

A literature review on social media marketing activities¹

Sosyal medya pazarlama aktiviteleri üzerine bir literatür incelemesi

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Abstract

Companies have begun to attach importance to social media marketing activities (SMMA) to distinguish their products from their competitors' products and gain a competitive advantage at a certain quality level. In the study, studies related to SMMA conducted between 2014 and 2023 were identified. Twenty-four articles were accessed using Google Academic and DergiPark Academic databases. An attempt was made to present a general view of the subject by examining the articles obtained. A general screening model was used in the research. As a result of the research, SMMA is mostly examined regarding its relationship with brand value and purchasing intention. At the same time, there are studies examining the relationship between SMMA and the concepts of consumer perception, demographic characteristics of consumers, brand trust, brand love, relationship value, consumer participation, customer loyalty, and the limitations of the studies included in the research and the suggestions given to these limitations have also been identified. As a result of the research, no detailed literature review regarding social media marketing efforts was found. Therefore, this study is expected to fill the gap in the literature and guide future studies.

Keywords: Social Media, Social Media Marketing, Social Media Marketing Activities

Jel Codes: M1, M3

Öz

Bu araştırmada son dönemlerde globalleşen pazarlama ile kullanımı ve faaliyet alanları hızlı bir şekilde artış gösteren sosyal medya pazarlama çabalarını konu edinen kavramsal bir değerlendirme yapılmış olup bu konu ile ilgili makalelerin literatür taramasının yapılması amaçlanmıştır. Çalışmada 2014-2023 yılları arasında çalışılmış sosyal medya pazarlama faaliyetleri ile ilgili olan çalışmalar tespit edilmiştir. Google Akademik ve Dergi Park Akademik veri tabanları kullanılarak konu ile ilgili 24 makaleye ulaşılmıştır. Ulaşılan makaleler incelenerek konu ile ilgili genel bir görünüm ortaya konmaya çalışılmıştır. Araştırmada genel tarama modeli kullanılmıştır. Yapılan araştırmalar sonucunda sosyal medya pazarlama çabalarının en çok marka değeri ve satın alma niyeti ile olan ilişkisinin incelendiği görülmektedir. Aynı zamanda sosyal medya pazarlama çabalarının tüketici algısı, tüketicilerin demografik özellikleri, marka güveni, marka sevgisi, ilişki değeri, tüketici katılımı, müşteri bağlılığı kavramlarıyla olan ilişkisinin incelendiği çalışmaların olduğu, bununla birlikte araştırmada yer alan çalışmaların sınırlılıkları ve bu sınırlılıklara verilen öneriler de tespit edilmiştir. Yapılan araştırma sonucunda sosyal medya pazarlama çabaları ile ilgili detaylı bir literatür incelemesine rastlanmamıştır. Bu nedenle bu çalışmanın literatürdeki boşluğu doldurması ve gelecekteki çalışmalara yol gösterici olması beklenmektedir.

Anahtar Kelimeler: Sosyal Medya, Sosyal Medya Pazarlaması, Sosyal Medya Pazarlama Aktiviteleri

JEL Kodları: M1, M3

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Introduction

People's communication needs increase with the rise of social media day by day. Social media has increased social communication, interactions, and social activities in the online virtual environment. For example, Information transfers, real-time messaging, instant and fast interactions, and sharing between people make online social communication even easier. People buy products or services daily under normal conditions, so social media is very important for consumers. Social media is a platform that is becoming more and more important every day, and its use is spreading like wildfire throughout the globe. Therefore, it is becoming more complex day by day. Due to the increasing fame of social media, brands have started to create activities on how to use and conduct social media.

Social media serves as a medium for interpersonal interaction and communication but has also evolved into a space that enables companies to generate and disseminate content due to technological advancements. The rapid increase in the use of social media and the intense interest shown by users have paved the way for businesses and brands to turn to these areas. The limited and narrow opportunities offered by traditional media have allowed the development of social media activities. Other factors that direct businesses to social media activities are the desire to continue their existence in the competitive conditions created by globalization and to be one step ahead of their competitors. Particularly, the intense interest shown in channels such as Instagram, Facebook, and YouTube offers significant advantages for companies (Çağıl, 2017, s.5).

Social media marketing is advertising that can reach and sway customers at every point of the buying process, from the products and brands they are considering to their final decisions. Businesses that use social media marketing must pay close attention to how customers perceive them. This situation arises from the fact that attitudes and purchasing behaviour are greatly influenced by consumer perception. Social media marketing describes how consumers find social media channels entertaining, how much they can customize them, how much they can engage with other users, and how much they are thought to be innovative. Social media channels are more likely to influence consumer purchasing behaviour because they involve consumers actively, and businesses cannot influence the information they convey. As a result, consumers view social media channels as more reliable (Kazancı & Başgöze, 2015, s.435-456).

Businesses know the performance advantages of integrating social media and have embraced it as a marketing tool, but they lack management skills in marketing strategies. Furthermore, different social media marketing strategies are based on the traits of the target market and industry structures. To ensure that social media can be effectively utilized in business marketing initiatives, it is crucial to establish the structure and content of SMMA (Paulin, Ferguson, Schattke & Jost, 2014).

As companies move their marketing activities to these platforms, using activities such as advertising, promotion, corporate communication, and sales in these areas has made social media an even more important place. Accordingly, social media has begun to be accepted as a sector, and companies have started to turn to these areas.

This study aims to give information about the concept of social media. In addition, the study examined the studies on SMMA and investigated which marketing concepts are related to this subject. For this purpose, social media, marketing concepts, and SMMA were examined, and the studies on this subject between 2014 and 2023 were examined in detail.

Conceptual framework

The concept of social media

The definition of social media by Hendrayati and Pamungkas (2020) is one tool that provides direct interaction and communication between online individuals with the help of technology, without any space or time constraints.

Social media contains information companies, institutions, and consumers use to interact and share information with others on any platform (Blackshaw & Nazzaro, 2004). Social media can also be defined as a medium where people communicate with other people, follow current news, share, and create their profiles (Alhabash & Ma 2017). Lal, Ismagilova, Dwivedi and Kwayu (2020) defined social media as digital platforms where content such as videos, texts, and photographs are shared, and which have a

significant impact on marketing activities, providing services to consumers, and meeting their demands and needs.

Social media is a concept whose importance has rapidly increased recently and substantially affected human life. Social media causes significant developments in many areas, especially in marketing and digital marketing. Activities in the marketing sector have gained a different dimension with social media. Due to this situation, social media has become one of the most important concepts in digital marketing. Nowadays, there is almost no digital marketing campaign without a social media network (Şengül, 2018).

Social media boosts mass communication by uniting many people in a virtual setting. Institutions can quickly connect with their target audience and spread their messages using social media. Social media is becoming essential to our everyday lives because of this feature. Social media users have made it a habit to respond to the needs of large masses through it as well. The increasing interest and use of information and communication technologies in almost every segment increases the power of social media and gives a new form to the concept of socialization (Solmaz, Tekin & Herzem, 2013).

The concept of social media marketing

Information technologies, telecommunications, websites, and social sites affect a significant part of daily and social life, especially marketing activities. In this period, when the competitive environment is constantly increasing, companies have turned to social media marketing activities to achieve their goals, increase their profitability, and stay one step ahead of their rivals. (Sunar & Yılmaz, 2019, s.80-86). Businesses' advertising and marketing activities have become quite diverse with social media platforms. Social media marketing can be defined as marketing activities to share content on social media platforms, create advertisements, and thus encourage consumer feedback (Thakur & Kumar, 2018, s.215).

Nowadays, social media activities attract great attention from marketers to increase profitability and market share. Marketers are happy to use social media to advertise their goods, stay in touch with customers, meet their needs more quickly, and reach large audiences quickly (Uygur & Dilmaç, 2021). Although social media marketing is a new brand field, the adaptation process was completed quickly. The research conducted by Saravanakumar and Lakshmi (2012) mentioned that social media allows businesses to easily communicate with consumers, market products or services, and increase customer loyalty. However, since two-way communication dominates social media, managing this communication requires a lot of effort and care. Otherwise, consumers whose demands are not fully met may make negative comments, affecting thousands of consumers and damaging the brand image. In order to eliminate negativity rather than improve its brand image, the business must manage social media marketing in line with the company's global marketing strategies. In order to achieve this, the business must create a profile suitable for its target customer base and communicate with them accordingly (Saravanakumar & Lakshmi, 2012).

In this digital age, marketers know that marketing activities should be done for social purposes, not just commercial ones. Operators should pay more and more attention to the period of correspondence between the buyer and the seller. At the same time, businesses should share on social media platforms to express their vision and mission and to present marketing techniques. Therefore, for a reason related to the brand itself, the brand should offer training as part of the broadcast, share content at a conversational level, use podcasts and written texts, use live videos in advertisements, and share them on its website, including real and eye-catching content on social media platforms. Thanks to these, an environment of trust is created by making the business or brand appear reliable, accessible, and sincere (Gedik, 2020, s.69).

Social media has led to various advertising and marketing strategies companies use. Social media marketing has enabled companies to get input from their clients and improve their goods and services to anticipate better and meet their needs. Businesses can also market their brands to wider global communities by using social media tools. Social media platforms are widely available to individuals worldwide, offering businesses exceptional chances to interact with communities and connect with their intended audiences (Hajli, 2014, s.392).

Social media marketing activities

Through social media, companies can convey the messages they want to consumers and advertise activities related to their goals with less expense and effort (Kim & Ko, 2012, s.1480-1486). Social media platforms provide company owners with novel and strategic avenues to engage with their target audience, enabling them to establish and leverage effective competitive advantages. Social media platforms enable firms to efficiently and expeditiously disseminate their content, advertising campaigns, and brand messaging to extensive target audiences. Consumers also follow businesses' social media accounts to be informed about their campaigns, advertising content, or new products (Yadav & Rahman, 2018, s.3882-3905).

When social media emerged, brands were undecided about including it in their marketing activities. Nonetheless, social media has become a crucial component of brand and company marketing in today's ever-changing landscape (Wibowo, Chen, Wiangin, Ma & Ruangkanjanases, 2021, s.1-2).

In this digital age, brand managers attach importance to improving interactions between consumers and sellers by improving their marketing strategies not only commercially but also socially. Anyone who sees and uses social media as a marketing element can develop marketing strategies and techniques that ensure social participation and meet the needs of society (Wibowo et al., 2021:1-2).

Thanks to social media platforms such as Instagram, Facebook, and YouTube, brands can interact with consumers and contribute to the creation of an emotional bond (Kim & Ko, 2012). For example, the content, photos, or videos a brand or business shares on Instagram can entertain, inform, and help users communicate with other users. In addition, users can learn new information and follow up-to-date information thanks to shared content. In this way, how users perceive the content shared by brands on social media is referred to as SMMA. SMMA includes the many marketing operations companies or enterprises undertake using social media platforms (Karayalçın, 2019, s.20). Arguably, SMMA can provide an equivalent or greater contribution than conventional marketing operations in attaining branding (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016). SMMA has become a very important issue for brands in establishing individual consumer relationships and reaching many users quickly.

One of the most important purposes of SMMA is to increase traffic to the website, grow brands, and reach more customers. The study conducted by Dolega, Rowe and Branagan (2021) examined the effect of SMMA on website traffic, orders, and sales. The company's 12-month data, determined within the scope of the research, was analysed. According to the research results, SMMA causes a large increase in website traffic. When evaluated in terms of product orders and sales, SMMA does not have a great impact. Another finding from the research is related to the size of social media campaigns.

In the research conducted by Kim and Ko (2012), marketing campaigns of luxury brands include five main factors: Interaction, entertainment, personalization, trending, and word-of-mouth communication.

Entertainment is defined as a result of the fun and play that comes from the social media experience. Entertainment is considered one of the main drivers of social media use. Entertainment motivates social network users to relax. Social media engagement fundamentally changes communication between brands and customers. The interactivity of a company's social media posts is important because it encourages customer reactions, such as liking and commenting on the company's posts. Trending is the dissemination of the latest and most up-to-date information about brands. Social media users are increasingly involving themselves in social media marketing efforts to learn about the latest trends in the market. The level of personalization is defined as the degree to which the service is personalized to respond to the individual's preferences. Personalization in social media refers to the target audience of the messages sent. Social media is ideal for word-of-mouth communication because consumers can spread brand-related information to their friends, peers, and acquaintances without restriction.

SMMA has been the subject of literature in different sectors. The pioneering research to define SMMA in the literature is the study conducted by Kim and Ko (2012). Kim and Ko (2012), in their research on luxury fashion brands, state that SMMA is classified as interaction, entertainment, personalization, trendiness, and word-of-mouth communication. This classification forms the basis for studies in the literature on social media marketing efforts (Yadav & Rahman, 2017, s.3882-3905; Ebrahim, 2020, s.287-

308). SMMA was used in a campaign that drew attention to women's health by Taubenheim, Long, Wayman, Temple and Ruoff (2008). Thanks to SMMA in the campaign, a positive effect on the social awareness of the campaign consisting of women was found (Taubenheim et al., 2008).

Chan and Guillet (2011) examined SMMA specifically for the hospitality industry. The social media usage of the hotels identified in the research was examined, and concluded that these were weak. Within the scope of the research, eight suggestions were made for better use of SMMA. These suggestions are, respectively: better understanding social media, targeting social media marketing performances, checking social media regularly, cooperating with human resources departments, sustainable implementation of SMMA, choosing the appropriate social media platform, content production and design that can attract the attention of customers, and is the ease of access to the company's social media accounts (Chan & Guillet, 2011).

Seo and Park (2018) classified it as entertainment, interaction, and personality for the airline industry. SMMA for the banking industry: customization, fashion, entertainment, and word-of-mouth marketing (Torres, Augusto & Matos, 2018). Bilgin (2018), in his study on the five brands with the most social media accounts in Turkey, stated these activities as interaction, entertainment, trendiness, customization, and advertisement. Ebrahim (2020) expressed SMMA in the telecommunications industry as a trend, personalization, and word-of-mouth communication.

Research methodology

Technological developments, internet usage, and digitalized lives have also increased social media usage. One of the topics that has become very popular recently and is closely related to brands and businesses is SMMA. It has been observed that the number of studies on this subject has increased in recent years. However, no study has been found that deals with SMMA in a general framework and evaluates the literature on this subject. This study is expected to pioneer future studies in terms of evaluating the stage of marketing literature. In this regard, an answer to the following questions was sought in this research.

⇒ What variables are associated with SMMA in the studies conducted?

⇒ Which procedures were achieved, and how did these results contribute to the literature?

It is observed that research on SMMA has been conducted recently in the literature. This study is qualitative. Qualitative research can sometimes cover a single study or a group. This study used the 'general screening' model to detect the existing condition.

The general scanning model is carried out to reach a general idea about the universe with a certain group of the universe. A general screening model is a research model performed on a sample or sample taken from the current universe to reach a general conclusion based on the research problem and purpose related to the current universe in a universe consisting of many elements (Karasar, 2012).

The universe of the study consists of research articles on social media. Qualitative research is generally carried out with small samples determined purposefully. In this study, the purposeful sampling method was chosen as the sample. The sample of the research includes 24 research articles related to SMMA that were studied between 2014 and 2023 because they have become popular in recent years, and brands attach importance to these activities.

In the articles examined within the scope of the study, the author, publication year, subject of the study, and findings of the study were included. The aim is to present and evaluate the findings obtained from the articles.

In this study, first of all, by using appropriate data sources, it was determined through studies in the literature on which variables SMMA has an impact.

As a criterion in the selection of relevant studies,

- The study is related to SMMA,
- The study is included in Google Scholar (Scholar) and Dergi Park Academic databases,
- The full text of the study is accessible,
- The study is an empirical study.

Google Scholar and Dergi Park Academic databases were used in the study. The keywords "social media", "social media marketing", "social media marketing activities", and "social media marketing efforts" were used while scanning.

Literature review

A literature review was conducted to understand better the performance of these effective social media marketing activities and to determine which concepts could be examined. We will attach great importance to this field of activity, which has gained great importance in recent years, in terms of strengthening brands and their ability to gain competitive advantage and maintain their presence in the market. In the research, the distribution, examination, and interpretation of the subjects and data adhered to the originality of the articles. Studies on this subject continue to be examined in recent years.

Several filtering options were used in the analysis of these articles. The search option displays the terms 'social media marketing activities' and 'social media marketing efforts'. Studies mentioned "social media" in Turkish articles were also examined.

The article was classified as a publishing type while investigating these principles. English and Turkish were chosen as the publication languages. These studies were subjected to a literature review in the form of article name, author name, publication year, research subject, and method.

To better understand the importance of the study and determine its contribution to the literature, studies on SMMA in the literature are examined.

Kim & Ko's (2012) study sought to quantify the influence of SMMA on consumer relationships and purchase intention. In this study, SMMA is discussed in five dimensions. These dimensions are entertainment, interactivity, trendiness, customization, and word-of-mouth marketing. The foundation of SMMA was laid in the research conducted by Kim and Ko (2012). This study is about luxury fashion brands and was applied to consumers who live in Korea. They use the luxury brand Louis Vuitton and follow the social media accounts of this brand. These consumers were reached by survey method, and a total of 362 people were included in the research. The research was analysed using structural equation modelling and confirmatory factor analysis. According to the results of the analysis, it was concluded that all dimensions of SMMA positively affected consumers' purchasing intentions. At the same time, it was concluded that all dimensions positively affect equity, relationship and brand equity.

Balakrishnan, Dahnıl, and Yi (2014) aimed to assess how SMMA affected consumers' intentions to buy and their brand loyalty. University students were included in the study because they utilize social media more frequently than other demographics. Two hundred students attending universities in Malaysia were given a survey. Fifty surveys were found to be void. The research was analysed using structural equation modelling through online forums, online ads, and social media platforms, and research analyses have demonstrated the effectiveness of SMMA, particularly word-of-mouth marketing, in boosting customer purchase intention and brand loyalty. These results demonstrate to marketing managers that social media marketing has grown important in effectively reaching younger generations. This further demonstrates how marketers can now more easily and quickly reach customers thanks to the internet. In the research by Ural and Yüksel (2015), the function of brand as a mediator and relationship value on SMMA and consumers' purchasing intention was examined. The research was conducted on the automotive sector in Hatay province. Data was collected in the region where automobiles were sold for 30 days. First, a Skoda automobile brand with many dealers throughout Turkey was selected for the field study.

Choosing a single brand in the study was deemed more appropriate in terms of the homogeneity of the sample and controlling other factors arising from different brands. The research sample was determined as customers who bought or thought about buying a Skoda car and were interested in this brand on social media. A total of 120 people were administered a survey. Structural equation modelling was employed in the studies. Based on the analysis's conclusions, it was revealed that the effect of SMMA on purchase intention is partially mediated by brand equity and equity value. The study also revealed that brand equity also affects consumers' purchasing intention. The results of this study revealed that considering SMMA may be the best way to achieve customer loyalty. Since this study evaluates SMMA and factors that ensure customer equality, it is thought to contribute to the literature and benefit businesses and brands. One of the shortcomings of this research is that it is conducted only in the

automotive industry. Since the sample covers a single product type, caution should be exercised when generalizing the research results. Therefore, the results of this research need to be reproduced with examples obtained from consumers of different automotive brands.

The study by Godey et al. (2016) concentrated on brand equity—the research aimed to evaluate the impact of social media marketing campaigns on this phenomenon. Brands including Burberry, Dior, Gucci, Hermès, and Louis Vuitton were covered in the study on luxury brands. Structural equation modelling was utilized in this study to examine data obtained from an 845-luxury brand consumer survey. A wide variety of nationalities, including Chinese, French, Indian, and Italian, are represented by the poll respondents. These people were chosen according to how they interacted with five particular luxury brands that are the subject of the study. Factor analysis is used to determine the components of social media marketing and assesses these initiatives as a comprehensive idea that encompasses. The research shows that these components significantly and favourably affect brand awareness and loyalty. It is expected that the results of this study will provide ideas to businesses in the luxury sector and be useful in their marketing activities. In addition, these results are expected to contribute to future studies by filling the gap in the literature. The main limitation of this study is that it was studied only in the luxury brand sector. For this reason, the results need to be confirmed in other sectors. Another shortcoming is the significant cultural differences between consumers. These cultural differences need to be investigated more comprehensively.

Tafesse (2016) aimed to measure the impact of SMMA on consumer participation in his study on businesses' social media accounts to provide product information and consumers' experience. The content analysis method was used in the research. The data was analysed using the regression method. Upon analysis of the findings, it was discovered that the implementation of SMMA positively affected the development of customer engagement. Simultaneously, research has shown that the marketing endeavours undertaken by corporations on their social media platforms to disseminate product information and facilitate customer engagement provide favourable outcomes in terms of consumer involvement.

Algharabat (2017) surveyed 400 Facebook users to investigate the connection between SMMA and brand love. A structural equation model was used to analyse the data. According to research findings, SMMA positively impacts brand love. According to another result, brand love also positively and significantly affects brand loyalty. The results show that self-expressive brands—both social and inner—benefit from SMMA, which influences brand love. The author also discovers that brand loyalty is positively impacted by brand love. The relationship between SMMA and brand love is fully mediated by self-expressive brand (inner), while it is partially mediated by self-expressive brand (social), according to the author's further findings. Since the concept of brand love is examined in the research, it is thought that useful information is provided for both consumers and brands. It is thought that the research results will fill the gap in the literature and contribute to the literature. The biggest limitation of the research is the small number of samples. More people are expected to be reached and analysed in future studies.

The study conducted by Gautam and Sharma (2017) aimed to investigate the effect of SMMA on purchase intention. The main population of this research consists of consumers residing in Delhi, the capital of India. In the research conducted on the luxury fashion industry, a survey was conducted on 243 consumers who follow luxury fashion brands. The structural Equation Modelling method was used to analyse the data. Research results have shown that SMMA is effective in influencing purchasing intention. The research also examined customer relations in detail and revealed that they mediate between the intention to buy and SMMA. Since it is thought that the results of this research will make positive contributions to brands by offering luxury values to customers, it is suggested that marketers should give importance to SMMA. In addition, this research is expected to contribute to the literature and guide future studies. This research has some limitations. The first of these limitations is the data used for analysis in the research. The fact that the research results are based on cross-sectional primary data may cause some measurement errors. Another limitation is the small sample size and the fact that it is conducted in a single region. Different methods are recommended, and the sample size should be increased in future studies.

In their research, Alan, Kabadayı and Uzunburun (2018) attempted to assess the influence of SMMA on brand visibility, relationships, and the value of asset aspects. Simultaneously, scholarly investigations

have explored the correlation between these components and client loyalty. Four hundred one Sakarya, Kocaeli, and Istanbul residents answered the questionnaire. The results were analysed using the AMOS16 program. The results revealed that marketing efforts positively affect brand presence, value, and relationships. At the same time, it was discovered that these factors and customer commitment had a substantial correlation. The research highlighted the activities businesses should consider to create long-term and permanent customer relationships. It is thought that the study will be important in evaluating the effectiveness of marketing activities carried out by businesses in the leading countries in the use of social media in the world. This research has once again demonstrated the important potential of social networks, whose number of users is increasing daily, for businesses and underlined the social media activities that businesses should develop in developing long-term customer relationships. It is recommended that the number of participants be increased and the sample group expanded for future research. The study was conducted only for customers who follow social media accounts belonging to the service sector, and it can be applied to different sectors to examine the impact of SMMA on customer presence and customer loyalty in different sectors.

In research considering the ready-made clothing brands in Pakistan, Khan, Yang, Shafi and Yang (2019) focused on brand value and customer response concepts. An attempt was made to measure the impact of SMMA on these two concepts. The research surveyed 406 consumers who use ready-made clothing brands living in Pakistan. Confirmatory Factor Analysis was employed to ascertain the analysis's conclusions. In this research, brand value is discussed in two dimensions. These are brand awareness and brand image. It has been stated that customer reaction consists of brand loyalty and price premium willingness. The research revealed that the concept of brand value is a mediator in the interaction between SMMA and consumer reaction. The results show that businesses should emphasise SMMA to have good brand value and gain customer loyalty. The most important limitation of this research is the small sample size and if it were not limited to people living in Pakistan. To obtain better results, it is recommended that two countries be used in this study.

Chen and Lin (2019) focused on social identity and perceived value in their study. A poll was performed on 502 social media users to investigate this matter. The findings were analysed using structural equation modelling and the partial least squares regression approach. The study results indicate that engagement in SMMA has a noteworthy influence on individuals' social identity and perceived value, influencing their levels of pleasure and desire to purchase. This research is thought to be useful in developing SMMA and benefiting businesses. The most important limitation is the small sample size. For this reason, it is recommended that the research should not be generalized and should be applied to larger populations in future studies.

Sehar, Ashraf, and Azam (2019) aimed to measure the impact of SMMA on brand value and consumers' purchasing behaviour. Three brands were selected for the research application. These brands are Junaid Jamshed, Khaadi, and Outfitters. Students who use these brands and follow their social media accounts constitute the main body of the research. A survey was administered to a total of 360 people. Two hundred of the surveys were valid. The structural Equation Modelling method was used to analyse the data. When collecting data, five elements of SMMA (entertainment, interactivity, trendiness, customization, and word of mouth). A structured questionnaire is used with three dimensions of brand value (brand awareness, brand image, and perceived brand quality) and three dimensions of consumer behaviour. Based on the findings of the investigation, it has been determined that there exists a favourable correlation between SMMA, customer behaviour, and brand equity. It is thought that the study's results will contribute to the literature. One of the limitations of this study is that it is only applied to a single culture, and the sample is small. The use of limited variables in the study is another limitation. In future studies, the study's results can be reviewed by adding the concept of brand association.

Ebrahim (2020) researched the ideas of brand trust and loyalty. The study was an online survey administered to 287 customers in Egypt who actively follow telecommunication providers on social media platforms. A structural equation model was used to analyse the data. This research classifies activities into trend, personalization, and word-of-mouth communication. Analysis results showed that the relationship between brand loyalty and SMMA is mediated by brand trust. It is thought that the research results contribute to the literature.

The small number of samples and the fact that it was conducted in only one region is the most important limitation of the research. Therefore, it is recommended that the research be conducted with a larger number of samples by comparing different geographical regions.

The study conducted by Anggraini and Hananto (2020) aims to test the effect of SMMA on brand loyalty through customer capital elements (value equity, brand value, and relationship equity). Convenience sampling was used in the survey's participant selection process. Customers who shop on any of the e-commerce sites in the Jakarta area of Indonesia and have social media accounts comprise the research's primary population. A total of 161 valid surveys emerged in the main data analysis. The structural Equation Modelling method was used to analyse the data. The study included people who use social media regularly, have an account (as a shopper) with one of Indonesia's e-commerce companies, and have at least purchased from this e-commerce company in the greater Jakarta area. The research concluded that SMMA consists of five dimensions (Interaction, informativeness, personalization, suitability for innovation, word of mouth communication). This study concluded that these elements affect value, brand, and relationship equality. It is thought that the results of this study will help businesses in their activities using e-commerce pages. The most important limitation of the research is the small number of samples and the fact that it is only conducted in the Jakarta region. It is recommended that this research be conducted in different geographical regions to increase the number of samples in future studies.

The research conducted by Ardahanlioğlu and Deniz (2021) aimed to investigate how SMMA affected customer behaviour, relationship value, and brand value. It also aimed to investigate whether brand and relationship value mediates the relationship between SMMA and consumer behaviour. A survey of 754 social media users in Istanbul was carried out to evaluate the results of SMMA. AMOS24 program was used to analyse the results. According to the results of the analysis, SMMA was found to have a strong and positive correlation with consumer behaviour, relationship value, and brand equity. It will continue to help marketing managers connect with customers easily. Marketing managers will feel obliged to create and develop social media marketing strategies. Consumers will increasingly engage with other consumers and brands through social media to shop for product options, evaluate alternatives, and make purchases. Easy access to social media, low cost, and popularity will continue to encourage all brand managers to take advantage of these features. The sample mass used and the limited nature of the stimuli (i.e., social media marketing efforts) reduce the generalizability of these results. Researchers can choose different sample universes regarding SMMA in their studies.

Cesur and Memiş (2021) conducted a field study on Giresun and Kocaeli University students in their study to ascertain how SMMA affects brand trust and brand preference. A survey was conducted on students who have social media accounts on the internet and follow the social media accounts of GSM companies (Vodafone, Turkcell, Turk Telekom). A survey was administered to 238 students in total. The results of the analysis were obtained using explanatory factor analysis. According to the results of the analysis, SMMA has a positive effect on trust in the brand. However, it has been determined that brand trust mediates the effect of SMMA consumers perceive on brand preference. When the relevant literature is scanned, the fact that no study has been found on the impact of marketing activities of businesses on social media on brand trust and brand preference and has been applied to the GSM sector in the field of service can be considered as an example for comparison from different perspectives. In addition, the fact that there is no other study in terms of the methods used is another important issue that increases the importance of the subject. Therefore, it is thought that the study will contribute to the literature. It will be meaningful for researchers and practitioners to conduct the research by testing it with consumers with different demographic characteristics and sectors, adding different variables, and expanding its scope with a more representative sampling method.

The research objective by Dilek and Yaşar (2021) was to investigate the influence of SMMA used by businesses on consumer-based brand aspects. To investigate this matter, an examination was conducted on the attitudes of university students who regularly use social media platforms towards companies. A survey was administered to 349 Bingöl University students as part of the study. The research was analysed using structural equation modelling and confirmatory factor analysis. Based on the analysis findings, it was revealed that SMMA has a considerable impact on brand awareness, brand loyalty, brand associations, and perceived quality. In line with the findings obtained as a result of the analysis, it is recommended that marketing and brand managers give more importance to using social media

tools in their marketing strategies to increase brand value in the eyes of the consumer. The fact that the research is limited to students studying at Bingöl University and that the effects of social media marketing are analysed only on consumer-based brand value dimensions are important limitations of this research. On this occasion, it is envisaged that different results can be obtained in future studies in the literature by reaching consumer groups with different demographic characteristics and by including different dimensions of the brand in the research.

The study conducted by Abbasov (2022) was conducted to determine the effectiveness of SMMA, which is in an important position in improving companies' relationships with their customers creating customer presence and customer loyalty. The research administered a questionnaire to 423 volunteers who use social media. SPSS 22 program was used to analyse the data obtained. The investigation revealed a favourable correlation between SMMA, brand equity, value equity, and relationship equity. It is thought that the research results will contribute to the literature. No restrictions were mentioned in the research.

The study conducted by Abuca and Ekici (2022) aimed to determine whether SMMA differs according to the demographic characteristics of consumers. To achieve this, 502 people were surveyed using the convenience sampling method. The SPSS20 program was used in the research. The findings show that while perceptions of SMMA vary by gender, they do not differ significantly by age or income level. It is estimated that the type of content created within the scope of SMMA that is in line with the determined target audience will make marketing efforts more efficient. For this reason, it is thought that the information obtained in this study will contribute to the literature, future studies, and businesses that carry out/will carry out SMMA. This research was conducted with participants who could be reached online through convenience sampling. This situation limits the generalizability of the results obtained. In future survey-based studies, research on social media marketing activities can be suggested, considering a certain sector, brand, or product group.

The study by Rahimi and Kirkbir (2022) measures the impact of SMMA carried out by businesses in the food and beverage industry on social media platforms on customer inspiration and brand loyalty. Consequently, the research's confirmatory factor analysis discussed SMMA in two dimensions. These dimensions are entertainment and information dimensions. Three hundred eighty-eight students studying at Karadeniz Technical University participated in the research. The research was analysed using structural equation modelling and confirmatory factor analysis. From the marketing efforts made by food and beverage companies on social media, it has been concluded that the information dimension has a significant and positive effect on brand loyalty and customer inspiration. In contrast, the entertainment dimension only positively affects brand loyalty and does not positively affect customer inspiration. Only students from Karadeniz Technical University participated in the research. This is the most important limitation. In addition, since the convenience sampling method was used, the research result cannot be generalized to the population and is valid only for the sample. However, although it cannot be generalized to the population, it gives some information about the population. It is recommended that future research be conducted in different sectors and on groups with different characteristics. However, as of the day the research was conducted, there is no literature on the effect of SMMA on the inspiration and brand loyalty of food and beverage business customers. This study is expected to close the gap in the literature.

In the study conducted by Ekşi, Cesur and Yavuzylmaz (2022) to examine whether Influencer marketing plays a moderating function in the impact of SMMA on conspicuous consumption, a survey was conducted on 126 people who use Instagram and have knowledge about Influencers. In the research, the measurements of SMMA are interaction, informativeness, personalization, and trending; Influencer marketing dimensions are considered attractiveness, expertise, and reliability. Structural Equation Modeling was used to examine the research results. According to the research results, it is possible to say that SMMA has a positive effect on conspicuous consumption, and at the same time, marketing efforts also have a significant effect on Influencer marketing factors. Simultaneously, it has been established that the dimensions of influencer marketing act as a moderator for the impact of SMMA on conspicuous consumption. The research results are thought to contribute to the literature by adding a different dimension to influencer marketing.

The research was conducted by Bilgin, Kethüda, and Yılmaz (2023); its goal was to investigate the effect of SMMA on customer loyalty and student satisfaction. In the research, a survey was conducted on 1072

students studying at a private university in Istanbul who actively followed the social media accounts of these universities. According to the results of the analysis, SMMA positively impacted student satisfaction. However, it was concluded that interaction is the SMMA that most affect student satisfaction. It has also been revealed that student satisfaction has a mediating role in the effect of SMMA on student loyalty. These results show that students attach importance to the trendiness of the university's social media accounts and the fun content, and beyond these, the university's social media is open to interaction. Some limitations in this study limit the generalizability of the results. First of all, the application area of this research is limited to foundation universities in Istanbul. In addition, research data was obtained from students who actively follow foundation universities' Facebook, Twitter, and Instagram accounts. In the research to be conducted, the social media marketing actions of state universities and foundation universities and the effects of these actions on the target market can be compared.

In their study, Kuzucanlı and Saygın (2023) used a cross-sectional survey design within the framework of the quantitative research technique. Their research aimed to look into possible differences in SMMA based on the demographic features of social media users. The present study focused on the English Home brand, which has been identified as one of the brands that extensively use social media platforms for marketing endeavours, as reported by Boomsocial. A poll is scheduled to be conducted among individuals who are followers of the English Home brand on social media platforms. The research had a sample size of 140 individuals. The statistical software package SPSS 17 was used to analyse the study data. The study's conclusions show that participant SMMA is not significantly different based on gender or marital status. However, there is observed variation in these efforts based on age and education level. Everyone who can use the opportunities offered by social media and benefits from social media does not refrain from using this platform; they use social media to promote their brand, name, and product. Rather than the number or quality of activities carried out in this ambiguous medium, how it is positioned in the consumer's mind is more important. This study tried to contribute to the literature by revealing this position and perception through a brand. According to Boomsocial data, it is thought that conducting this research on the brand that has been most active on social media for a long time is valuable. It tries to help reveal consumer perception of the SMMA behind this popularity. In future research, this study can be conducted with other companies at the top of the Boomsocial list, or the study can be repeated with a larger sample.

The study conducted by Dilek and Çatı (2023) aims to investigate whether SMMA impacts brand loyalty in a way mediated by brand image. In addition, the impact of SMMA on brand loyalty and brand image will be examined separately. The bootstrap technique and Sobel tests were used in the analysis with the Process 2.16 macro plug-in of the SPSS 22.0 program to ascertain how the brand image functions as a mediator. Factor analysis was also conducted to determine SMMA. As a result of the factor analysis, four measurements were obtained: entertainment, interaction, fashion and personalization, and word-of-mouth communication. The main mass of the research consists of users who follow "master's and doctorate" accounts on Instagram. The important factors in selecting these people are their high education level and frequent use of social media. A survey was administered to a total of 510 people. Based on the findings of the analysis, it has been determined that brand image has a mediating role in the effect of SMMA on brand loyalty. It has also been concluded that all dimensions of SMMA affect brand image and brand loyalty. Based on this result, ready-made clothing brands should only pay attention to SMMA and brand image to create customer brand loyalty. The most important limitation of this research is that it only considers the ready-made clothing industry and the data is collected from master's and doctoral students who follow an Instagram page on social media. New studies can be repeated in different sectors and different populations. Additionally, brand loyalty can be studied with different variables.

Erdoğan (2023) conducted a study to identify and examine the factors of SMMA and to examine the impact of these factors on value awareness and purchasing intention. A survey was conducted on 240 people over 18 living in Ankara and using social media. The survey was administered face-to-face. The research classified SMMA as interaction, informativeness, personalization, trending, and word-of-mouth communication. Structural Equation Model and confirmatory factor analysis were used to examine the data obtained in the study. According to the research results, SMMA positively impacts value awareness. It has also been revealed that informativeness and personalization factors positively

affect purchase intention. The results of this study offer businesses and brands various ideas about consumers' purchasing intentions. No restrictions were mentioned in this research.

Conclusion and recommendations

Information and communication technologies are developing rapidly every day. This has enabled consumers to be more informed, participatory, and active. With social media, one of the most important building blocks of developing technology, it has become easier to use smart devices, quickly access the desired information, and quickly establish interaction and communication between people. Accordingly, it is thought that many consumers continue focusing on social media. In this digital age, marketing activities have also begun to change, along with changing consumer attitudes. Especially as social media occupies a very important place in human life and its use becomes widespread, businesses and brands want marketing communication to be faster and easier by carrying out their marketing activities through social media. Accordingly, SMMA perceived consumers as a concept that can create important opportunities for developing the bond between brands and consumers.

As SMMA has become popular, it has begun to gain an important position in various sectors worldwide. For this reason, researchers in different sectors have examined the impact of SMMA on many marketing elements.

This research conducted a literature study on SMMA, and studies on this concept in the last decade were discussed in detail. It is seen that SMMA is classified in different ways by different authors in different sectors. As a result of the literature review, it was seen that SMMA was examined with the concepts of brand value, purchase intention, consumer perception, brand trust, brand love, customer presence, customer loyalty, conspicuous consumption, customer inspiration, brand preference, and customer equity elements. There are also studies on whether SMMA differs according to the demographic characteristics of consumers.

When the results of the studies examined within the scope of this research are evaluated in general, it is possible to say that SMMA effectively influences consumers' purchasing intention. The majority of studies on social media activities were conducted on university students. Research is thought to focus on the young population because they use social media more frequently and are fond of technology. Considering the increasing young population in Turkey, it may be beneficial for businesses to give importance to SMMA. According to previous studies, SMMA positively affects brand value, value equality, relationship equality, and brand existence. Accordingly, it is predicted that as SMMA increases, brand presence will also increase. For this reason, it is thought that businesses should give special importance and emphasis to these activities. Thus, SMMA is carried out on platforms that customers find reliable and can produce healthier business results.

In the literature screening examined, it is understood that most of the research was performed by applying quantitative research methods and that the impact of SMMA on different variables was measured. Literature screening about SMMA is extremely scarce in the literature. For this reason, this study is expected to guide future activities to be carried out on social media, social media marketing, brand, and SMMA.

Research on this topic is crucial for organizing marketing campaigns that include segmentation, targeting, promotion, and positioning for companies that use social media for marketing purposes. It is believed that companies who currently conduct or plan to conduct social media marketing (SM) may find it advantageous to consider the demographic characteristics of their target audience and adjust their plans accordingly. Marketing efforts are expected to be more effective if the kind of content produced (entertaining, etc.) falls within the purview of SMMA and is in line with the identified target audience. Because of this, it is believed that the literature review of this study will benefit companies that currently engage in social media marketing as well as the literature and other studies in the future. By analysing the result of previous research marketing, brand managers are advised to emphasise integrating social media tools into their campaigns to elevate their brands' perceived value among customers.

As it does now, social media will present marketing managers with numerous opportunities and conveniences in the future. It will still make it easier for marketing managers to interact with consumers. Marketing managers will be expected to design and develop social media marketing plans. Through

social media, consumers will interact with brands and other customers more frequently to research products, weigh their options, and make purchases. Popularity, affordability, and ease of access to social media will keep pushing brand managers to utilize these tools. Marketing managers are responsible for ensuring that marketing content emphasizes social aspects as much as commercial ones. They should also highlight the interactions between buyers and sellers in their content.

SMMA is one of the most popular digital marketing activities today. Many brands, especially those wanting to reach their target audience and obtain potential customers, actively use social media marketing. In addition to businesses with this awareness, many businesses today do not fully understand the importance of social media. To be aware of their SMMA in a highly competitive environment, businesses must evaluate their competitors' SMMA well and handle them strategically.

The positive and meaningful relationship between brand awareness, brand trust, brand love, relationship value, consumer participation, customer loyalty, brand loyalty, and consumers' purchasing intention of SMMA reached in the study is instructive for marketers and researchers.

As a result of these results, it has been concluded that the majority of these studies will contribute to the activities of businesses and will be beneficial to the studies in the literature.

Limitations and suggestions

The studies included in the research have some limitations. When these limitations are evaluated in general, it is expressed as the small number of samples applied in a specific region and conducted only in a single sector. In general, it is recommended that the number of samples be increased, the research be applied in different and large geographical regions, and the research be covered in more than one sector. All research questions were answered in light of the information mentioned above.

It is understood that at the current stage of social media, brands should give more importance to the activities carried out in these areas. For this reason, it is thought that social media marketing researchers' examination of these activities from a sectoral and scientific perspective will offer significant advantages to brands for future studies.

At the same time, considering the studies conducted in this research, it is suggested that businesses should give importance to SMMA to provide value to customers, positively influence their purchasing intentions, and maintain relationships with consumers in the long term. The investigation did not yield a comprehensive literature review on SMMA.

Therefore, this work is anticipated to close the literature gap and direct further research. Not being able to access the entire literature is the most important limitation of the research.

In a very small number of studies, it has been examined whether SMMA differs according to the demographic characteristics of consumers. However, it is thought that detailed research in this field can guide brands to achieve their goals. Only English and Turkish sources were used in the research. It is recommended that researchers use studies published in different languages in their future studies.

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