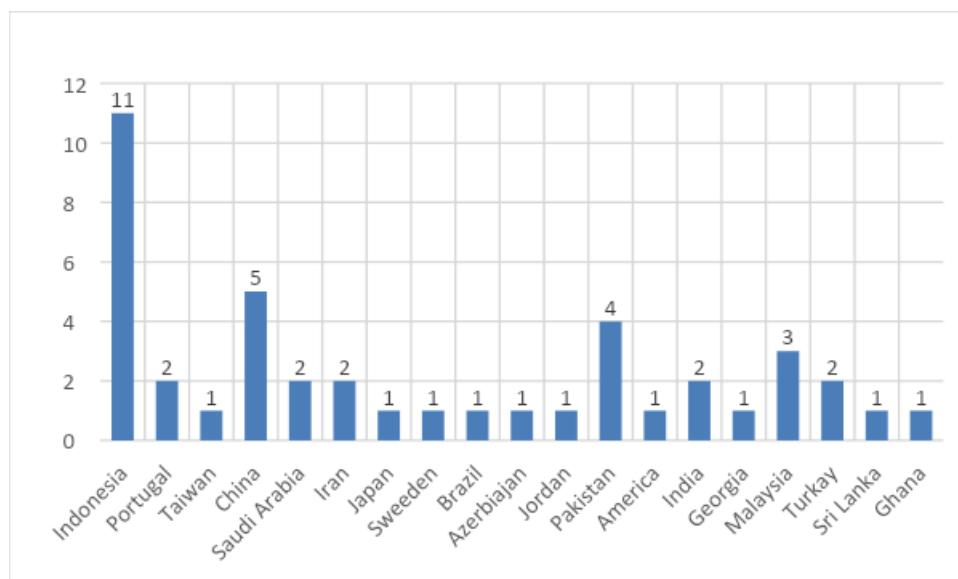


Figure 2: Country included in review article

information. These communications have positive outcomes for companies, such as increased book sales and on-line ranking of films. Marketing communications are crucial for brand equity and decision-making in viral marketing (Abzari et al., 2014; Elwadha & Lu, 2014).

IV. CONTENT ANALYSIS

The objective of this research paper is to investigate how SMMA influencing to the customer response and satisfaction in the digital realm. To achieve this aim, we reviewed 42 published articles on the subject of SMMA and their influence on customers dissatisfaction and outcome. Additionally, the study aims to provide insights into the various strategies and techniques employed by engagement with customers on SMMA and how these affect positive customer outcomes ultimately, the findings of this research will contribute to a better understanding of the role of social SMM in shaping customer perceptions and behaviours. This section discusses SMMA research approaches and analytical techniques used in surveys, content analysis, and latent profile analysis.

The review article examined studies from different countries to gain a comprehensive understanding of the impact of social media marketing activities on customer satisfaction and response in the digital world. The studies were not limited to any specific region or continent, and instead, diverse ranges of countries were included in the review. This approach ensured that the research findings are reflective of a global perspective and are not limited to any particular

cultural or geographical context. Among the country Indonesia articles.

4.2 Year of publication

Number of publication on effect of SMMA customer's response and customer satisfaction in digital world, which indicated, published after 2017 and 2023 in the graph. The graph below shows the number of publication in the mentioned year.

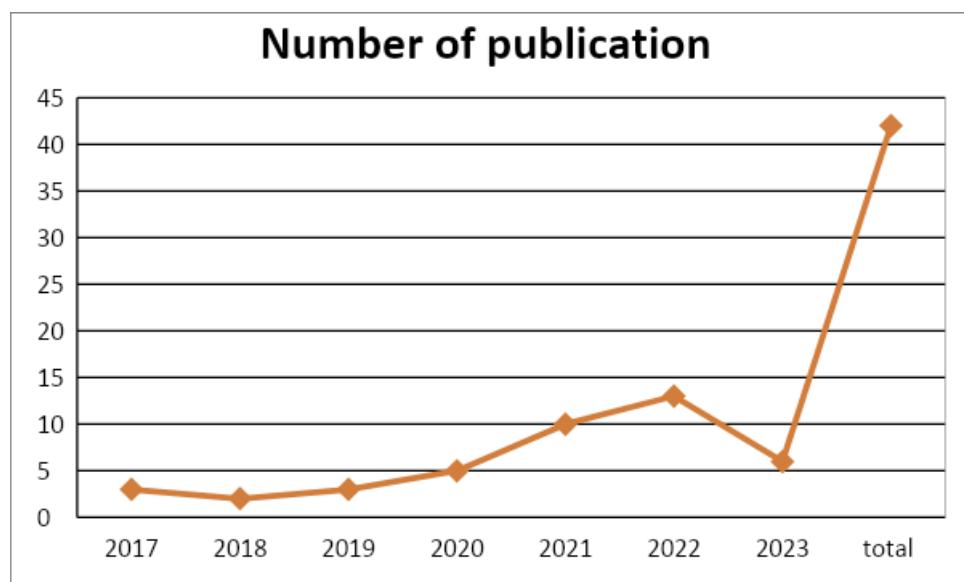


Figure 3: Number of reviewed articles published per selected year

4.3 Research Approach Used

The research approach includes mixed, quantitative, and qualitative methodologies. The figure below shows the research approach used in selected articles.

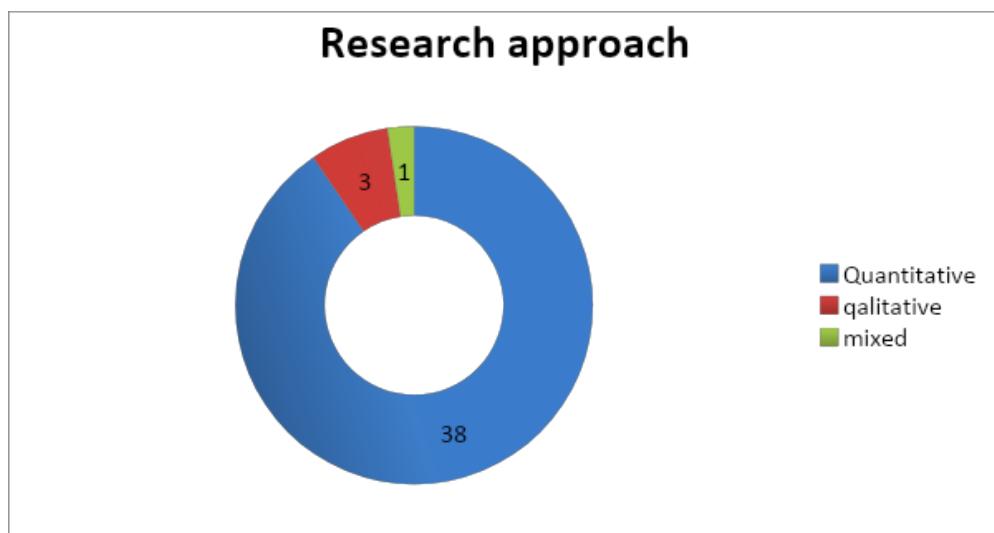


Figure 4: Methodologies used in selected studies

The above figure 4 shown that the majority (90.47%) of articles reviewed used a quantitative approach followed by (7.14%) used qualitative research approach and only (2.55%) of articles used a mixed research approach.

4.4 Data analysis method adopted in selected articles

Data analysis primarily steps for big data analytical methodologies, methodical construction, data mining, and analysis tools (Abdul-Jabbar & K. Farhan, 2022). The figure below shows data analysis method for collected articles

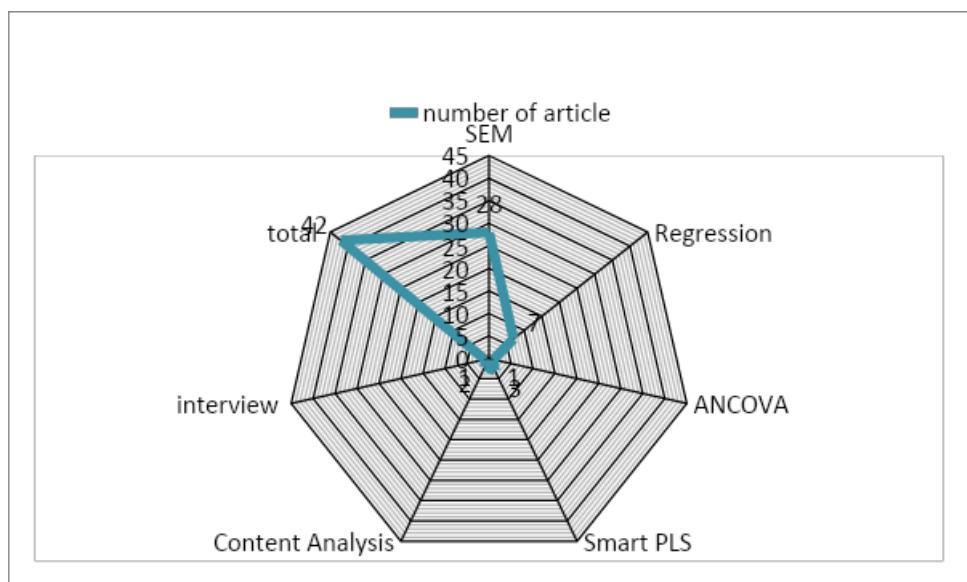


Figure 5: Data analysis method used in selected articles

The figure presented displays the distribution of data analysis methods utilized in a set of collected articles. The results shown that the majority of the articles (66.66%) employed the Structural Equation Modelling (SEM) technique, while (16.66%) utilized regression and correlation analyses. Additionally, (7%) of the articles, used Smart PLS and (2.38%) used content analysis as their primary method for data analysis.

V. RESULT AND DISCUSSION

This paper anticipated to understand SMMA and customer response and satisfaction course of action from collected articles.

According to (Tauran et al., 2022) SMMA has a positive and significant effect on brand image, SMM has a positive and inconsequential effect on purchasing decisions and brand image has a positive and significant impact on purchasing decisions and brand image mediates the

influence of SMM on buying decisions. (Althuwaini, 2022; Ibrahim et al., 2021) examined that SMMA on brand executives on social media platforms (in this case, Facebook) should promote specific SMMA for their brands and engage in such activities to create brand trust and brand loyalty and Commercialization, entertaining, and promotions, were stated to have the highest effect on trust and loyalty. There is significant influence between social SMMA variables on the a brand loyalty and brand awareness (Pasaribu & Silalahi, 2020). SMMAAs enable marketers to directly connected with consumers and lobby customers' feedback (Malarvizhi et al., 2022). Moderately significantly mediated the related with SMMAAs and their consequences (Bushara et al., 2023). According to (Ding, 2022) social media marketing positively influencing customer satisfaction According to (BİLGİN, 2018); SMMA effective factors on brand image and brand loyalty, besides it has been determined that the most obvious effect seen on brand awareness also (Nawi et al.,

2021) examined that SMMA considered as key success factors in enhancing customer equity. SMMA helps sellers how to inspired the consumers with social, recompense and empowerment incentives to advance their intent to purchase on-line(Yu et al., 2022). SMMA helps to (Jamil et al., 2022; Wibowo, et al., 2021) SMMAS customer's relationship quality, which can impact customer behavioural outcomes, which are acquisition intention, loyalty intention, and participation intention (Kusumo et al., 2021)(Es-Safi & Sağlam, 2021). improved together brand awareness and increased sales (Mammadli, 2021). Brand trust and brand image have a essential consequence on purchase (Abu-alsondos et al., 2023; Fulya, 2017; Madiha Raees et al., 2023; Niu & Zhang, 2022; Salhab et al., 2023).

The word of (Faria et al., 2022) SMMA contribute in a positive way to supporters' satisfaction and engagement. (Chen & Lin, 2019). SMMA, Social empathy, and professed value straight affected the satisfaction, which then influences continued intention, contribution intention, and purchase intention. SMMA has positively and significantly impacted customer satisfaction and impacts customer satisfaction levels (Ninib et al., 2020). SMMA attract consumers' attention, shape attitude, and influence them to make a purchase (Hameed et al., 2023; Ravi et al., 2021).

SMMA has positive association between SMM and brand knowingness, brand choice and purchase decision (Parmar, 2019). Also in the word of (ALI et al., 2019) impact on consumer perception marketing and promotional marketing also has impact on consumer perception. (Faisal & Ekawanto, 2022)SMMA increase brand awareness and positive image of the brand.

VI. IMPLICATION

Each business company should recognize the effect of SM on customers' purchasing decisions and influence it to their advantage. They should encourage customers to involvement in exchanges about their goods and services, both in person and on social media platforms like Face-book, You Tube, and twitter to increase their customer satisfaction and purchased intention of their customer. This can be achieved by improving the

quality of their products and services and offering them at fair prices to satisfy customers.

Businesses should focus on social media content to increase engagement and influence future purchase intent. Social media managers use analytic tools to track user behaviour and identify relevant information points. This message will encourage further participation and establish a reciprocal connection between brand and user. Providing feedback on various platforms is crucial for establishing SM as a credible customer's relationship management avenue. In the age of digital communication, it is preferable to concentrate on increasing brand awareness and utilising SSMA to improve the impact on purchasing intent. This suggests that businesses need to comprehend and shape consumers' attitudes towards their brands in order to boost purchase intentions. On social media, advertise their goods

In the era of digital communicating, it is preferable to concentrate on increasing brand awareness and utilising SSMA to improve the impact on purchasing ability of consumer. This suggests that businesses need to comprehend and shape consumers' attitudes towards their brands in order to boost purchase intentions. On social media, advertise their goods.

Customer satisfaction can be achieved through efficient service failure recovery and complaints determinations. Social media fosters positive relationships and positive perceptions, leading to increased usage of travel agencies. Word-of-mouth (WOM) is more influential than customer satisfaction, with satisfied customers more likely to use the same service. Positive WOM is not related to behaviour intention, but rather customer commitment, resulting in high satisfaction. Companies should prioritize gaining positive WOM to maintain customer satisfaction and loyalty therefore any business organization should apply SMMA to increase customer satisfaction. SMMA is helps to consumer motivations, including social, empowerment, and remuneration, to influence consumer commitment. Socialization motivation, a critical element of social media, is also analysed to

understand the effect of socialization motivation on customer commitment. It offering exclusive deals, incentives, and rewards during festivals can boost customer confidence and on-line purchases. Maintaining close connections with customers, focusing on customer recommendations, and responding promptly to inquiries and complaints can build customer trust and increase on-line purchase intentions business should focus on SMMA to get the mentioned benefits.

VII. LIMITATION OF STUDY AND FUTURE RESEARCH DIRECTION

Future researchers should focus on experimental designs to test different levels of information and measure the impact on message SMMA with respect to customer response and satisfaction. Researchers can also use qualitative research methods to explore consumers' perceptions of information overload and identify strategies that can be used to moderate its effects.

The majority of collected articles are from developed nations, which indicates the absence of research in developing countries. Therefore, the researcher recommends that to know the digital marketing of developing countries, it is better to undertake research on SMMA and customer intention in developing countries.

Future researcher should undertake longitudinal studies should analyse inquiry values and reading experiences to determine case and effect relationships with variables. Different countries both developed and developing country to areas may have different preferences, requiring further research to address these limitations. Future researchers can examine whether different characteristics example personality, culture, technology effect to use SMMA or members' community participation.

The review identified that there is many limitations, including a cross-sectional sample of only one field and limited generalizability. Future studies should explore social media marketing's effects on various industries and cultures, employ different methods, and examine moderator roles like age and gender.

Marketers should improve their SMM efforts improve purchase intention and responsiveness to customer inquiries. The company should create a consultation feature for potential customers to inquire about cosmetics and beauty products. To enhance brand awareness, The Marketers should focus on promotion and market segment expansion, targeting both on-line and off-line media.

VIII. CONCLUSION

lationship between social media marketing (SMMA) and customer response and satisfaction. SMMA has a positive and significant effect on brand image, while social media marketing (SMM) has a positive and inconsequential effect on purchasing decisions. SMMA can be promoted on social media platforms like Facebook to create brand trust and loyalty. Commercialization, entertainment, and promotions have the highest effect on trust and loyalty. Social SMMA variables influence brand loyalty and brand awareness. SMMA helps sellers inspire consumers with social, reward, and empowerment incentives, which can influence customer behavioural outcomes such as acquisition intention, loyalty intention, and participation intention. SMMA positively impacts customer satisfaction and engagement, and its association with social empathy, professed value, continued intention, contribution intention, and purchase intention is significant. SMMA also influences consumer perception, with marketing and promotional activities influencing consumer perception. Overall, SMMA increases brand awareness and positive brand image, ultimately influencing customer satisfaction.

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