

The Role of Social Network Marketing on Consumer Engagement and Purchase Intention: A Review

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ABSTRACT

This paper explores the influence of social network marketing on consumer engagement and purchase intentions. As a vital component of modern marketing, social network marketing leverages social media platforms to promote products and services, becoming a primary strategy for businesses to attract and interact with consumers. Through a literature review and case studies, this paper delves into the mechanisms by which social network marketing enhances consumer engagement, including the roles of social interaction, user-generated content, and social proof. Additionally, it examines how personalized marketing strategies and social recommendations within social network marketing influence consumers' purchase intentions. Finally, the paper discusses the limitations of current research and proposes future research directions to deepen the understanding of social network marketing's impact.

KEYWORDS

Consumer engagement; Purchase intention; Social media; Social network marketing

1. INTRODUCTION

With the rapid development of information technology and the widespread use of the internet, social networks have become an indispensable part of daily life and business activities. In the business realm, social networks are not only platforms for communication and interaction but also crucial channels for companies to promote products and services, build brand recognition, and foster trust. Specifically, in the field of marketing, social network marketing, as an innovative strategy, has significantly transformed traditional marketing models, presenting new opportunities and challenges for businesses. Social network marketing utilizes social media platforms such as Facebook, Instagram, and Weibo to disseminate marketing information through users' social connections and interactions. This form of marketing goes beyond simple advertising; it focuses on building emotional connections and long-term relationships between consumers and brands through interaction and social sharing. This paper aims to explore the specific mechanisms by which social network marketing impacts consumer engagement and purchase intentions (Nguyen, Cuong, 2020). Firstly, it defines and scopes social network marketing, discussing its importance and application in the current marketing environment. Secondly, it analyzes the role of social network marketing in promoting consumer engagement, emphasizing the mechanisms of social interaction, user-generated content (UGC), and social proof. Lastly, it investigates how social network marketing influences consumers' purchase intentions through personalized marketing strategies and social recommendations, as well as the psychological and behavioral motivations behind these influences.

2. REVIEW OF RELATED STUDY AND LITERATURE

2.1. Definition and Scope

As a crucial strategy in modern marketing, social network marketing leverages social media platforms to interact and communicate with users, promote products and services, and establish brand image and recognition. In the digital era, social network marketing transcends simple advertising dissemination, fostering closer relationships and trust with consumers through social interaction and user-generated content (UGC) (Prabowo, H., R, 2020). Social network marketing can be understood as a strategy that uses social media platforms for brand promotion and marketing activities, utilizing the unique features of social media, such as real-time interaction, broad dissemination, and user-generated content, to attract the target audience's attention and enhance brand visibility and influence through engagement and sharing. The scope of social network marketing encompasses several aspects: selection and application of social media platforms, where mainstream platforms like Facebook, Instagram, and Weibo have distinct characteristics and user bases, requiring effective utilization of these platforms' features for targeting and marketing; content and information dissemination, involving spreading brand information and product features through various forms, including advertisements, tweets, videos, and user-generated content to encourage consumer participation and interaction; enhancement of interaction and engagement, increasing user engagement through social interactions, comment responses, shares, and likes to foster emotional connections and interactive experiences between the brand and consumers; and effect evaluation and optimization, utilizing data analysis and social media analytics tools to monitor and assess the effectiveness of marketing activities, allowing for timely adjustments and strategy optimization to improve marketing efficiency and return on investment. The definition and scope of social network marketing continue to evolve with changes in technology and user behavior, highlighting its significance and impact on modern marketing strategies (Matin, Arian, 2020).

2.2. Development Trends and Practices

As an integral part of modern marketing, social network marketing's development trends and practices continually evolve with technological advancements and changes in consumer behavior. This section explores the major development trends and practice cases of social network marketing and its application in the current marketing environment.

Rise of Mainstream Social Media Platforms: With the increasing number of users and the amount of time spent on social media platforms like Facebook, Instagram, and Weibo, these platforms have become essential channels for businesses to promote products and services (Ao, Lie, et al., 2023). Companies can not only publish advertisements and promotional activities on these platforms but also effectively attract and reach their target audiences through precise targeting and ad placement.

Diverse Content Formats and Dissemination Methods: Social network marketing is no longer confined to traditional text and image ads. It now includes video content, live streaming, user-generated content (UGC), and interactive advertisements. These content formats not only capture users' attention but also increase user engagement and interactive experiences, enhancing brand visibility and influence (Shien, Ong Yi, N. S, 2023).

Personalized Marketing and Data-Driven Strategies: With the development of data analytics and artificial intelligence technologies, companies can implement personalized marketing strategies using user behavior data and social media analytics tools. By analyzing users' preferences, interests, and behavior patterns, businesses can deliver customized ads and content, improving ad effectiveness and user response rates.

Strengthening Brand-User Interaction: Social network marketing emphasizes interaction and communication between brands and users (Choedon, Tenzin, 2020). Through comments, user Q&A,

online activities, and other forms of engagement on social media platforms, brands can establish direct connections and trust relationships with consumers. This interaction not only enhances consumer loyalty to the brand but also promotes word-of-mouth and brand image.

Utilization of Social Influence and Social Proof: Social network marketing enhances marketing effectiveness through social influence and social proof. Key opinion leaders (KOLs) and brand ambassadors use their influence and credibility on social media to help promote brands and recommend products, influencing consumers' purchasing decisions and behavior (Hanaysha, 2022). By analyzing these development trends and practice cases, we can gain a deeper understanding of the importance and influence of social network marketing in today's market competition, laying a theoretical foundation for subsequent discussions on the specific mechanisms by which social network marketing affects consumer engagement and purchase intentions.

2.3. Influencing Factors and Key Mechanisms

When exploring the impact of social network marketing on consumer engagement and purchase intentions, several vital factors and influencing mechanisms must be considered. Firstly, the characteristics of social media platforms are crucial to marketing effectiveness. Platforms such as Facebook, Instagram, and Twitter have distinct user interaction modes and content dissemination mechanisms (Manzoor U, 2020). Companies should choose appropriate platforms based on product characteristics and target audience preferences. Secondly, user behavior psychology and social influence play significant roles in decision-making. Consumers are more likely to trust recommendations from friends and social influencers. This influence spreads through social networks, significantly enhancing the brand's word-of-mouth effect (Bilal, Muhammad, 2021). Content quality and creativity are also critical factors. High-quality content can capture users' attention and encourage interaction, thereby increasing brand exposure and influence. Furthermore, personalized and targeted marketing strategies, driven by data, can accurately target specific consumer groups, providing personalized marketing messages and experiences, enhancing consumers' purchase intentions (Manzoor U, 2019). Finally, social interaction and user participation not only enhance consumer awareness and goodwill towards the brand but also strengthen the dissemination of brand messages and the sense of user involvement, forming a favorable brand interaction ecosystem. In summary, understanding these influencing factors and key mechanisms helps to delve into how social network marketing effectively impacts consumer engagement and purchase decisions, providing a crucial theoretical foundation for further empirical research and marketing strategy optimization (Campbell C, 2014).

2.4. Social Interaction and Sense of Participation

Social network marketing significantly influences consumer engagement and brand affinity by promoting social interaction and enhancing users' sense of participation. Social interaction is not limited to brand-published content but includes two-way communication and engagement between consumers and brands. For instance, brands can actively interact with consumers by replying to comments, conducting Q&A sessions, and hosting online events and contests, thereby enhancing consumers' sense of participation and interactive experience with the brand. This two-way interaction not only increases consumer attention towards the brand but also fosters brand loyalty and active participation. The ability of consumers to participate in brand activities and content creation makes them feel valued and understood by the brand, thereby establishing a sense of shared experience and belonging (Maria S, 2019). Through sharing and participating, consumers become co-creators and disseminators of the brand's story, adding new momentum to the brand's social influence and word-of-mouth propagation. Furthermore, social interaction facilitates communication and exchange among consumers, creating a more vibrant and engaging community ecosystem. Active consumer participation on social networks not only strengthens positive brand promotion but also broadens the dissemination of brand information, enhancing the brand's status and recognition in the minds of

consumers. Therefore, effective social interaction and a sense of participation not only boost consumer engagement but also lay a solid foundation for the successful implementation of brand marketing strategies (Alalwan A A, 2018., Nobre H, 2014).

2.5. Social Proof and Trust Building

Social network marketing effectively builds consumer trust and recognition of the brand through the use of social proof. Social proof includes consumer reviews, shares, likes, and endorsements from key opinion leaders (KOLs) (Dolega L, 2021). These pieces of evidence not only enhance the credibility of brand information but also encourage more consumers to pay attention to and trust the brand's content and products (Balakrishnan B K P D, 2016). Consumers tend to trust genuine feedback and recommendations from other consumers, especially those from friends or influential social network figures. This trust makes consumers more willing to try the products or services promoted by the brand, thereby increasing purchase intentions and conversion rates. Brands can meticulously manage and incentivize consumers to generate positive social proof by encouraging users to share their experiences, participate in topic discussions, or engage in brand activities, further strengthening the role and influence of social proof in brand marketing. By effectively utilizing social proof to build trust, brands can stand out in a competitive market and establish long-term, stable relationships with consumers. Thus, social proof, as an indispensable element of social network marketing, provides crucial strategic support for brands to gain consumer recognition and support (Ebrahim R S, 2020).The Impact on Purchase Intentions

2.6. Dissemination and Influence of Marketing Information

Social network marketing significantly influences consumers' purchase intentions and decision-making processes through its robust information dissemination capabilities and influence. On social media platforms, brands can attract consumers' attention with innovative marketing strategies and content, thereby impacting their purchasing decisions. Firstly, social networks provide an open and interactive platform where brands can attract consumers' attention by posting high-quality content and engaging stories. These contents are not merely presentations of product features but are disseminated in a storytelling manner, allowing consumers to emotionally resonate with and identify with the brand (Aljumah A, 2021). For instance, by showcasing user cases, storytelling brand missions, and core values, brands can deeply influence consumers' psychology, triggering emotional resonance and thereby enhancing purchase intentions. Secondly, the rapid dissemination speed and broad reach of information on social networks enable brands to quickly spread news about new product launches, promotional activities, and special offers. Interactions and shares among consumers on social networks not only broaden the dissemination range of brand information but also increase its credibility and impact (Rakshit S, 2022). For example, positive consumer reviews and shares can quickly spread on social networks, creating a word-of-mouth effect that encourages more consumers to engage and purchase. Finally, social network marketing employs targeted and personalized marketing strategies to deliver customized marketing messages precisely according to the specific needs and preferences of different consumer groups. Through data analysis and artificial intelligence technologies, brands can deeply understand consumer behavior patterns and preferences, designing and optimizing personalized marketing content and promotional activities to improve ad effectiveness and return on investment. In summary, as a vital component of modern marketing strategies, social network marketing significantly influences consumers' purchase intentions and decision behaviors through its powerful information dissemination and influence. Effectively utilizing social network marketing tools and strategies can help brands achieve market share growth, enhance brand image, and boost user loyalty (Hanaysha J R, 2017).

2.7. Personalized Marketing and Consumer Behavioral Response

Personalized marketing plays a crucial role in social network marketing by precisely analyzing and understanding consumers' behavior patterns, interests, and preferences to deliver customized marketing messages, significantly increasing consumers' purchase intentions and response actions. Firstly, personalized marketing can push products or services that match consumers' interests and needs based on their historical behavior data and personal preferences. By analyzing consumers' interactions, browsing, and search behaviors on social networks, brands can achieve targeted ad placements and personalized content recommendations, increasing ad click-through rates and conversion rates. When consumers receive marketing information that highly matches their needs, they are more likely to be stimulated with purchasing interest, thereby accelerating the decision-making process (Seo E J, 2018). Secondly, personalized marketing includes targeted marketing strategies based on specific consumer characteristics and geographic locations. For example, adjusting marketing content and promotional activities according to seasonal demands or cultural characteristics of the consumer's region makes it more appealing and effective (Zhu Y Q, 2015). This geographic and cultural personalization can enhance brand recognition and competitive advantage in the target market, promoting consumer purchase intentions and loyalty. Finally, personalized marketing enhances consumer trust and loyalty toward the brand by establishing continuous consumer relationships and communication channels. By regularly sending personalized promotional messages, special offers, and customer service feedback, brands can foster positive interactions and long-term relationships with consumers, thereby increasing purchase intentions and brand reputation. In conclusion, personalized marketing, as an essential strategy in social network marketing, effectively improves the impact of brand marketing activities and consumers' purchasing behavior responses by profoundly understanding and meeting consumers' personalized needs. With continuous advancements in data analysis and technology, personalized marketing will increasingly play a significant role in brand marketing strategies, offering more tremendous competitive advantages and business growth opportunities for brands (Hanaysha J R, 2022).

2.8. Case Study

To better understand the impact of social network marketing on consumer engagement and purchase intentions, we can consider the following hypothetical case. Assume Brand X is an emerging health food company focusing on providing natural and organic health foods (Ahmad N S, 2016). Brand X actively showcases the superior qualities and nutritional value of its products through social network platforms, establishing an engaged and interactive community with consumers. The brand regularly posts healthy recipes, nutritional knowledge, and wellness tips, encouraging consumers to share their own experiences and ways of using health food. On social networks, Brand X promotes consumer interaction and communication by organizing online health challenge events and sharing success stories of consumers.

Consumers can share their health transformation stories and how Brand X products have improved their quality of life. These positive social proofs and authentic consumer testimonials not only increase Brand X exposure on social media but also significantly enhance consumer trust and recognition of the brand products. Through personalized marketing strategies, Brand X further strengthens consumer engagement and purchase intentions by sending customized offers and health tips based on consumers; geographical locations and personal preferences. For example, Brand X promotes seasonal foods according to regional seasonal changes or recommends health product combinations tailored to consumers; preferences. Regarding purchase intentions, Brand X social network marketing strategy successfully stimulates consumer interest and response. Consumers; active interactions on social platforms and the brand personalized communication increase their awareness and interest in the brand products, facilitating their conversion into actual buyers (Rosenzweig S, 2016). This comprehensive social network marketing strategy not only strengthens

the relationship between Brand X and its consumers but also helps Brand X achieve significant market share and brand influence in the competitive health food market. This hypothetical case illustrates how social network marketing, through social interaction, personalized marketing, and successful case sharing, significantly enhances consumer engagement and purchase intentions, providing strong support for market expansion and brand loyalty enhancement.

3. DISCUSSION AND CONCLUSION

3.1. Summary of the Impact of Social Network Marketing on Consumer Behavior

As a powerful marketing tool, social network marketing profoundly influences consumer behavior. Through the analysis and case study, several key impacts of social network marketing on consumer behavior can be summarized: Firstly, social network marketing enhances consumer engagement and interactive experiences, strengthening the emotional connection between consumers and brands (Ahmad N S, 2016). Through two-way communication and interaction between brands and consumers, consumers become co-creators and disseminators of brand content and stories, rather than just passive spectators. This sense of participation not only enhances consumer recognition and trust in the brand but also fosters brand loyalty and active engagement. Secondly, social network marketing effectively builds consumer trust and recognition through the use of social proof. Consumers tend to trust the genuine feedback and recommendations from other consumers, especially those from friends or influential figures on social networks. This trust encourages consumers to participate more actively in brand activities and content creation, enhancing the dissemination and influence of brand information within social networks. Furthermore, personalized marketing strategies allow brands to deliver customized marketing messages based on consumers' personal preferences and behavior data. By analyzing consumers' interests, purchase behaviors, and geographic locations, brands can optimize ad placements and content recommendations, increasing ad click-through rates and conversion rates (Patma T S, 2021). When consumers receive personalized marketing messages, they are more likely to be stimulated to make purchases, thereby promoting sales and market share growth for the brand. In conclusion, social network marketing significantly influences consumer behavior and decision-making processes through its unique interactivity, social proof, and personalized marketing strategies. Effective social network marketing can enhance brand market competitiveness and loyalty, driving consumer purchase intentions and responses, and providing vital support and momentum for long-term corporate development and market expansion (Handayani P W, 2011).

3.2. Theoretical and Practical Implications

The impact of social network marketing on consumer behavior has been deeply explored in theory and enriched with practical experiences (Sheth J N, 2018). The following insights can be drawn from both theoretical and practical perspectives: Firstly, theoretical support and practical experience indicate that emphasizing interaction and participation with consumers is crucial for enhancing brand influence and consumer engagement in social network marketing. By actively engaging and interacting with consumers, brands can establish trust and emotional connections, thereby promoting brand loyalty. Future social network marketing strategies should focus on designing interactive experiences to enhance consumer engagement and the social influence of the brand. Secondly, the application of social proof in social network marketing has proven to be an effective strategy for influencing consumer purchase behavior. Consumers are more inclined to trust genuine feedback and recommendations from other consumers, especially those disseminated through social networks. Therefore, brands should prioritize collecting and managing social proof by encouraging consumers to share their experiences and success stories, thereby increasing trust and influence within social networks. Finally, the practice of personalized marketing has shown that customizing marketing strategies based on consumers' personal preferences and behavior data can significantly improve ad effectiveness and marketing return rates. By leveraging data analysis and artificial intelligence

technologies, brands can gain deep insights into consumer needs and behavior patterns, delivering personalized marketing messages and product recommendations (Hafez M, 2021). Thus, brands should strengthen their data collection and analysis capabilities to optimize the execution of personalized marketing strategies for more precise and efficient market outreach. In summary, social network marketing has achieved significant theoretical and practical advancements. Future research and practice should further explore the deep-seated mechanisms of social network marketing's impact on consumer behavior and brand market influence, continuously optimizing and innovating marketing strategies to adapt to the rapidly changing market environment and consumer needs.

4. CONCLUSION

This paper provides a comprehensive analysis of the impact of social network marketing on consumer engagement and purchase intentions, and presents several key conclusions from theoretical and practical perspectives. Firstly, social network marketing enhances consumer engagement and social interaction, effectively promoting emotional connections and trust between consumers and brands. Through active participation and interaction, consumers become co-creators of brand content and stories, significantly increasing their recognition and loyalty to the brand. Secondly, the application of social proof in social network marketing plays a vital role in consumer purchase decisions. Consumers tend to trust genuine feedback and recommendations from other consumers, especially those disseminated through social networks, driving them to actively participate in brand activities and product experiences. Furthermore, the implementation of personalized marketing strategies effectively increases the precision and effectiveness of advertisements. By utilizing data analysis and artificial intelligence technologies, brands can gain deep insights into consumer needs and behavior patterns, delivering personalized marketing messages and product recommendations, thereby promoting consumer purchase intentions and brand loyalty. Finally, future research could further explore the differences in the effectiveness of social network marketing across different cultural contexts, the innovative applications of artificial intelligence in personalized marketing, and the impact of emerging technologies on marketing strategies. These studies will provide forward-looking and innovative marketing strategies and solutions for enterprises, helping them achieve greater market share and brand influence in a competitive market environment. In conclusion, as a crucial component of contemporary marketing, the influence and potential of social network marketing are continuously expanding and deepening. By thoroughly understanding and effectively applying social network marketing strategies, businesses can better interact with consumers, build trust, and achieve sustainable market growth and competitive advantage.

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