

An overview of systematic literature reviews in Web-based marketing: a new tool for international marketing

RAFFAR ABDELKADER EI AMIR¹

University of Sidi Bel Abbas

raffaramir85@yahoo.com

Received: 12/02/2023

Accepted: 02/04/2023

Published: 30/06/2023

ملخص: يُعد التسويق الرقمي مصطلحاً شاملاً للتسويق الدولي للخدمات أو المنتجات باستخدام التقنيات الرقمية، وخاصة على الإنترنت، ولكنه يشمل أيضاً مواقع التواصل الاجتماعي بشكل خاص. الهدف من هذه الورقة هو التحقق من تأثير مواقع التواصل الاجتماعي مثل Facebook و Twitter على فعالية التسويق الرقمي. تركز هذه المقالة على أهمية التسويق الرقمي على المستهلكين والمُسوقين. يناقش هذا المقال إشكالية: كيف يمكن لمواقع التواصل الاجتماعي أن تحدث تأثيرات بعيدة المدى على فعالية التسويق الرقمي؟ بالإضافة إلى ذلك، يتم عرض الاختلافات بين التسويق التقليدي والتسويق الرقمي في هذه الورقة. تعتمد الدراسة بشكل أساسي على البيانات الثانوية. للأدبيات المتعلقة بالموضوع من قواعد بيانات مختلفة، تم جمع مواقع الويب والمصادر الأخرى المتاحة. للإجابة على أسئلة البحث تم إجراء مراجعة الأدبيات واختيار المقالات من قواعد البيانات العلمية مثل Emerald و Sage Premier و ScienceDirect و Springer Open و Google Scholar. بحثنا في الأدبيات ذات الصلة باستخدام كلمات رئيسية محددة، على سبيل المثال، "مواقع التواصل الاجتماعي"، "التسويق الرقمي"، "فعالية التسويق الرقمي"، "إستراتيجيات التسويق الرقمي". حيث تم اختيار ثمانية عشر مقالاً علمياً باستخدام معايير الاستبعاد والإدراج. **الكلمات المفتاحية:** مواقع التواصل الاجتماعي؛ التسويق الدولي الرقمي؛ فعالية التسويق الرقمي؛ إستراتيجيات التسويق الرقمي.

Abstract: Digital marketing is an umbrella term for the international marketing of services or products using digital technologies, mainly on the Internet, but also including social media websites particularly.

The aim of this paper is to investigate the impact of social media websites such as Facebook, Twitter on the effectiveness of digital marketing. This article focuses on the importance of digital marketing for both consumers and marketers. This article discusses: how can social media websites make far-reaching influences on the effectiveness of digital marketing? Additionally, the differences between traditional marketing and digital marketing in this paper are presented. The study is primarily based upon the secondary data. For this extant literature related to the topic from different databases, websites and other available sources were collected. To answer the research questions, a literature review was conducted. The articles were selected from evidence-based scientific databases such as Emerald, Sage Premier, ScienceDirect, Springer Open, and Google Scholar. we searched relevant literature using specific keywords, e.g., "Social Media Websites," "Digital Marketing," "Marketing Effectiveness," "Digital Marketing Strategies". Eighteen scholarly articles were selected by using exclusion and inclusion criteria and screening the relevant articles.

Keywords: Social Media Websites; international Digital Marketing; Marketing Effectiveness; Digital Marketing Strategies.

¹ - RAFFAR ABDELKADER EI AMIR , raffaramir85@yahoo.com

I. INTRODUCTION

Digital marketing as a concept was first identified in the 1990s, principally with regard to advertising to customers (Fierro et al., 2017). However, the concept was extended with the emergence of “mobile technologies” during the 2000s and “social media” technologies from around 2010 (Fierro et al., 2017). As a result, there has been a paradigm shift in digital marketing, from advertising to everlasting customer- oriented engagement, supported by the development of a number of instruments indispensable for business competence. Since almost everybody is inadvertently engrossed within the digital age, this has become the most efficient way to reach prospective customers (Kannan, 2017). Over recent decades, corporations such as Amazon, Alibaba, eBay, Best Buy and Netflix have become the prime drivers of the modern economy (Kannan, 2017). Such corporations have highlighted the significance of building digital connectivity with their customers.

Technically, digital marketing refers to communicating the value of items such as goods, products or services to customers, leveraging online and offline digital channels, mainly on the Internet. Essential business decisions like product development, product creation, marketing communication, buying and selling for profitability, brand management and customer relationship management have seen significant development through the application of digital technologies. Personalized digital marketing or one-to-one digital marketing is one strategy by which e-businesses leverage data analysis to deliver individual marketing messages to existing and prospective users. From a theoretical standpoint, the recommendation of personalized content to the individual customer reflects the leading step in online relationship marketing (Schubert and Ginsburg, 2000).

1. Statement of problem:

Digital marketing is an umbrella term for the marketing of services or products using digital technologies, mainly on the Internet, but also including social media websites particularly. and from this perspective, the research problem can be formulated as follows:

- how can social media websites make far-reaching influences on the effectiveness of international digital marketing?

2. Research questions:

This article focuses to answer the following questions:

- What is the meaning of the international digital marketing?
- What are the main differences between traditional and digital marketing?
- What is the importance of digital marketing for both customers and marketers?
- How can applicate the (04 P) of marketing in the digital context to achieve an effective marketing performance?

3. Research hypothesis:

- Social media websites revolutionize digital marketing for both costumers and marketers.

4. Research objectives:

This paper focus to:

- investigate the impact of social media websites such as Facebook, Twitter on the effectiveness of international digital marketing.
- Delineate the importance of digital marketing for both costumers and marketers.
- Explain the differences between traditional marketing and digital marketing.

5. Methodology:

The study is primarily based upon the secondary data. For this extant literature related to the topic from different databases, websites and other available sources were collected. A systematic review of the collected literature was done in detail.

II. LITERATURE REVIEW

1. Traditional Marketing versus Digital Marketing

Traditional marketing is the most recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

Traditional Marketing	Digital Marketing
Traditional marketing includes print, broadcast, direct mail, and telephone	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising campaigns are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote the

1.1 The concept of international Digital Marketing:

Digital Marketing can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means. By reviewing the relevant literature, it is noticed that definitions of Digital marketing vary according to each author's point of view, background and specialization. For that, while Smith and Chaffey defines it as: “Achieving marketing objectives through applying digital technologies” (Smith and Chaffey, 2005: 11), Strauss and Frost define it as: “The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas,

goods and services to create exchanges that satisfy individual and organizational goals” (Strauss and Frost, 2001: 454).

On the other hand, the review of the relevant literature revealed that one of the main obstacles in the literature is the unclear way of dealing with the concept and definition of E-Marketing. In this respect most of the researchers misused the term E-Marketing; the majority of researchers are using the terms: E-Marketing / Internet-marketing / E-commerce / E-business as equivalents or a deferent wording for the same meaning, which is incorrect because they are deferent. For example, E-Marketing has a broader scope than internet marketing since Internet Marketing (IM) refers only to the Internet, World Wide Web, e-mails. While E Marketing includes all of that plus all other E-Marketing tools like: Intranets, Extranets and mobile phones. In contrast with that, E-commerce and E-business have a wider and broader scope than E Marketing. These differences can be illustrated.



1.2 Applying Big Data Marketing:

Peterovic defines BDM as the progress of traditional marketing in the Big Data framework (Peterovic et al. 2001). So far, we have shown how, in order to carry on proficient marketing processes, BDM focuses on the identification of consumers' intentions instead of merely comprehending consumer behavior. A study by Müller and Jensen (2017) highlights explicit connections between value creation and the application of Big Data. It also assesses how the value derived from Big Data does not depend on information and technology only but is strongly connected to the firm's internal and external context and to its management. Consequently, the management must: (1) be aware of the business value of Big Data; (2) be professionally trained to understand and deal with them. Only then will managers be able to transform business processes into data-driven business alternatives and to increase the development of business decisions and actions in the light of data. In order better to understand the possibilities of a profitable application of Big Data, three general marketing objectives will be here summarized.

1.2.1 Enhancing marketing effectiveness:

The increase of Big Data has changed the traditional marketing channels. Individuals may employ the Internet and mobile data to find information on services or goods (Dubosson Torbay et al. 2002). At the same time, in order to obtain information, consumers offer their own data. These will in turn be used by firms. Firms must enhance their marketing channels at a qualitative and quantitative level in order for them to reach multiple kinds of consumers. From the consumers' perspective, BDM offers very accurate standards of recommendation. Internet consumer behavior can be perfectly tracked. The same is true for the collection of customer data. Finally, even offline consumer behavior data can be accurately gathered thanks to various systems such as POS machines or membership cards. In sum, Big Data can track and examine consumer behavior in various ways and with different goals. While traditional marketing starts from the product in order to reach the consumer, BDM does exactly the opposite. It starts with knowledge of the consumer and only then offers the appropriate products (Mitchell and Coles 2003). Through supplementary and widespread data acquirement methods, BDM has deeply enhanced the accuracy level of market information.

1.2.2 Enhancing consumer experience:

The advance in technology and science and the speed in the industrialization progress have contributed to a vast intensification of commodities production and offers. The stunning assortment of available goods has significantly affected consumer behavior. Consumers face a massive supply of comparable products or services which they are compelled to select and choose (Morris et al. 2005). They have to take into account and compare various features (e.g. aesthetics, brand, performance, price, etc.), but to do so they must make an effort and spend time. BDM can help consumers who face this kind of issues to make their choices more easily. Through in-depth investigation on definite consumers, the firm is able to suggest customized products and services that fit the consumer's desires and requests in accordance with their individual features. This significantly restricts the variety of consumers' alternatives and optimizes customer experience. During his or her experience, the customer may quickly report to the firm (e.g., pull communication) information on one's use of the service or product, allowing valuable product or service enhancement. For example, the Chinese firm of mobile phones Xiaomi uses BDM to constantly improve their hardware thanks to customer evaluation. At the same time, BDM is used to boost a method that responds to any operational customers' need (Shih et al. 2014).

1.2.3 Implementing integrative marketing platform.

The advancement of the Net allows firms to obtain an increasing quantity of data on consumers. Individuals have in fact incorporated the Internet into their everyday life, and by communicating through social media platforms, etc., they let their actions be tracked by third-party software (Osterwalder et al. 2005). Thus, if marketing has always been used to reorder individuals' disorganized information, to obtain a representation of the consumer, and eventually to market it, BDM goes a step further. Thanks to its features, it can easily exploit the combination of the most important network platforms and reach standards of marketing integration. In addition to network platform integration, Big Data can merge online and offline platforms, achieving an effectual marketing integration. For instance, this is true of the merging of traditional communication tools and media with the Net.

1.3 The importance of international Digital Marketing:

Growth in digital marketing has been largely due to rapid advances in technology and changing market dynamics. Accordingly, in the developed world, many companies have recognized the importance of digital marketing. In order for businesses to be successful, they must merge online and traditional methods to better meet the needs of customers. This suggests a need for a stronger application of digital marketing in markets in which it is not strongly developed. This is due to the fact that online service tools are more influential than traditional methods of communication. Unlike traditional marketing, which involves a one-way dissemination of information, the use of the Internet allows for two-way communication, posing different ethical and privacy considerations for marketers (Melović et al,2020).

The introduction of new technologies has created new business opportunities for marketers to use when managing their websites and achieving their business objectives. In this way, digital (Internet) advertising is a powerful marketing tool when it comes to building brands and increasing traffic, facilitating success and ensuring customer loyalty. The importance of digital marketing is especially evident with regards to customer loyalty and cost-effectiveness. In recent times, the development of information technology and the knowledge economy have made customer loyalty a central issue for marketing scholars. On the other hand, digital marketing is cost effective and has a great commercial impact on the business. It can create closer and yet more cost-effective relationships with customers in sales, marketing, and customer support. This is extremely important considering today's challenges and the ways in which increasing competition forces companies to cut budgets and be more creative in terms of customer orientation. Digital marketing allows marketers to be cost effective and offers a new mode of interaction with consumers. The consumer enters the market to satisfy his economic wants, tending to behave rationally. Contrary to the early image, which suggested that the Internet was a place for bargain hunting, the Internet has become more frequently viewed as a place to seek/provide a superior service and enhance consumer relationships (Melović et al,2020).

Additionally, meeting and satisfying customer needs has become much more difficult as customer demands have increased. Digital methods of communication support a process known as "intelligent marketing", in which content is refined in line with campaign responses and feedback. This helps companies to make better use of their budgets and increase the positioning of their brand in the consciousness of consumers. In addition to this, digital marketing allows companies to reach customers that may not be accessible due to the temporal and locational limitations of existing distribution channels. Many companies have started using digital marketing tools efficiently in the process of "creating brand awareness", which is considered the first and one of the most important steps of marketing. All companies and organizations need to be nimbler and more responsive. It is vital that they are more reactive to ideas and customer input than they have been in the past. All must be prepared to test out new business ideas, not just for the sake of innovation, but in order to survive. With this in mind, digital marketing governance refers to the overall management of resources for digital marketing within an organization. This includes both internal and external staff resources, financial resources, and infrastructures, such as software tools and data sources (Melović et al,2020).

1.4 The international Digital Marketing Toolkit:

The complete digital marketing toolkit available to SME to reduce the gap to LE and to develop and implement a digital marketing strategy includes twenty-four tools, of which eleven were mentioned in more than a quarter of all articles. These are affiliate marketing, content marketing, display/online advertising, e-mail marketing, mobile marketing, online public relations, search engine advertising (SEA), search engine optimization (SEO), social media and its communities, viral marketing, and the company website.

The digital marketing toolkit is divided into seven categories, based on the context used in the original literature, namely (1) marketing strategy, (2) overall customer experience, and (3) brand management. These three categories have a strategic focus and have a direct impact on the following categories four to seven. Channels, platforms, and formats (4) include a large collection of tools available to marketers. Here, content marketing (5) plays a crucial, all-encompassing role because it provides valuable and entertaining content for the organization's digital channels and platforms. Analytics and monitoring (6) provide the feedback-loop and learning capabilities to the organization. Finally, all digital marketing capabilities are supported by marketing technology (7), including CRM and marketing automation. The most frequently cited tools include the following propositions (Bhayani et al,2014):

- ✓ Affiliate Marketing
- ✓ Content Marketing
- ✓ Display/Online Advertising
- ✓ E-Mail Marketing
- ✓ Mobile Marketing
- ✓ Online Public Relations
- ✓ Search Engine Advertising
- ✓ Search Engine Optimization
- ✓ Social Media/Communities
- ✓ Viral Marketing
- ✓ Website

1.5 Digital Marketing effectiveness:

One merit of the Internet is that it provides an efficient means for increasing companies' marketing activities. However, attention should be paid to the effectiveness of the Internet in relation to an organization's achievement of short- and long-term goals, its recognition of strategic shareholders (including customers, managers, proprietors) and the satisfaction of their desires (Robbins , 1943). In addition, e-marketing effectiveness consists of an increase in loyalty, an increase in sales and an increase in customer attraction (Sharma et al,2004).

With regards to the importance of increasing the number of customers and becoming more customer-oriented in a market environment, customers are very important strategic shareholders for companies, and marketing efforts need to satisfy the customers. In this study, effective e-marketing relates to the ability of a company website to meet the demands and needs of managers from a marketing point of view. Online buying and ordering are currently popular among buyers and companies. For marketing activities to be effective, companies should use different methods to satisfy customers to increase the numbers of products sold in the e-marketing environment (Huang

et al,2007). Building a long-term relationship with customers is based on customer loyalty, and the Internet environment and e-marketing represents an inexpensive way to build these relationships (Chang et al,2008).

Eid and Treman (2004) examined factors affecting the success of business-to-business international Internet marketing. They suggested five factors for companies' success in Internet marketing: the website and its content, marketing strategies, environmental factors, internal factors and factors related to global activities.

These five factors play a great role in the success of business-to business efforts. Before going global via the Internet, a company should make marketing preparations and redefine its organization with reference to these factors. A successful website must be well structured and present appropriate information to customers (Lin,2007).

The website should present some information about the corporation and its products, and the website should also have special features in terms of usability, security, and accessibility (Blake et al,2007). Ha and Stoel (2009) suggested that consumer perceptions of usefulness and attitudes toward e-shopping influence consumers' intentions to shop online and that the company website is an effective means by which to form these perceptions.

1.6 Advantages Digital Marketing brings to customers:

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the consumers as given below (Yasmin et al,2005):

(i) Stay updated with products or services:

Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

(ii) Greater engagement:

With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

(iii) Clear information about the products or services:

Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

(iv) Easy comparison with others:

Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way.

Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

(v) 24/7 Shopping:

Since internet is available all day long, there is no time restriction for when customer wants to buy a product online.

(vi) Share content of the products or services:

Digital marketing gives viewers a chance to share the content of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

(vii) Apparent Pricing:

Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly change the prices or gives special offers on their products or services and customers are always in advantages by getting informed instantly by just looking at any one mean of digital marketing.

(viii) Enables instant purchase:

With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

1.7 Maintaining the 4 Ps in digital contexts: the conservatives' view:

While it is not possible to ignore the need to adjust the marketing mix to the changes in the society and the market produced by the diffusion of digital technologies, Internet in particular, a less numerous, but theoretically consistent, part of the literature on the topic asserts that the 4 Ps' model is perfectly able to adapt and to continue to be the dominant paradigm in these new contexts (Moller, 2006).

Moller (2006) points out how the "internal orientation" criticism regards the 4 Ps is based on a misconception of the relation between the marketing mix and the marketing concept. For Moller the 4 Ps paradigm is perfectly coherent with the marketing concept which states that "marketing activities should be based on identification of customer needs and wants", also implying the selection of the explicit information to be gathered from the customers in order to be able to fulfil their needs, through segmentation, product differentiation and positioning. Peattie (1997) pointed out how the new communicative capabilities supplied by the digital technologies are radically changing marketing in several sectors, but the marketing mix approach is able to adapt to the new needs: product, with the introduction of co-design with customers; price, with higher levels of transparency; place, with the creation of new ways to reach customers; and promotion, thanks to the new interactive capabilities. Bhatt & Emdad (2001) see the empowerment of the 4 Ps since the virtual value chain is internally transforming each P by adding new dimensions: personalized information in the Product, transparency and personalization of Price, direct delivery for Place,

improved flexibility for Promotion. while assuming that the traditional marketing mix paradigm needs to evolve, propose that digital technologies can be useful to improve the mix's functionality maintaining the 4 Ps as the basic instrument for Internet marketing.

2. Characteristics of Social Media:

Social media is defined as: “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated [content]” (Kaplan and Haenlein, 2010).

Social media platforms include social networking tools with the most popular being Facebook and Twitter, professional networking sites such as LinkedIn, media sharing sites such as YouTube and Instagram, commerce communities such as Amazon, discussion forums and blogs. The benefits of social media include facilitating strategy, cost reduction, information collection, database enhancement, service delivery and expanded geographic reach. These benefits are facilitated by the following characteristics (Habibi et al,2015):

a- Interactivity and Individualization:

Social media facilitates the creation of content that can be shared internally (employees-to-employees), externally (consumers-to-consumers or other external stakeholders) and, across organisational boundaries (consumers-to-organization). This, however, presents an implementation challenge to organizations with traditional hierarchies and centralized control structure.

b- Integration of communication with distribution channels:

Social media enables a close link and ease of customer movement between alternate digital channels such as the company website and Facebook. The digital environment allows consumers to move between information search channels such as a search engine and the website where purchases can be made with greater ease. In terms of implementation however, integrating consumer processes has organisational ramifications. This is because linking different functions and processes changes both the roles of and relationships between functional areas such as marketing, advertising, sales, and IT. As a result, some organizations will need to change their structure while others will manage increasing levels of inter functional complexity as customer inter-facing processes are realigned.

c- Immediacy:

Social media facilitates customer-response immediacy in two ways. Firstly, social media monitoring enables real-time insight into consumer trends and into the effectiveness of current marketing efforts, facilitating a ‘test and learn’ capability to refine and develop more effective marketing initiatives. Secondly, immediacy facilitates a rapid dissemination of consumer opinions through electronic word-of-mouth. This can speed up sales due to viral behavior and information transfer. Immediacy also means that consumers expect a rapid response. Organizations can respond in a multiplicity of ways, including self-service technologies or customer advocates within online communities. An example of the latter is Dell's Idea Storm for B2B service enquiries where one customer is an evangelist or an advocate and satisfies the enquiry being made by other customers. Consumer-to-consumer advice facilitates low-cost, fast response solutions for B2B companies.

d- Information collection

In addition to immediacy, social media platforms facilitate the collation of new types of information. Online communities such as Dell Idea Storm enable the capturing of ‘naturalistic’ information expressed in consumers’ own words and hence, allow further insight to information collected through overt and formal traditional market research. Organic information can be valuable in guiding product innovation and service improvements.

2.1 Role of Social Media in organizational buying:

The next section of social media is ‘The Social Buyer: A Framework for the Dynamic Role of Social Media in Organizational Buying’ by Gustafson, Pomirleanu, Mariadoss, and Johnson (2020). It focuses attention on the mechanisms through which social media affects buying decisions and organizational outcomes in a business-to-business (B2B) context. The authors argue that this subject has not been discussed adequately in extant research and therefore merits a detailed inspection of processes and research issues. They undertake a critical review of the literature, discuss relevant theories, and develop a set of propositions that govern the processes. They propose two processes attributable to social media – conveyance and convergence – that enable knowledge discovery and dissemination. Conveyance is the process of collecting and sharing useful information for the firm (Dennis, Fuller, & Valacich, 2008) and convergence refers to the group activity of aligning interpretation of this information to form a shared understanding. They develop a set of testable propositions that link characteristics of social media such as engagement and media richness to speed and quality of knowledge discovery, sharing, and interpretation. This knowledge discovery in turn is associated with cost reductions and/or efficiency gains. They further suggest buying situation and buying unit characteristics as moderators of the influence of social media. These propositions provide a rich foundation for empirical testing and validation in future work and open avenues for examining the influence of social media in an organizational buying setting.

2.2 Social Media Marketing of luxury brands:

Social media has changed the way luxury brands interact with their customers in several different ways. Kim and Ko (2012) proposed five key activities related to a firm’s social media marketing efforts in the context of a luxury fashion brand. These are: entertainment, interaction, trendiness, customization, and word of mouth.

Liu, Shin, and Burns (2020) build upon this framework in their study titled ‘A Big Data Approach to Examining the Impact of Luxury Brand's Social Media Marketing on Customer Engagement’ in the context of Twitter as the social media platform. The authors employ a relatively large dataset comprising of 3.78 million tweets from top fifteen (based on the number of Twitter followers) luxury brands over a time period of five years (July 2012-June 2017). The authors apply a fixed-effects regression model to establish a relationship between customer engagement and social media marketing activities of the respective luxury brands. Consequently, the authors evaluate actual behavior of customers in response to social media marketing activities of firms over time rather than relying on survey-based measures that tend to evaluate ‘intentions’ and not actual behaviors. The authors find that luxury firms’ social media marketing activities related to enhancing entertainment, interaction, and trendiness positively affects customer engagement with brand related social media content. However, in the context of Twitter (as the social media platform), customization efforts of luxury brands’ social media activities fail to affect customer engagement.

This may be due to lack of data on personal interactions between the firm and customers and/or general lack of luxury brands using Twitter for personalized communications with their followers/customers. The findings from the study bear implications for the design, delivery, and management of social media marketing by luxury brand firms.

2.3 Marketing strategies:

Companies use numerous social media platforms for social media marketing, such as Facebook, Snapchat, Twitter etc. The choice of platforms depends on target consumers and marketing strategy. Chen and Lee (2018) investigated the use of Snapchat for social media marketing while targeting young consumers. The study findings highlighted that Snapchat is considered as the most intimate, casual, and dynamic platform providing users with information, socialization, and entertainment. The study identified that young consumers seem to have a positive attitude towards Snapchat engendering similar feelings toward purchase intention and brands advertised on the platform. Tafesse and Wien (2018) analyzed various strategies employed by companies such as transformational - where the experience and identity of the focal brand exhibits desirable psychological characteristics; informational - presents factual product; service information in clear terms and interactional - where social media advertising cultivates ongoing interactions with customers and message strategies. The research undertaken by Kusumasondjaja (2018) found that interactive brand posts were responded to more frequently than informative message content. Twitter was more effective for informative appeal. The findings highlighted that Facebook worked better for interactive entertainment posts and that Instagram was more suitable for interactive content combining informative-entertainment appeals. Interactive brand posts with mixed appeals received the most responses on Facebook and Instagram, while a self-oriented message with informative appeal obtained the least appeal (Kusumasondjaja 2018).

Ang et al. (2018) conducted a scenario-based experiment with 462 participants and applied social impact theory to conclude that a livestreaming oriented strategy is more authentic in the eyes of consumers than pre-recorded videos by increasing consumers searching and subscription intention. Social media message characteristics are important for advertisers. For example, Hwang et al. (2018) used motivation theory within a tourism context to conclude that completeness, relevance flexibility, timeliness of the argument, quality and trustworthiness of source credibility, have a positive impact on user satisfaction. This in turn can affect user intention where consumers are inclined to revisit the website and purchase the tourism product.

2.4 various Challenges of Social Media Marketing:

There are four main challenges facing research in social media marketing, each of which also has consequences for practice: (1) the speed of development of both practice and research in social media marketing; (2) the interdisciplinary nature of the field; (3) the diversity of research questions; and, (4) the wide range of theoretical perspectives and research methods (Dwivedi et al,2020) A15.

2.4.1. The speed of development of both practice and research:

Whilst social media has been available for more than twenty years, there has been a significant escalation in its use and in research on social media in recent years. There has, for example, been growth in the number of social media platforms used by organizations and

consumers, the diversity of uses, and in general, the extent to which social media has taken over and shaped the communication space. In addition, both organizations and consumers, together with social media platform providers, are still on a steep learning curve regarding the types of communication that are effective, ethical, and appropriate. Such a rapidly developing environment offers significant scope for practitioners and researchers to work together in proposing and testing theories, and developing evidence-based practice. On the other hand, a fast rate of change is in danger of leading to ‘a thousand different blooms’ and a fragmented knowledge base.

2.4.2. The interdisciplinary nature of the field:

The fragmented nature of the social media marketing knowledge base plays a significant role in the inter-disciplinary nature of the SMM field. For example, systematic literature reviews on social media marketing, important in distilling the essence of a field and offering future research agendas, are to be found in journals in a range of disciplines including information management, marketing, industrial marketing, data systems, psychology, and decision support. Whilst there are some commonalities between these reviews, there is also significant variation in their scope, and in their proposals for future research, although there is some consensus on the need for the inclusion of further research on both (1) social media practice and strategy, and (2) social media consumer behavior (Rowley and Keegan, 2019). This diversity of research topics is consistent with the assertion that ‘extant marketing research does not analyze social media marketing from an overarching, holistic perspective in which management, employees and customers have shared notions of their respective roles. Indeed, Quinton (2013, p.913) suggests that with the advent of social media, the linear, relational exchange-based partnership model of business-customer interaction needs to be replaced with a more interactional orientation with a focus on multi-layered and multi-faceted interactions that cross venues and media, and emphasizes multifaceted relationships.

2.4.3. The diversity of research questions:

The inter-disciplinary nature of social media marketing has consequences for the diversity of research questions posed by researchers in the field. A recent systematic overview of research into social media marketing identified the following themes for a research agenda for social media marketing: social media practice and strategy; social media user behavior, social media organizational context, social media privacy and security concerns, and social media research approaches (Rowley and Keegan, 2019). They cluster these into four main groups: antecedents (social factors, user attributes, organizational attributes); mediators (platform attributes, social factors, and user attributes), moderators (user characteristics, social factors), outcomes (personal context, organizational context). Such ‘general’ typologies are particularly useful in a field in which research that focusses on specific actions, processes or platforms can rapidly become irrelevant. ‘General’ typologies also provide a more holistic view of the field.

2.4.4. The wide range of theoretical perspectives and methods:

The final challenge arises from the diversity of the theoretical perspectives and research methodologies that are used in social media research. Ngai, Tao & Moon (2015) review the theoretical frameworks and models adopted in social media research. They cluster these into personal behavior theories (e.g. personality traits, technology acceptance model, and the theory of

reasoned action), social behavior theories (e.g. social aspects theory, social loafing theory, and social power) and mass communications theories (e.g. para-social interaction, and uses and gratifications theory). This contrasts with Leung, Sun & Bai (2017)'s assertion that in social media research (not specifically social media marketing research) the main theoretical foundation is word-of-mouth. This diverse range of theoretical perspectives is, at least partially, responsible for the wide range of methodological approaches that have been employed in social media marketing research. These include a range of traditional qualitative and quantitative approaches, including questionnaires, interviews, focus groups, diaries, observation, secondary analysis and official statistics, ethnography, participant observation, and mixed methods, as well as more social media-specific approaches such as content analysis applied to social media platforms, social media-based focus groups, social media and virtual ethnography, and social media analytics.

III. CONCLUSION

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance (Yasmin et al,2015).

IV. REFERENCES

1. Ang, T., Wei, S., & Anaza, N. A. (2018). Livestreaming vs pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions. *European Journal of Marketing*, 52(9-10), 2075-2104.
2. B.F. Blake, K.A. Neuendorf, C.M. Valdiserri. (2005). tailoring new websites to appeal to the those most likely to shop online, *Technovation* 25 (10), pp. 1205–1214.
3. Bhayani, S., Vachhani, N.V.(2014). Internet marketing vs traditional marketing: a comparative analysis. *FIIB Bus. Rev.* 3(3), 53–63.
4. Chen, H., & Lee, Y. J. (2018). Is Snapchat a good place to advertise? How media characteristics influence college-aged young consumers' receptivity of Snapchat advertising. *International Journal of Mobile Communications*, 16(6), 697–714.
5. Dennis, A. R., Fuller, R. M., & Valacich, J. S. (2008). Media, Tasks, and Communication Processes: A Theory of Media Synchronicity. *MIS Quarterly*, 32(3), 575–600.
6. Dubosson Torbay, M., Osterwalder, A., & Pigner, Y. (2002). E-businessmodel design, classification and measurements. *Thunderbird International Business Review*, 44(1), 5–23. <https://doi.org/10.1002/tie.1036>.
7. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 102168.
8. Fierro, I., Cardona Arbelaez, D.A., Gavilanez, J., (2017). Digital marketing: a new tool for international education. *Pensam. Gest.* (43), 241–260.
9. Gustafson, B., Pomirleanu, N., Mariadoss, B. J., & Johnson, J. (2020). *The Social Buyer: A Framework for the Dynamic Role of Social Media in Organizational Buying*. This Issue.
10. H.f. Lin. (2007). The impact of website quality dimensions on consumer satisfaction in the B2B e-commerce context, *Total Quality Management and Business Excellence* 78(4), pp. 363–378.
11. H.H. Chang, S.W. Chen. (2008). The impact of customer interface quality, satisfaction and switching costs on e-loyalty: Internet experience as a moderator, *Computers in Human Behavior* 24 (6), pp. 2927–2944.
12. Habibi, F., Hamilton, C. A., Valos, M. J., & Callaghan, M. (2015). E-marketing orientation and social media implementation in B2B marketing. *European Business Review*.
13. Hwang, J., Park, S., & Woo, M. (2018). Understanding user experiences of online travel review websites for hotel booking behaviours: An investigation of a dual motivation theory. *Asia Pacific Journal of Tourism Research*, 23(4), 359–372.
14. Kannan, P.K., (2017). Digital marketing: a framework, review and research agenda. *Int. J. Res. Mark.* 34 (1), 22–45.
15. Kaplan, A. M. and Haenlein, M. (2010), Users of the world, unite! The challenges and opportunities of social media, *Business Horizons*, Vol. 53 No. 1, pp. 59-68.
16. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
17. Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 1135–1158.
18. Leung, X. Y., Sun, J., & Bai, B. (2017). Bibliometrics of social media research: A co-citation and co-word analysis. *International Journal of Hospitality Management*, 66, 35–45.

19. Liu, X., Shin, H., & Burns, A. (2020). *A Big Data Approach to Examining the Impact of Luxury Brand's Social Media Marketing on Customer Engagement*. This Issue.
20. Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, 63, 101425.
21. Mitchell, D., & Coles, C. (2003). The ultimate competitive advantage of continuing business model innovation. *Journal of Business Strategy*, 24(05), 15–21.
22. Moller K. E. (2006). Comment on: The Marketing Mix Revisited: Towards the 21st Century Marketing? By E. Constantinides. *Journal of Marketing Management*, 22 (3): 439-450.
23. Morris, M. H., Schindehutte, M., & Allen, J. (2005). The Entrepreneur's business model: Toward a unified perspective. *Journal of Business Research*, 58(6), 726–735. <https://doi.org/10.1016/j.jbusres.2003.11.001>.
24. Müller, S. D., & Jensen, P. (2017). Big Data in the Danish industry: Application and value creation. *Business Process Management Journal*, 23(3), 645–670. <https://doi.org/10.1108/BPMJ-01-2016-0017>.
25. Ngai, E. W. T., Tao, S. S. C., & Moon, K. K. L. (2015). Social media research: Theories, constructs and conceptual frameworks. *International Journal of Information Management*, 35(1), 33–44.
26. Osterwalder, A., Pigneur, Y., & Tucci, C. L. (2005) Clarifying business models: Origins, present, and future of the concept. *Communications of the Information Systems*, 16(1). <https://doi.org/10.17705/1CAIS.01601>.
27. Peterovic, O., Kittl, C., & Teksten, D. D. (2001). Developing business models for eBusiness. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1658505>.
28. Quinton, S. (2013). The community brand paradigm: A response to brand manager's dilemma in the digital era. *Journal of Marketing Management*, 29(7/8), 912–932.
29. R. Eid, M.F.A. Treman. (2004). Factors affecting the success of business-to-business international Internet marketing: an empirical study of UK companies, *Journal of Industrial Management and Data Systems* 104 (1), pp. 16–30.
30. Rowley, J., & Keegan, B. (2019). An overview of systematic literature reviews in social media marketing. *Journal of Information Science Online*.
31. S. Ha, L. Stoel. (2009). Consumer e-shopping acceptance: antecedents in a technology acceptance model, *Journal of Business Research* 62 (5), pp. 565–571.
32. S. Robbins, in: M. Alvani, H. Danayfard (1943). *Organizational theory: structures and organizational design*, 3rd ed., Safar-eshraghi Publication, Tehran.
33. S.L. Huang, F. Lin.(2007). The design and evaluation of an intelligent sales agent for online persuasion and negotiation, *Electronic Research and Applications* 6 (3), pp. 285–296.
34. Schubert, P., Ginsburg, M., (2000). Virtual communities of transaction: the role of personalization in electronic commerce. *Electron. Mark.* 10 (1), 45–55.
35. Sharma, J.N. Sheth,(2004). Web-based marketing: the coming revolution in marketing thought and strategy, *Journal of Business Research* 54 (7), pp. 696–702.
36. Shih, C. C., Lin, T. M., & Luarn, P. (2014). Fan-centric social media: The Xiaomi phenomenon in China. *Business Horizons*, 57(3), 349–358. <https://doi.org/10.1016/j.bushor.2013.12.006>.
37. SMITH, P. R. & CHAFFEY, D. (2005), *E-Marketing excellence: at the heart of e-Business*, Oxford, UK, Butterworth Heinemann.
38. STRAUSS, J. & FROST, R. (2001), *E-Marketing*, NJ, USA, Prentice Hall.
39. Tafesse, W., & Wien, A. (2018). Using message strategy to drive consumer behavioral engagement on social media. *The Journal of Consumer Marketing*, 35(3), 241–253.
40. Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69-80.