

A SYSTEMATIC REVIEW OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS: SCOPUS DATABASE

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Abstract—Social Media Marketing and Brand Awareness constitute modern and emerging research in marketing practice. Marketing using social media is one of the competitive advantage's most dominant and influential aspects. Using a systematic literature approach, we search in social media marketing and brand awareness literature. This research paper attempts to review and summarise previous research results on social media marketing and brand awareness. This research study's primary goal is to conduct a thorough literature evaluation to understand the concepts of social media marketing and brand awareness. In this study, researchers follow PRISMA guidelines, we have conducted a systematic literature review (2010-2022) in the Scopus database and other research platforms also used in the search process. After inclusion and exclusion, 25 research studies met the requirements. From an academic and practical perspective, this research paper focused on the importance of the "online marketing aspect" and is also helpful for managers to know the critical factors of social media marketing and brand awareness on a general pattern.

Keywords— Brand, Media, Marketers, Perception, Awareness, Influence.

I. INTRODUCTION

Technology has changed many elements of modern day life, making everything online possible. This includes marketing, especially as it relates to the travel and tourism industry. For a longest time, marketers have promoted their goods using traditional methods, including radio, billboards, television, magazine ad spaces and television. However, modern development has transformed marketing into digital marketing. Utilizing social media marketing helps consumers become more likely to buy a product. Because it allows for free discourse and brand sharing rather than attempting to manage perception, it is seen as more honest. Therefore, because customers feel a good relationship with the specified brand, it boosts optimism toward the brand, encourages more substantial commitment, and influences buying intention (Laksamana, 2018). Social media usage affects brand awareness as well. This is due to the media's valuable role as a two-way communication channel, which makes it excellent for boosting the value of customers by disseminating information about pertinent events or activities (Laksamana, 2018). Exposure to a product helps customers remember the specific

brand because of its descriptive and evaluative nature (Foroudi, 2018). Social media are online tools, sites, applications, or systems that encourage community members to share ideas and content. Media that successfully reaches customers is less expensive than traditional methods like T.V., radio, and print. The media has attracted the attention of academics and is acknowledged as a vital tool for brand development. Researchers looked at social media marketing activities (SMMA) for various brands, including high-end cosmetics, smartphones, coffee shops, and hotels, and this led to distinct conceptualizations of SMMA. For instance, SMMA was imagined as a multifaceted construct incorporating trendiness, entertainment, customization, and engagement. Customer relationships with brands are built on a trust and confidence that the brand will satisfy the customer's needs and interests. Brand trust is a belief in both brands' dependability and ferocity. Only a few examples of the specific ideas that make up trust include the capacity to be relied upon to fulfil the demands of trustees, the consistency and predictability of the behaviour of trusted parties, and their focus on and motivation to act in the interests of their supporters. The consumer's perception of dependability based on experience, or more particularly, a number of transactions, is known as brand trust. An emotional component of consumer-brand interactions is the brand. It comprises emotional attachment to a brand, and brand aficionados frequently express cognitive satisfaction with the brand (Carroll and Ahuvia, 2006). Thus, brand love can be thought of as the opposite type of

brand hate—a positive emotional/affective component.

II. RESEARCH METHODOLOGY

The present study used a systematic literature review (S.L.R.) methodology to find social media marketing and brand awareness articles in a structured way (Uman 2011). Four steps were followed to do S.L.R. of the present study: determining the research objective, reviewing the study, reporting the studies, and resulting in the discussion.

A. Objectives of the Study-

The present systematic literature review is conducted to achieve the following objectives

- (a) To know the concept of social media marketing and brand awareness.
- (b) To know the relationship between social media marketing and brand awareness

III. REVIEW THE STUDIES

Initial searching and identification of studies on social media marketing is as follows;

As indicated in table no.1, researchers created a search string that included the majority of the terms shared by social media marketing on Scopus databases and other platforms (research gate, web of science emerald, and google, among others). The research project has relied on scanning the literature by looking for material on two key limits; 2) Keywords connected to brand awareness, such as brand loyalty, customer loyalty, etc. Social media marketing activity-related

keywords, such as social media marketing activities, etc.

Table 1
Initial & Screening Results from a Search Engine of E-Resources

Resources	Searching and filtering process (terminologies used)	Records found
Scopus	(TITLE-ABS-KEY ("social media marketing") OR TITLE-ABS-KEY ("online marketing") OR TITLE-ABS-KEY ("e marketing") OR TITLE-ABS-KEY ("digital marketing"))	6,713
	AND (LIMIT-TO (PUBYEAR , 2022) OR LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011) OR LIMIT-TO (PUBYEAR , 2010)) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "cp") OR LIMIT-TO (DOCTYPE , "ch") OR LIMIT-TO (DOCTYPE , "re") OR LIMIT-TO (DOCTYPE , "bk") OR LIMIT-TO (DOCTYPE , "cr")) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j") OR LIMIT-TO (SRCTYPE , "p") OR LIMIT-TO (SRCTYPE , "k") OR LIMIT-TO (SRCTYPE , "b") OR LIMIT-TO (SRCTYPE , "d"))	3,727

(Source : Scopus database)

Here researchers follow some common criteria for all the sections to screening the research studies from the most popular

Scopus database and some other platforms like Research Gate, Emerald, Web of science and other websites.

Table 2
Common Criteria Inclusion & Exclusion Category is as follows;

Basis	Inclusion	Exclusion
E-resources	Scopus and some other websites also	Except Social Science researches

Year coverage	From 2010 to 2022	Before 2010
Language	English	Other than English
Subject area	Social science, Business Management & Accounting	Other than Social Science
Source type for research	Journal, books, conference proceedings, trade journals, book chapters	Editorials, short survey, note, retracted and miscellaneous records

(Source; elaborated by the researcher)

Study Quality Assessment

For measuring the quality of this Systematic Literature Review, we primarily focus on the level of confirmation as a criterion for study quality assessment used by (Hawker et al., 2002). The quality assessment of the selected research articles is also worthwhile to increase the accuracy of the data extraction result. Usually, we undertake that the overall quality of the selected research articles is

acceptable. The quality evaluation tool has ten points (Title and abstract, aims and introduction, methodology and data, study sample, data analysis, ethics, biasness, results, generalizability and efficacy). Ten points are taken into account in this method employing four scores (4 points for Good, 3 points for Average, 2 points and 1 point for Very Poor). The highest possible score of 40 indicates high quality, while the lowest average score of 10 indicates highly subpar.

Table 3

Quality Assessment of Selected Articles

Sr.No.	Author	Journal	Total
1	(Nag & Gilitwala, 2022)	<i>Cogent Business and Management</i>	34
2	(Hazzam, 2022)	<i>International Journal of Data and Network Science</i>	38
3	(Dewi et al., 2022)	<i>“International Journal of Data and Network Science”</i>	32
4	(Haudi et al., 2022)	<i>“International Journal of Data and Network Science”</i>	28
5	(Ahmed, 2022)	<i>Marketing Intelligence and Planning</i>	30
6	(Stojanovic et al., 2022)	<i>Journal of Hospitality and Tourism Technology</i>	32

7	(Khan et al., 2020)	<i>Technology in Society</i>	30
8	(Al-Msallam & Alhaddad, 2016)	<i>International Journal of Business and Management Invention</i>	28
9	(Swathi & Linus, 2022)	<i>“Journal of Emerging Technologies and Innovative Research”</i>	26
10	(Arrigo, 2018)	<i>Management Research Review</i>	30
11	(Bailey, 2019)	<i>Official Journal of the American Society of Plastic and Reconstructive Surgical Nurses</i>	32
12	(Bataineh, 2022)	<i>“International Journal of Data and Network Science”</i>	34
13	(Górska-Warsewicz, 2022)	<i>International Journal of Environmental Research and Public Health</i>	30
14	(Cheraghalizadeh & Dědková, 2022)	<i>Journal ofEkonomie a Management</i>	28
15	(Song & Kim, 2022)	<i>Journal of Product and Brand Management,</i>	26
16	(Hafez, 2021)	<i>International Journal of Bank Marketing</i>	32
17	(Cheung et al., 2020)	<i>“Asia Pacific Journal of Marketing and Logistics”</i>	34
18	(De Vries et al., 2012)	<i>Journal of Interactive Marketing</i>	28
19	(Ismail, 2017)	<i>Asia Pacific Journal of Marketing and Logistics</i>	30
20	(Koay et al., 2021)	<i>“Asia Pacific Journal of Marketing and Logistics”</i>	32
21	(Seo & Park, 2018)	<i>Journal of Air Transport Management</i>	34
22	(Minculete & Olar, 2018)	<i>International Conference Knowledge-Based</i>	36

		Organization	
23	(Bilgin & Kethüda, 2022)	<i>International Society for Third-Sector Research</i>	38
24	(Gawade, 2019)	<i>“International Journal of Trend in Scientific Research and Development”</i>	32
25	(Riz’V, 2013)	<i>British Journal of Marketing Studies,</i>	36
Total	25		

(figure no. 2) figure with the help of a

Selection Protocol/Technique (PRISMA)

modified PRISMA flow chart;

All the steps were followed to identify the

final 25 studies,as shown in the following

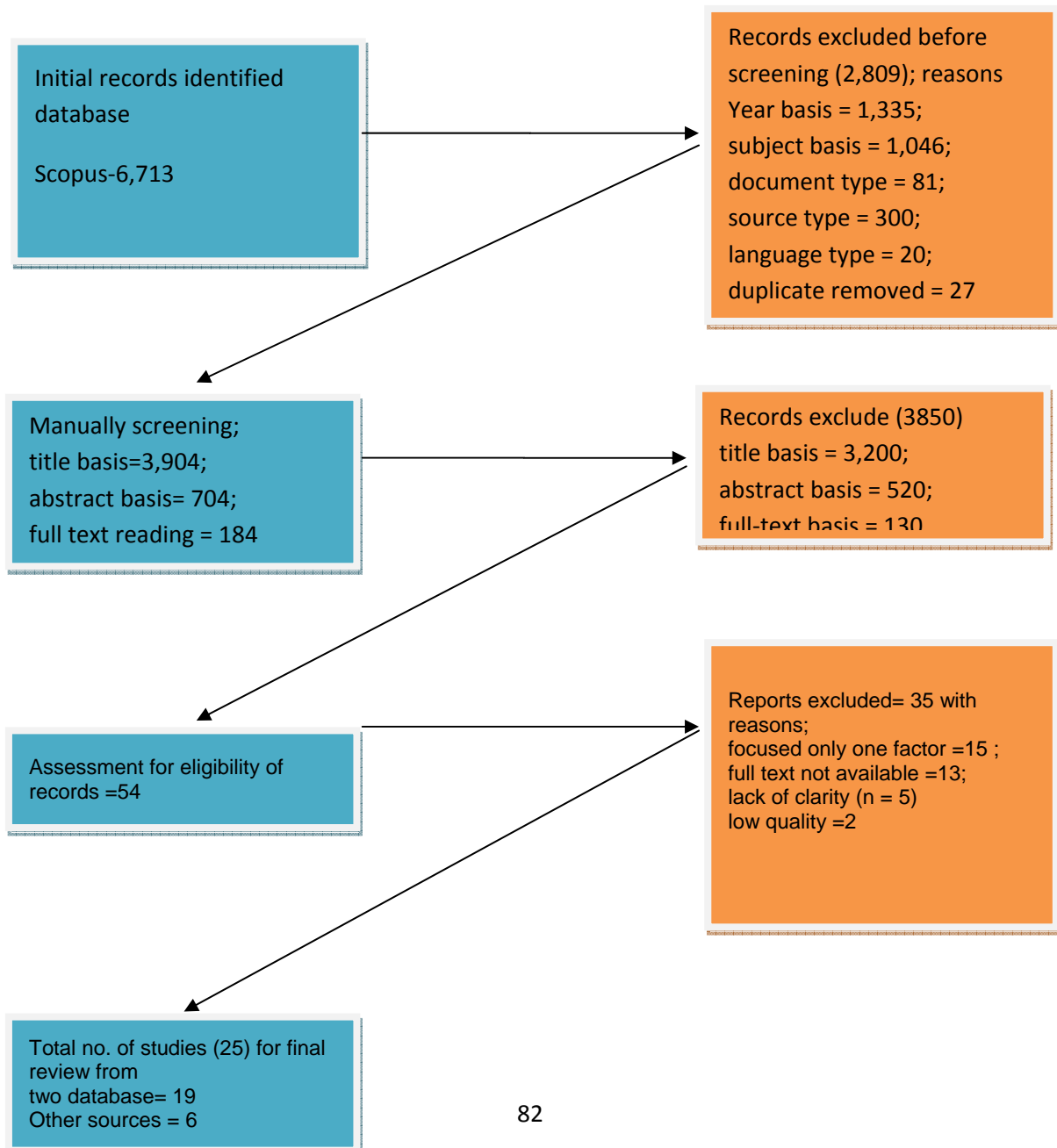


Fig. 1 Altered from PRISMA. *Source: (Moher et al., 2009)*

Synthesis & Extraction of data

Table 4

Selected Articles of Social Media Marketing and Brand Awareness

S\N	Article & Country	Purpose of the study	Sample	Method	Outcome
1.	(Nag & Gilitwala, 2022) Bangkok, Thailand	The main theme of this study is to know the most influencing factor associated with brand equity.	400 respondents were selected through a convenient sampling method	Descriptive research design AMOS (Version 24) software.	Brand awareness, brand image, perceived quality, brand association and loyalty are the most influencing factors of brand equity.
2.	(Hazzam, 2022) Dubai	This study investigates age's impact on the relationships between social media marketing.	Data was collected through an online survey to collect data from 241 students at a university.	Quantitative method AMOS structural equation modelling	Findings showed that marketing activities on social media are positively related to all age groups.
3.	(Dewi et al., 2022) Jakarta, Indonesia	This research study aims to understand social media's influence on brand awareness.	Data was collected from 270 respondents.	Quantitative research IBM SPSS STATISTICS 2.0.	Results showed that a intervening variable (brand awareness) increases the correlation between purchase intention & marketing on social media.
4.	(Haudi et al., 2022) Indonesia	This study aims to evaluate how brand equity, brand loyalty, and brand trust in online communities have been impacted by social media marketing.	450 respondents using a simple random sampling method	Quantitative research Structural Equation Modeling (S.E.M.) method with SPSS 3.3.3	There is a significant relationship among brand loyalty, brand trust, and brand equity.
5.	(Ahmed, 2022)	This research	Data collected	Quantitative	The findings

	Trondheim, Norway	article reveals how social media marketing initiatives affect consumers' love of stores and how that love affects consumers' loyalty to those stores.	from 177 respondents Purposive sampling method,	research PLS-SEM	supported the idea that store love acts as a mediator between SMMA and store loyalty.
6.	(Stojanovic et al., 2022) Valencia, Spain	This study tries to determine how tourist social media communications affect brand equity.	Data collected from 433 international tourists through a structured online survey	Empirical research structural equation modelling	The outcomes of this study show a positive impact of tourist social communication on brand equity.
7.	(Khan et al., 2020) Aligarh, India	The purpose of this research study is to explore social media usage during the COVID-19 pandemic.	A total of 204 responses collected	Exploratory research SPSS 20 and AMOS 22.0	The finding of this study offers a solid theoretical base for understanding social media usage behaviour in a crisis.
8.	(Al-Msallam & Alhaddad, 2016) Damascus, Syri	The major goal of paper was to identify the advantages of member engagement and the link between community involvement and brand loyalty in online hotel communities.	Data was collected through an online questionnaire from 250 respondents	Quantitative Research (S.E.M.) approach	According to the findings of this study, functional, social, psychological and hedonic benefits positively effects community participation.
9.	(Swathi & Linus, 2022) Mangalore, India	The major objectives of this study were to undertake advanced research on social media marketing and to concentrate on the background history research of this field.	Data collected through the latest journals from Google Scholar	Qualitative research	This study concludes that less research has been done on how Gen Z consumers use social media to make purchases.

10.	(Arrigo, 2018) Milan, Italy	Reviewing scholarly research on social media marketing for luxury businesses is the goal of this study.	Scopus database	systematic literature review	entertainment, interaction, trendiness, customization, and word of mouth are mainly used factors.
11.	(Bailey, 2019) Muscat, Oman	This study aims to conduct a thorough evaluation of the existing social media marketing literature.	Data collected through the latest journals from Google Scholar	Quantitative approach	examined factors of the customers' adoption towards perceived benefits and perceived risk website integrity, credibility and subjectivity.
12.	(Bataineh, 2022) Amman, Jordan	The study's main purpose is to estimate and test the key sections of social media marketing which are helpful in improvements of customer experience.	Data was collected from 297 banks customers	Descriptive research design	The findings of this study identified six main predictors of consumer attitude, effort, expectancy, habit, interactivity, informativeness, and perceived relevance.
13.	(Górska-Warsewicz, 2022) Warsaw, Poland	This study's main aims are to determine the contributing factor of hospital brand equity based on the Desired Reporting Items.	Information was gathered from “Elsevier, Scopus, Web of Science, PubMed, Google Scholar, and EBSCO”.	Systematic Reviews of the Literature and Meta-Analyses (PRISMA) were used.	The outcomes of this research show that brand awareness, brand associations, perceived quality, and brand loyalty, and brand image are the main factors of brand equity.
14.	(Cheraghalizadeh & Dědková, 2022) Czech Republic	This study aims to evaluate the effects of social media marketing, service quality, and brand awareness as mediating factors on hotel patron retention.	Data was collected through a questionnaire	Quantitative research S.E.M.	This research study shows the significance of social media marketing and high-quality customer service as the major factors influencing favourable customer retention.
15	(Song & Kim, 2022) Minnesota, U.S.A.	This study's primary objective is to investigate the relationships	Data collected from 290 social media users	Quantitative research	The findings demonstrate a favourable relationship

		between consumer perceptions of luxury brands and brand pages.			between brand page satisfaction and customer information value.
16	(Hafez, 2021) Dhaka, Bangladesh	This study aims to ascertain how brand equity is impacted by social media marketing strategies.	Data was collected from 289 banking customers through a structured questionnaire	Quantitative research AMOS 23.0 SEM	The outcome of this research validated that S.M.M. activities have no significant influence on Brand Equity directly.
17	(Cheung et al., 2020) Ourimbah, Australia	This research study investigates the impact of social media marketing determinants on consumer-brand engagement and brand knowledge.	Data was collected from 214 social-media self-administrated online questionnaire convenience sample	Descriptive research P.L.S.– S.E.M.	The results of this research study show that S.M.M. determinants play an important role in building Consumer-brand Engagement and brand knowledge.
18	(De Vries et al., 2012) Netherlands	Identifying the factors that influence brand post-popularity is the major goal of this study.	There were 355 brand posts in all from 11 global brands.	Quantitative research	Vividness, Interactivity, Information and Entertainment are important drivers of brand popularity.
19	(Ismail, 2017) Miri, Malaysia	This study examines how social media marketing initiatives affect consumer brand loyalty.	Data were collected through a self-administered questionnaire from 346 (UG) students	Quantitative research	According to the findings of this study, social media marketing increases brand loyalty.
20	(Koay et al., 2021) Malaysia	The main objective of this study is to determine how consumer-based brand equity is impacted by perceived social media marketing actions.	Data was collected through a questionnaire method purposive Sampling	PLS-SEM	The findings of this study demonstrated that consumer-based brand equity was significantly benefited by perceived social media marketing activity.
21	(Seo & Park, 2018) South Korea	This study examines how social media	The survey method was used for	SPSS 21.0 program and AMOS 20.0	The results of this study demonstrate the beneficial

		marketing initiatives affect customer response and brand equity.	collecting data from airline industries.		impact of social media marketing on brand equity and consumer reaction.
22	(Minculete & Olar, 2018) Romania	The main of this research is to know the concept of online marketing	Review based study	Qualitative Approach	Building consumer loyalty and brand awareness are marketers' top priorities in the digital world.
23	(Bilgin & Kethüda, 2022) Turkey	The purpose of this research study is to propose a model to determine the social media marketing association with brand	521 respondents	quantitative pattern	Charity S.M.M. is categorized into six dimensions: awareness, interaction, timeliness, informativeness, customization, and advertisement.
24	(Gawade, 2019) Maharashtra, India	To understand the concept of digital marketing.	Review study	Qualitative approach	According to the result of this study, digital marketing has a bright future for long-term sustainability.
25	(Riz'V, 2013) India	The primary goal of this study is to understand how various online marketing tactics affect consumers' perceptions of brands and their purchase behaviour.	primary data was collected from 75 respondents.	Descriptive research One sample T-test	According to this survey, word-of-mouth platforms are the most effective motivators of customer purchasing decisions and brand impression across industries.

(Source; elaborated by the researcher)

Reporting the available data on Study on
Scopus Database related to Social Media
Marketing and Brand Awareness

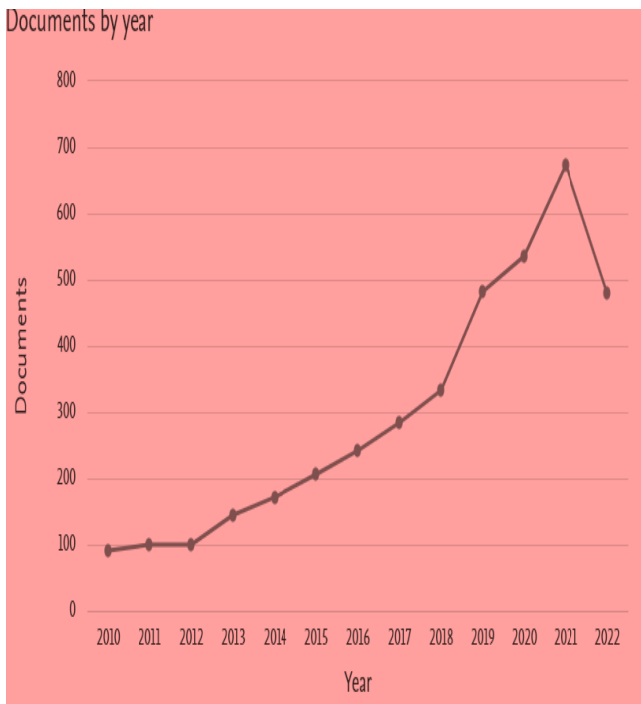


Fig. 2 Document by Year from Scopus Database

Figure 2 displays the cumulative number of publications from 2010 to 2022 as well as their annual number. The increasing trend from 2010 to 2022, which demonstrates the degrees of progress in this research sector, may be noticed.

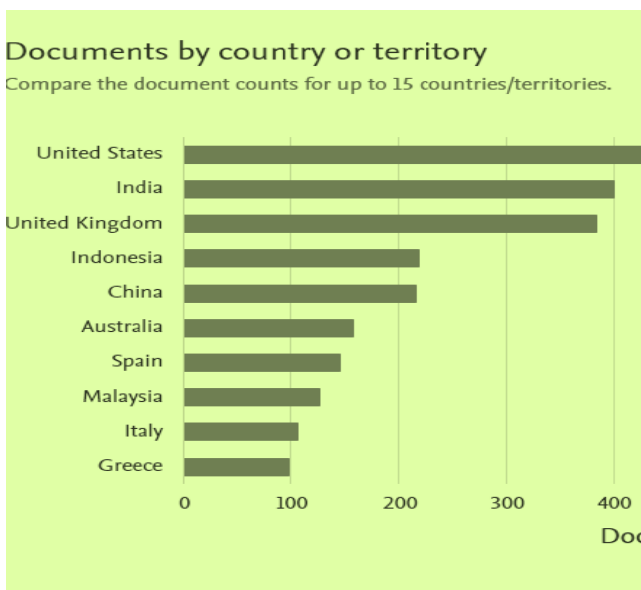


Fig. 3 Document by Country from Scopus Database

Figure 3 displays the top ten most successful nations for social media marketing publications. India and the United States of America occupied the top two spots. Based on the quantity of articles, India came in second.

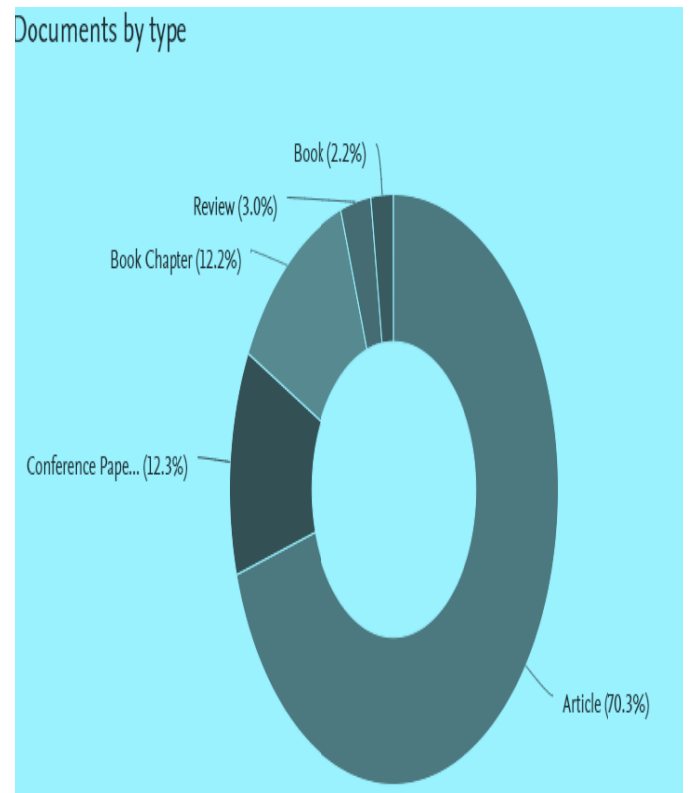


Fig. 4 Document by Type from Scopus Database

IV. RESULTS DISCUSSION & CONCLUSION

The findings of 25 study articles led the researchers to conclusion that using social media to advertise their products and services has grown highly popular among other marketers across all industries. Currently, most people spend time on social media through different mediums. Reaching consumers through social media has become one of the primary goals of product marketing due to its widespread use. Social media marketing includes using the interactive and

appealing built-in management and recommendation system for social media ads to broaden audience and encourage buyers. Even though the business is still relatively new to the market, using the ideal set of a picture, a description, a model, and an endorsement can convince potential buyers to make a purchase. Following a thorough analysis of the literature, we have found that brand awareness plays a key role as a mediator in the interaction between social media marketing and purchase intent. Brand recognition will increase when social media is used as a marketing tool, also known as consumer awareness of a product or service. Customers will get familiar with a brand through brand awareness. The higher the awareness level, the more likely consumers will recall and recognize a particular brand rapidly. Consumer brand awareness must be nurtured or developed over time. However, if done well and sticks in the Consumer's memory, there is a significant likelihood that loyalty will develop, resulting in a subsequent repeat purchase. As evidenced by the links that are permanently entrenched in customers' brains and that they always recall the first time they come into contact with a brand, brand image is consumers' perception and belief. Based on this research study, The results reveal that the determinants of Social Media Marketing play an important in building Consumer brand engagement and brand knowledge. In this research study, it was found that interaction, Electronic Word of Mouth, informativeness and trendiness are the main drivers of social media marketing that strengthen brand engagement, which drives brand awareness and brand image. It is essential to highlight several factors that determine that brand, whose number has recently been increasing. There has been additional study done on brand awareness overall. Customers continue to value brand

recognition across all categories of goods and services. Perceived quality, brand image, brand awareness, and brand associations are some aspects of the brand that influence how customers judge the quality of products and services. Customer relationships, customer experience, social responsibility, management procedures, and successful marketing communications are further considerations. This demonstrates that building relationships between customers and sellers is crucial for the sale of goods and services in contemporary society due to changes in the environment and consumer awareness, which go beyond marketing transactions, management expertise, and specialised products and services. Empathy is a crucial component of good customer service, among other brand-defining characteristics.

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