A Bibliometric Study on Effect of Social Media Marketing on Customer Engagement

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Abstract

Social Media (SM)is a platform where social media websites and social networking site are used to market a business firm's product/brand. Social Media Marketing (SMM) helps new and existing businesses to engage with their existing and prospective customers. Customer Engagement (CE) is the emotional bond between external customers and a business/product. Highly engaged customers tend to demonstrate more loyalty towards a business/product. SMM activities of business firms tend to trigger the buying intention of customers towards their products. This review paper has attempted to find out the research work carried out across the globe addressing the SMM activities of business firms.The review paper has addressed two major marketing implications and outcomes of social media marketing namely, consumer engagement and consumer buying intention. At the end of this review paper, a conceptual model has been proposed by the researchers as a direction towards future research work.The review paper might be an eye opener to those researchers who would like pursue their research work in the area of social media marketing.

Keywords: *Social media, social media marketing, consumer engagement, customer buying intention, digital customer experience*.

Introduction

Social media (SM) refers to wide range of web and internet based mobile services that permit users to take part in online exchanges, contribute user generated content and join online communities of interest (Dewing 2010). Social Media Marketing (SMM) is basically the use of social networking websites in order to lure customers towards a product or brand. SMM is a form of Digital Marketing (DM), that allows enterprises create and share content on social media (SM) platforms to achieve their marketing and branding objectives. SM appeals across generations because different platforms of SM allow their users generate their own content, referred to a user-generated content (UGC), etc. SM platforms include Social News Sites like Newsvine, Social Networking Sites (SNS) like Facebook, Social Bookmarking Sites (SBS) like Delicious, Social Sharing Sites like YouTube, Social Events Sites (SES) like Yahoo, Blogs, Microblogs, Wikis, Forums and Message Boards (Evans et al. 2014).Marketing through SM takes place widely through Social Networking Websites (SNW) such as Facebook, Instagram, Twitter and LinkedIn. These websites allow individuals and businesses to interact with one another, build virtual communities and strong relationships. Many of

these SNWs have built-in data analytic tools and techniques which enable businesses track the progress and success of their marketing campaigns. "Internet provides individuals with flexibility in terms of communicating with each other, with access to any source of information at their own will, and with freedom to express their feelings and opinions (Karadumanet et al. 2017)".

"Marketing through social media can be extremely engaging if it is implemented in the right way (Evans, 2010)". "SM can be used as leverage Customer Engagement (CE) into highly profitable relationship for both parties (Barger et al. 2016)". CE is a relationship between the customer and the organisation that builds up emotional as well as physical trust among customers towards the brand and organization.

CE is the emotional bond between external customers and products of an organization. Highly engaged customers tend to demonstrate more loyalty towards products. CE increases the satisfaction score and gives the customer the impression of a more professional and user centric mindset.

CE facilitates the omni-channel customer communication (mails, social media, live chat, etc) and builds customer segments to deliver customized experience through these channels. The objective of engaging customers through SM platforms is to trigger the purchase intention of customers for a particular brand or a product.

"Consumers' purchase intention is a characteristic of consumer behaviour. Consumer behaviour is a collection of activities that intend to meet consumption needs of individuals of different characteristics (Sibanda et al. 2019)". SM platforms are employed by most of the business firms to increase the purchase intention of prospective customers by engaging them in a variety of ways. In this paper we try to give the outcome of various research studies conducted across the globe in the area of SMM.The researchers have done an extensive literature survey to collect and comprehend the research studies conducted to understand how business firms and marketers employ social media for their marketing activities in order to attract customers and improve sales performance. The study is also aimed at proposing a viable theoretical model to show the interaction between marketing activities through SM and CE that could be statistically tested further.

Social Media (SM)

Innovation comes with creativity and in today's world creativity is another word for Digital Technology (DT) where Social Media (SM) is one of the essential applications of DT. SM plays a key role in the day to day life of every individual. SM platform is found to be the best way to communicate and promote one's thought. SM is a platform where, people share information, ideas, career interests and other forms of expression via virtual communities and networks. The growth and development of Information and Computer Technology (ICT) has accelerated SM usage among people. Daud and Islam (2011) conducted a study to explore the factors that influence consumer buying intention during online shopping through Social Media. The study was conducted in Penang, Malaysia with 300 higher education students. The research mainly focused on the positive association between self-efficacy and consumer buying intention. Independent variables which affect consumer buying intention are usefulness, ease of use, compatibility, privacy, security, normative beliefs and attitude of the students. This study explained the mentality of Malaysian students with respect to internet shopping.

In this study, the researcher explained the reasons behind low preference of online shopping application by higher education students and the factors influencing the student's intention to shop on internet. Active online shopping initiated to stop worrying also about traffic jam, crowded shops, parking space, etc. The results of the study revealed a conclusive response between student's attitude towards internet shopping and the usefulness as perceived by them.

Kim and Ko (2012) proposed that SM marketing enhances consumer equity in Seoul Metropolitan City, South Korea. This study is wholly based on the luxury fashion brands which are affected by SM. The study employed structured questionnaire to collect data from respondents. A pilot test was done to select the sample for luxury brands with the help of fifteen students majoring in fashion marketing to list three luxury fashion brands. To examine the proposed hypothesis, the researcher collected primary data from 362 respondents. The dependent variable employed in the study is consumer equity. The study highlighted that SM marketing of luxury brands consist of five essential components: entertainment, interaction, trendiness, customization and word of mouth. This research explained the impact of SM marketing activities of luxury fashion brands on consumer purchase intention and customer equity.

Mamun et al. (2020) conducted a study on social media and consumer engagement in Malaysia. This study mainly focused on social influence, performance expectancy, perceived trust, perceived risk, perceived enjoyment and effort expectancy. The purpose of the study is to analyse the economic significance of failure ratio of SMEs (small and medium enterprise). The study also found out that Malaysian SMEs owners do not have enough technological skill and the adoption of new technology is very slow. The study also validates the behaviour and consumer perception which evaluate the adoption of social media. This study resulted in performance expectancy, perceived trust, perceived enjoyment affected social media adoption which ultimately affects the consumer engagement.

Pezzuti et al. (2021) conducted a study to analyze as to how language of brand messages influences consumer engagement on social media. Text analyses of brand messages on Facebook and Twitter showed that the words that express certainty like always, everything and forever were associated with higher levels of consumer engagement as revealed in their likes, comments and shares/retweets.

The findings of two controlled experiments showed that brand messages that express certainty influences consumers' perception about brands thus leading to increased consumer engagement. In addition, brand messages expressing certainty makes brands seem more powerful which in turn positively affects consumer engagement. Further, the indirect effect of language certainty on consumer engagement is stronger among those consumers with more power distance beliefs.

Social Media Marketing and Customer Engagement

Kim and Chu (2011) conducted a study on the determinants of consumer engagement in social networking sites (SNSs) in Austin. This study suggested that product-focused electronic word-of-mouth (eWOM) in SNSs is a unique phenomenon with important social implications. The participants of the study include 400 undergraduate students of South Western University. The dependent variable is consumer engagement and the independent variables include tie strength, homophily, trust, normative influence and informative influence. The model proposed is referred to as the five component model. Tie strength refers to the potentiality of the bond between the users of

the network family and friends. Homophily is the degree to which the users who interact with one another are similar in nature. Trust is the willingness to have faith, confidence and hope in each other. Normative influence is the attitude where people change their behaviour, thoughts to be accepted by others. Informational influence is the new argument which is discussed in the group that will change the attitude, beliefs and behaviour of the users. eWOM exhibited positive association with tie strength, trust, normative influence and informational influence among SNSs users compared to homophily which showed negative relationship with eWOM. The study also explained that the social relationship factors are important antecedents for eWOM behaviour in SNSs.

Brodie et al. (2011) conducted a study to understand and illustrate the conceptual domain and the fundamental propositions of CE in Australia. It explains CE as a highly dynamic and interactive business environment. The researcher expands the theory by picturizing the relationship between the theory of marketing and service dominant (S-D) logic. The dependent variable of the study is CE whereas, independent variable included in the study are interactive and co- creative experience.

The study explores the role of CE and its co-created value as the foundation of CE. The study describes brand as a focal agent of CE. The research study arrived at five fundamental propositions (FPs), which are used to define CE. These FPs include (a) absorption: level of customer concentration on CE, (b) dedication: effects of emotional dimensions of CE, (c) vigor: interactive with focal engagement, (d) interaction: it's a two way communication between the focal engagement and object. It helps to differentiate the strategy of relational concepts including participation and involvement.

Brodie et al. (2013) conducted an exploratory study on CE among a virtual community in New Zealand. The study explored the scope and nature of CE in an online brand community environment. It helped to describe the theoretical meaning and the dynamic nature of CE. This study proved the complexity of multi-dimensional which merge at different level of intensity, which mirrored the various engagement states. Independent variables of this study are consumer loyalty, satisfaction, empowerment, connection, emotional bonding, trust and commitment. The dependent variable of the study is CE. The data for this study was collected with the help of Netnography which is a precise set of research practices which is related to data collection, analysis, research ethics and representation which are ingrained in participant observation. Ten to fifteen regular members who are consumers, studio owners/ trainers, equipment manufacturers and retailers participated in this study. As a result, this study identified four stages that include consumers specific interactive experience, engagement objects and motivational states, explored the process of CE, the sub process of CE and the key consequences of CE.

Sajilan and Krishnan (2014) conducted a study on the effects of Gen Z's intention to select Private Universities (PU) in Malaysia. The study was conducted among 685 Gen Z students across various locations in Malaysia. Data was collected with the help of a self-administered questionnaire. Dependent variable employed in the study is the behavioural pattern of Gen Z students whereas; independent variables include student's enrolment, intention and choice. Students' attitude and subjective norms are used as the moderator variables in the study. SM has become a tremendous challenge for higher education institutions (HEI) for attracting students. The researcher used SM as a prominent basic tool and networking between the students and society. This study revealed that

without SM life of Malaysian students is almost unthinkable. This study has proved that most of the PU had targeted students with the help of SM.

But it is also proven that some of the students were not seriously engaged in SM contents and their effectiveness. This study has been an eagles eye view on socialising Gen Z's through SM and using SM as a promotion tool for PU. The study adopted the modified version of Theory of Reasoned Action (TRA). The study resulted in the missing attributes of the SM (i.e.) SM contents (SMC), media choice (MC), and information which plays a major role in attracting the students and had a positive significance from the students to join the PU.

Fung So et al. (2014) conducted a study on CE with respect to tourism SM brands in Australia. The participants in the study include 496 faculty members and postgraduate students. They were randomly assigned to a service category mainly hotel or airlines. The data was collected with the help of questionnaire. This study clearly showed the absence of perception and exact measurement of the five independent variable used namely identification, enthusiasm, absorption, attention and interaction. The dependent variable of the study is CE. The researcher developed and examined a 25 item scale model which is composed of the above five factor. The findings of the study revealed that CE had a strong analysing property and showed a positive influence on behavioural intention of customers. The study provided a useful tool to derive customer insights and their psychological and behavioural connections with CE. The result showed that, CE portrayed a positive perspective with SM brands although, CE may demonstrate negative aspect like anti-brand activities.

Jayasingh and Rajagopalan (2015) conducted a study to explore the factors of consumer brand engagement on FB brand pages in India. The researchers selected and monitored 134 Indian FB brand pages for the brand activity (i.e.), posts as well as the customer interactions such as likes and comments. The dependent variable is consumer brand engagement and the independent variables are total number of fans, posts, video posts, picture posts, link posts and status posts. The data is extracted from FB's insights. This paper proposed a theoretical model based on Indian FB brand pages that might improve brand engagement. This study highlighted that the major determinants of consumer engagement include the content quality and frequency of brand posting activities but not the number of fans following the page. Overall, the study found out that consumer engagement depends on FB activities like total fans, total number of videos posted and total number of posts on the wall page. The total number of posts in a brand page is considered to be the most important factor that increases consumer engagement.

Harrigan et al. (2017) conducted a study on CE with respect to tourism SM brands in the United States (US).The independent variables of the study include affection, dedication, attention, absorption and enthusiasm. The dependent variable used in this study is CE. The research was conducted on the basis of CE with Tourism brands (CETB) and prediction of behavioural intention of loyalty model. The study further proposed a CE scale and nomological framework. Data was collected with the help of AMT. The research was conducted in three levels of interest: (1) CE with tourism brands which was measured with 25 item CETB scale, (2) behavioural intention of loyalty (BIL) measured with 4 item scale and (3) customer involvement which was measured with 10 item scale. The result showed that, usage of SM tourism brand will help to understand better use of

pictures, videos polls, reviews, comments and blogs. Researcher also found out that, brands which have entertaining and educational content can attract the customers more.

"Customer engagement (CE) has been a domain of research interests with the rise of social media (Lian and Yoong 2018)". Consumer Engagement is a process of building the relationship between consumer and brand. Consumer Engagement helps the brand to acquire, engage and retain in the existing market. CE creates a reputed relationship between the customers and brands. Singh et al. (2010) introduced key marketing strategies for Consumer Engagement based on their research study in India. This study was purely based on the deployment of IT reengineering business process projects. The research was carried out for the effective implementation and practice of Web 2.0 (a second generation web, facilitating online collaboration, sharing and synchronous communication among users) through consumer engagement. The objective of the study was to investigate the conceptual framework of CE and the survey of Indian markets, development of CE model with the help of customer energy and organised flow of activities based on the components of CE. The independent variables employed in the study include creator, contributors, viewers, convenience, comfortable, consistency and customization. Consumer Engagement was used as the dependent variable in the study. The researcher had introduced a CE model to give an exact image of CE and the conceptual part which was researched based on the theoretical perspective. The results proved that, online CE in India is still in infant stage. Researchers also illustrated that in the coming days due to massive implementation of strategy by firm which increases the e-literacy rate in India. This study suggested that instead of targeting new customers, firms should market to their alumni

Bilro and Loureiro (2020) conducted a study on systematic review on consumer engagement. This study analysed five major research streams like consumer engagement, online brand community engagement, consumer brand engagement, consumer engagement behaviours and media engagement. The study was carried out with the systematic review approach, text mining and clustering. The study resulted in review of the existing literature on consumer engagement and proposed a framework for consumer engagement.

Methodology

The present study is based on the Bibliometric Approach to gain useful information on the content of social media marketing and consumer engagement. Bibliometric analysis employs statistical tools and techniques to analyze books, articles, journal publications, etc. Citation analysis is the most common Bibliometric method used to construct citation tables and graphs. The analyses carried out in this study include citation analysis, odds ratio and word cloud. The study has employed the Stata Software for analysis. For this purpose, the study has considered five top most cited article from Google Scholar since 2015 for this purpose that discuss about social media marketing and consumer engagement.

Bibliometric Analysis

Table 1 provide the top five cited articles from research scholar.

Table 1 *Citation Analysis*

S.No.	Article	Name of the Journal	Citations in Google Scholar
1	Ashley and Tuten (2015)	Psychology & Marketing	1216
2	Bianchi and Andrews (2018)	International Journal of Retail & Distribution Management	33
3	Devereux et al. (2020)	Journal of Consumer Behaviour	17
4	Tafesse (2016)	Journal of Product & Brand Management	117
5	Dessart et al. (2015)	Journal of Product & Brand Management	922

The primary objective of this study is to examine the relationship between social media marketing and consumer engagement through qualitative analysis. The above five highly impactful research articles have been collected from google scholar for carrying out the research. The following authorsAshley and Tuten (2015), Bianchi and Andrews (2018), Devereux et al. (2020), Tafesse (2016) and Dessart et al. (2015) have posted their articles in google scholar. Ashley &Tuten (2015), published their article in the journal, Psychology & Marketing in the year 2015 with 1216 citations. Bianchi and Andrews (2018), published their article in the International Journal of Retail & Distribution Management in the year 2018 with 33 citations. Devereux et al. (2020) published their article in the Journal of Consumer Behaviour in the year 2020 with 17 citations. Tafesse (2016), published his article in the Journal of Product & Brand Management in the year 2016 with 117 citations and Dessart et al.(2015), published their article in the Journal of Product & Brand Management in the year 2015 with 922 citations. Based on the ranking method, Ashley &Tuten (2015), received 1216 citations for the research article from these different researchersfollowed byDessart et al.(2015), with a citation of 922 for the research article. Tafesse(2016), received 117citations for the research article and is ranked third in the order. The fourth and fifth rank goes to Bianchi and Andrews (2018), and Devereux et al. (2020), respectively.

Word Cloud Analysis

A word cloud is a technique of data visualization which explores the high nobility of words that occur frequently. The most common words in the word cloud will appear larger and bolder. The colours which are used in word cloud are aesthetic in nature. They can be dynamic pictures which catch the static image or the ideas and emotions alive. In this word cloud, the two important significant terminology are social media marketing and consumer engagement whereas social media marketing refers to the activities like attaching the text and image of their interest, videos, engaging with the communication with the similar peer group and consumer engagement refers to the attempt to promote the company's brand by maintaining relationship with customer by posting in websites and marketing campaigns.

Table 2 provide the odds ratio and confidence interval (CI)

Figure 1. Word Cloud Analysis

Table 2 Odds Ratio and Confidence Interval (CI)

S.No	Article	Odds Ratio (OR)	95% CI	%W Fixed	%W Random
1	Ashley and Tuten (2015)	0.978	0.82;0.98	7.89	9.87
2	Bianchi and Andrews (2018)	0.876	0.54;0.87	6.98	8.11
3	Devereux et al. (2020)	0.865	0.56;0.76	7.11	8.87
4	Tafesse (2016)	0.988	0.77;0.98	7.23	8.34
5	Dessart et al. (2015)	0.879	0.51;0.76	7.87	8.22
		OR	CI at 95%	Z	p-value
	Fixed effects model	0.911	0.81:0.97	2.34	0.001
	Random effects model	0.913	0.87:0.92	0.97	0.275
	Test of heterogeneity				
	Q		Df		P-value
	7.11		4		0.012

Random-effects model: In the Direct Random-effects meta-analysis, mixed-effects logistic regression, Stata, R and SAS are used to estimates (to three decimal places) the final random effect, μ [expressed as log(OR)], and its standard error (SE). In my case, the 95% CI created by Stata is constructed on the normal distribution, though SAS utilizes a t-distribution (on k−1= 4 d.f, to mirror the variability in assessing τ2).

Further, the 95% CIs from the Mixed-effects Logistic Model (0.913 to 0.87 to 0.92) doesn't contain zero.Subsequently, social media marketing does not make any impact on customer engagement.

Fixed-effect model: The fixed-effect logistic regression model created an estimation on the overall fixed effect slightly different which was delivered by the conventional meta-analysis approach (0.911 and 0.81to 0.97). Both of these evaluations contract significantly from comparing the corresponding random-effects estimates. Since the 95% CIs for the between-study fluctuations doesn't include zero, these differences are to be expected. Usually, a random-effects model is more appropriate than a fixed-effect model.Thusly, social media marketing and customer engagement are different factors.

Results and Discussion

In yet another significant study, Alnsour et al. (2018), explored the effect of SM on purchase intention of consumer in relation to Jordanian airline industry. The research mainly focused on five SM namely, Facebook, YouTube, Twitter, Instagram, and Blogs. The respondents were 311, who were above the age of 18 years. Using exploratory method, Quantitative research was conducted to determine the purchasing intention of consumers. Dependent variable deployed in this study is purchase intention and the independent variables are functional benefits such as efficiency, monetary benefits such as specific deals, hedonic benefits such as amusement, psychological benefits such as affiliation and the benefits such as involvement while purchasing the airline ticket. The researcher described that SM has become one of the crucial tools in communication strategy in the airline industry. The study was done for the increment in the number of airline tickets and to measure the effectiveness on purchasing intention of the consumers. The study concluded that hedonic benefit has more impact on purchasing intention of consumer rather than psychosocial benefit and functional benefit. Monetary benefit (i.e.) special deals and better prices had no effect on purchasing intention. The examination clarified the part of SM benefits in influencing the shopper's buy goal when purchasing a carrier ticket.

The researcher clarified the part of SM benefits in influencing the shopper's buy goal when purchasing a carrier ticket. This study also stated that there is no relationship between the monetary benefit and benefits while purchasing the airline ticket. Researchers suggested that Airline Company should offer more exclusive deals to attract the consumers.

Irshad et al. (2020), conducted a study on understanding consumers trust in social media marketing and environment in Pakistan. The aim of this study was to examine the impacts of consumers motivations which is remuneration, social and empowerment which created trust among retailers in social media. With the help of covariance based structural equation modelling in Amos this study was carried out. Data was collected from three metropolitan cities. This study reveals that trust among retailers on social media effects the relationship between consumers motive and online purchase intention. As a result, remuneration and social motivations had positively influenced consumers and indirectly moderate trust among consumers.

Based on the review of literature in the area of SM and the Bibliometric analysis carried out, the following research framework has been proposed for further study. In the proposed model, the mode of interaction which includes variables like broadcasting and communication, and the quality of

content in SM platform like audio & video visuals, aesthetic appeal, and product/brand information influence consumers to get engaged in SM Platform. Where mode of interaction and quality of content is deployed as independent variable, purchase intention is the dependent variable and CE is the mediator. However, in order to trigger the purchase intention of consumers, the trust and the security towards the SM platform as perceived by the consumers are deemed to be important.
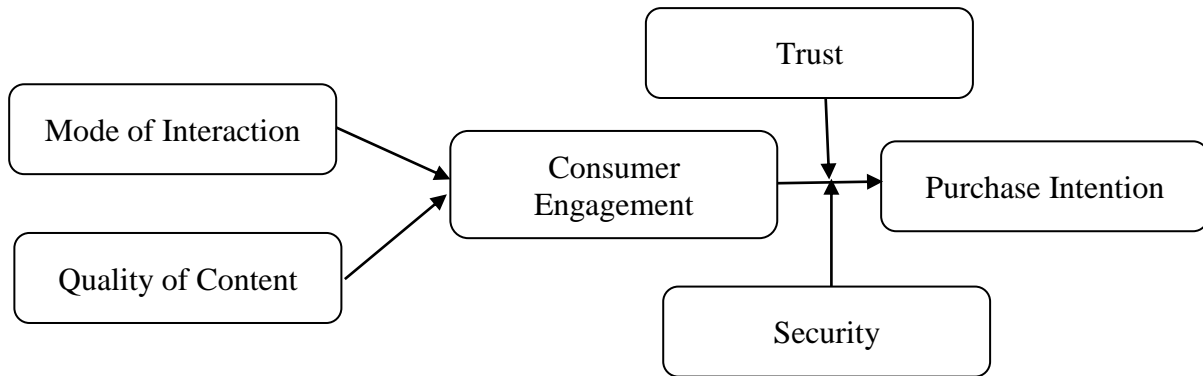

Figure 2. Theoretical Model developed from Bibliometric Approach

Conclusion

SM has found to be largely supporting the marketing activities of businesses to promote a product/brand. Marketing campaigns in SM are targeted towards customer segments to promote a product or brand. Firms are in a compelling state to create pages on SM platforms to provide information and customer services to attract new customers and maintain the existing ones (Pietro and Pantano, 2012). Business enterprises create exclusive pages to create awareness about a product or brand among their users.

SM platform is also used to promote a product or brand by engaging the customers through appropriate mode of interaction and quality of content. The purchase intention of consumers could be triggered by instilling trust and secured feeling in the minds of consumers. It has been observed that brand communications on one SM platform might engage consumers within the same SM platform (direct effects) as well as influence consumer engagement with the same brand on a different SM platform (spillover effects). Further, past engagement towards a post could also be carried forward into the future (carryover effects) (Unnava and Aravindakshan, 2021). This research paper enlightens young researchers with an emerging research area that needs to be explored further in order to validate the effectiveness and efficiency of marketing campaigns launched by companies.

Social media marketing has become a trend nowadays and businesses invest their resources to build and monitor content in social media. This article will provide direction to aspiring researchers in the area of social media marketing to further their research.

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