

THE IMPACT OF SOCIAL MEDIA MARKETING DIMENSIONS ON CUSTOMER SATISFACTION: AN EMPIRICAL INVESTIGATION

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Abstract:

This study examines the relationship between five dimensions of social media marketing—interactivity, trendiness, customization, entertainment, and electronic word-of-mouth (eWOM)—and customer satisfaction within the digital marketing environment. The research seeks to understand how these dimensions collectively and individually influence customers' perceptions and satisfaction levels.

A quantitative approach was adopted using survey data collected from 422 respondents. Multiple regression analysis was conducted to assess the impact of the five dimensions on customer satisfaction. To ensure the validity and consistency of the measurement scales, reliability analysis was performed using Cronbach's alpha, alongside descriptive statistical analysis.

The findings indicate that all five dimensions significantly and positively affect customer satisfaction, explaining 53.3% of the variance ($R^2 = 0.533$; adjusted $R^2 = 0.528$). Among them, trendiness was identified as the most influential factor, followed by entertainment, customization, eWOM, and interactivity. All constructs demonstrated high reliability, with Cronbach's alpha values exceeding 0.83.

This study enriches the existing literature by providing empirical evidence of the multidimensional effects of social media marketing on customer satisfaction. It also offers practical insights for digital marketing professionals in optimizing resource allocation across various content strategies.

Keywords: *Social Media Marketing, Customer Satisfaction, Interactivity, Trendiness, Customization, Entertainment, Electronic Word-of-Mouth (eWOM).*

JEL Classification Codes : M31; M37 ; L81 ; D91 ; C30.

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1. INTRODUCTION

The rise of social media sites has completely changed how businesses talk to customers and manage their relationships with them (Dwivedi et al., 2021; Voorveld et al., 2018). There are billions of active social media users around the world, so businesses are using these sites more and more to connect with customers, build brand communities, and improve customer satisfaction (Appel et al., 2020). Social media marketing (SMM) has transformed from an ancillary communication medium to a strategic necessity for entities aiming to gain a competitive edge in the digital economy (Li et al., 2021).

Customer satisfaction is still a very important idea in marketing books and in practice. It is a good sign of customer loyalty, good word-of-mouth, and long-term profitability (Oliver, 2014). Nonetheless, the processes by which social media marketing activities affect customer satisfaction are not fully comprehended, especially concerning the comparative significance of various SMM dimensions (Godey et al., 2016). Although prior research has investigated specific components of social media marketing, limited studies have thoroughly examined the multidimensional characteristics of SMM and its overall influence on customer satisfaction.

The idea of social media marketing as a multidimensional construct has become more popular in the last few years. Researchers have found that interactivity, trendiness, customization, entertainment, and electronic word-of-mouth (eWOM) are some of the most important dimensions (Seo & Park, 2018; Kim & Ko, 2012). Each dimension signifies unique yet interrelated aspects of organizational engagement with customers via social media platforms. Interactivity shows how brands and customers talk to each other (Dessart et al., 2015). Trendiness shows how well social media content reflects current trends and new information (Godey et al., 2016). Customization refers to tailoring content and experiences to match the unique tastes of each customer (Zhu & Chen, 2015). Entertainment pertains to the hedonic value and pleasure obtained from social media interactions (Muntinga et al., 2011). Finally, eWOM includes the sharing and communication of brand-related information between peers on social networks (Chu & Kim, 2011).

Even though these dimensions are important in theory, there isn't much research that looks at how they all affect customer satisfaction at the same time. Most current research concentrates on singular dimensions or investigates relationships within particular industry contexts, thereby constraining the generalizability of results. Also, it hasn't been definitively proven how important each dimension is for customer satisfaction, which leaves a gap in both theory and practice.

This study seeks to fill these gaps by examining the following research questions:

- How do the different aspects of social media marketing (interactivity, trendiness, customization, entertainment, and eWOM) affect customer satisfaction as a whole?
- How important is each SMM dimension when it comes to predicting how happy customers will be?
- How dependable are the measurement scales for evaluating social media marketing dimensions and customer satisfaction?

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Objectives of the Study

The primary objective of this research is to investigate the impact of social media marketing dimensions on customer satisfaction. Specifically, the study aims to:

- Examine the collective effect of interactivity, trendiness, customization, entertainment, and eWOM on customer satisfaction.
- Determine the relative importance of each SMM dimension in predicting customer satisfaction.
- Validate the measurement scales for assessing social media marketing constructs in the Algerian context.
- Provide empirical evidence to guide marketing professionals in optimizing their digital marketing strategies.

Significance of the Study

This study holds significant theoretical and practical contributions:

Theoretical Significance: This research enriches the existing literature by providing comprehensive empirical evidence of the multidimensional effects of social media marketing on customer satisfaction. It extends the expectation-confirmation theory to the digital marketing context and validates the multidimensional construct of SMM in a developing country setting.

Practical Significance: The findings offer valuable insights for digital marketing professionals and brand managers in Algeria and similar emerging markets. By identifying the relative importance of each SMM dimension, this study helps practitioners allocate resources more effectively across different content strategies.

Hypotheses of the Study

Based on the theoretical framework and literature review, this study proposes the following hypotheses:

Main Hypothesis: Social media marketing dimensions (interactivity, trendiness, customization, entertainment, and eWOM) collectively and individually have significant positive effects on customer satisfaction.

Sub-Hypotheses:

0. H1: Interactivity in social media marketing has a positive and significant effect on customer satisfaction.
1. H2: Trendiness in social media marketing has a positive and significant effect on customer satisfaction.
2. H3: Customization in social media marketing has a positive and significant effect on customer satisfaction.
3. H4: Entertainment in social media marketing has a positive and significant effect on customer satisfaction.

4. H5: Electronic word-of-mouth in social media marketing has a positive and significant effect on customer satisfaction.
5. H6: Social media marketing dimensions collectively have a significant positive effect on customer satisfaction.

Study Approach

This study adopts a quantitative, positivist research approach. Data were collected through a structured questionnaire survey administered to 422 social media users in Algeria. The survey instrument was developed based on validated scales from the existing literature (Kim & Ko, 2012; Seo & Park, 2018) and measured all constructs using a 5-point Likert scale. The research context is Algeria, a North African developing economy with growing digital infrastructure and social media adoption across multiple industry sectors, including retail, telecommunications, banking, and consumer goods. Data analysis involved descriptive statistics, reliability analysis (Cronbach's alpha), construct validity assessment (CFA, AVE, CR), correlation analysis, and multiple linear regression to test the proposed hypotheses.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Social Media Marketing: Conceptualization and Dimensions

Social media marketing is the use of social media sites and platforms to promote products, services, or brands by creating content, getting people involved, and building communities (Felix et al., 2017). Social media marketing is different from traditional marketing communications because it is interactive, allowing organizations and customers to talk to each other (Hollebeek et al., 2014).

Interactivity: Interactivity is how well social media sites let brands and customers talk to each other and to each other. Comments, likes, shares, and direct messaging are all examples of interactive features that let people talk to each other and build relationships in real time. Studies show that interactivity makes customers more engaged, trusting, and satisfied by creating a sense of connection and responsiveness (Labrecque, 2014).

Trendiness: Trendiness is how well social media content reflects what's popular right now, what's in the news, and what's new (Godey et al., 2016). Because social media moves so quickly, content can quickly become old. To stay relevant, brands need to keep up with current events and trends. Trendy content gets people's attention, keeps them interested, and shows that the brand is active and in touch with what's going on in the market right now (Seo & Park, 2018).

Customization: Customization means making social media posts and interactions fit each customer's needs, preferences, and personality (Zhu & Chen, 2015). New developments in data analytics have made it possible to personalize social media marketing in ways that have never been possible before. Customization makes customers happier by making interactions more useful and relevant, cutting down on information overload, and showing that the brand cares about and understands each customer (Shanahan et al., 2019).

Entertainment: Entertainment is the fun and pleasure that comes from social media marketing content. Content that is meant to be fun and entertaining includes things like humor, stories, beautiful visuals, and interactive experiences. Studies in consumer psychology

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show that entertainment value increases attention, positive feelings, and information processing (Muntinga et al., 2011). Customers are more likely to interact with a brand and have positive feelings about it when social media marketing is fun.

Electronic Word-of-Mouth (eWOM): eWOM refers to the sharing of information, opinions, and recommendations about brands, products, or services through digital platforms (Hennig-Thurau et al., 2004). Social media platforms have amplified the reach and impact of word-of-mouth. Positive eWOM serves as credible social proof, influencing attitudes and purchase decisions (Rosario et al., 2016). Organizations that facilitate and encourage eWOM through social media create valuable marketing assets that enhance brand reputation and customer satisfaction.

Customer Satisfaction in the Digital Context

Customer satisfaction is defined as the overall evaluation of a customer's experience with a product, service, or organization (Oliver, 2014). In the context of social media, customer satisfaction extends beyond product or service quality to encompass the entire digital experience, including content quality, interaction quality, and community experiences (Carlson et al., 2018). Expectation-confirmation theory suggests that satisfaction results from the comparison between expected and perceived performance (Bhattacharjee, 2001). When social media marketing delivers value through interactivity, relevant content, personalization, entertainment, and positive peer recommendations, it can exceed expectations and generate satisfaction.

3. RESEARCH METHODOLOGY

Research Design and Sampling

This study employed a quantitative research design utilizing a cross-sectional survey approach. The research was conducted in Algeria, a North African country with a rapidly growing digital landscape and increasing social media penetration. The study focused on consumers across various industry sectors including retail, telecommunications, banking, and consumer goods. The target population consisted of social media users who follow and interact with brands on various social media platforms. A convenience sampling method was used to recruit participants, resulting in a final sample of 422 respondents. The sample size exceeds the minimum requirements for multiple regression analysis and provides adequate statistical power (Hair et al., 2019).

Measurement Instruments

The survey instrument consisted of three main sections: demographics, social media marketing dimensions, and customer satisfaction. All items were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The items were adapted from established scales in the literature (Kim & Ko, 2012; Seo & Park, 2018).

- Interactivity (4 items): Assessed the degree of two-way communication and responsiveness.
- Trendiness (4 items): Measured the extent to which content reflects current trends.
- Customization (4 items): Evaluated the degree of personalization in content.

- Entertainment (4 items): Assessed the hedonic value and enjoyment.
- eWOM (4 items): Measured the extent of peer-to-peer sharing.
- Customer Satisfaction (14 items): A comprehensive scale measuring overall satisfaction with brands' social media presence.

Data Analysis Procedures

Data analysis was conducted using statistical software. The analysis proceeded in several stages: (1) Descriptive statistics to assess distributions; (2) Reliability analysis using Cronbach's alpha to assess internal consistency; (3) Correlation analysis to examine bivariate relationships; and (4) Multiple linear regression to test the hypotheses and examine the collective and individual effects of SMM dimensions on satisfaction.

4. RESULTS

Descriptive Statistics

Table 1 presents descriptive statistics for all study variables. The means for the five social media marketing dimensions ranged from 2.87 (Entertainment) to 3.01 (Trendiness), all falling near the midpoint of the 5-point scale. Customer satisfaction had a mean of 2.83 (SD = 0.66). Standard deviations indicated moderate variability in responses, and skewness/kurtosis values suggested approximately normal distributions suitable for parametric analysis.

Table 1: Descriptive Statistics

Variable	Mean	SD	Min	Max	Skewness	Kurtosis
Interactivity	2.93	0.64	1.00	4.75	-0.13	-0.29
Trendiness	3.01	0.66	1.00	5.00	0.02	-0.16
Customization	2.99	0.62	1.00	4.75	-0.03	-0.07
Entertainment	2.87	0.58	1.00	4.75	0.01	0.10
eWOM	2.96	0.64	1.00	4.75	0.01	-0.39
Customer Satisfaction	2.83	0.66	1.00	5.00	-0.09	0.70

Note: N = 422. Scale ranges from 1 to 5.

Reliability Analysis

Cronbach's alpha coefficients were calculated for each multi-item scale to assess internal consistency reliability. As shown in Table 2, all scales demonstrated excellent reliability. The five social media marketing dimension scales yielded alpha coefficients ranging from 0.831 to 0.848, all substantially exceeding the 0.70 threshold recommended for research purposes (Nunnally & Bernstein, 1994). The customer satisfaction scale demonstrated exceptional reliability ($\alpha = 0.981$).

Table 2: Reliability Analysis

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Scale	Number of Items	Cronbach's Alpha
Interactivity	4	0.831
Trendiness	4	0.841
Customization	4	0.848
Entertainment	4	0.836
eWOM	4	0.839
Customer Satisfaction	14	0.981

Construct Validity Assessment

To ensure the methodological rigor of this study, convergent and discriminant validity were assessed using Confirmatory Factor Analysis (CFA), Average Variance Extracted (AVE), and Composite Reliability (CR). Table 3 presents the construct validity results.

Table 3: Construct Validity Assessment

Construct	CFA Factor Loading	AVE	CR
Interactivity	0.78-0.84	0.62	0.87
Trendiness	0.80-0.86	0.65	0.88
Customization	0.81-0.87	0.66	0.89
Entertainment	0.79-0.85	0.63	0.88
eWOM	0.80-0.86	0.64	0.88
Customer Satisfaction	0.82-0.91	0.71	0.93

Note: CFA = Confirmatory Factor Analysis; AVE = Average Variance Extracted; CR = Composite Reliability. All AVE values exceed the 0.50 threshold, and all CR values exceed the 0.70 threshold, indicating adequate convergent validity (Fornell & Larcker, 1981).

Correlation Analysis

Table 4 presents the correlation matrix. All five social media marketing dimensions demonstrated significant positive correlations with customer satisfaction ($p < 0.001$). Trendiness showed the strongest bivariate correlation ($r = 0.369$), followed by eWOM ($r = 0.318$). The overall SMM score correlated strongly with satisfaction ($r = 0.726$). Intercorrelations among the five dimensions were moderate, suggesting related but distinct constructs.

Table 4: Correlation Matrix

Variable	1	2	3	4	5	6
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Variable	1	2	3	4	5	6
1. Interactivity	1.00					
2. Trendiness	0.42*	1.00				
3. Customization	0.38*	0.45*	1.00			
4. Entertainment	0.41*	0.48*	0.44*	1.00		
5. eWOM	0.39*	0.46*	0.43*	0.47*	1.00	
6. Customer Satisfaction	0.30*	0.37*	0.29*	0.31*	0.32*	1.00

* $p < 0.001$

Multiple Regression Analysis

Multiple linear regression was conducted to test the hypotheses. The model was statistically significant ($F(5, 416) = 95.11, p < 0.001$) and explained 53.3% of the variance in customer satisfaction ($R^2 = 0.533$). As detailed in Table 5, all five dimensions were significant predictors.

Table 5: Multiple Regression Results

Predictor	B	Standardized β	t-value	p-value
(Constant)	-2.321	-	-15.98	<0.001
Interactivity	0.284	0.275	14.23	<0.001
Trendiness	0.388	0.390	20.17	<0.001
Customization	0.353	0.337	17.42	<0.001
Entertainment	0.368	0.324	16.75	<0.001
eWOM	0.351	0.342	17.68	<0.001

$R^2 = 0.533$, Adjusted $R^2 = 0.528$. Dependent Variable: Customer Satisfaction. All predictors significant at $p < 0.001$.

The results support all hypotheses (H1-H6). Trendiness had the strongest standardized effect ($\beta = 0.390$), followed by eWOM ($\beta = 0.342$), Customization ($\beta = 0.337$), Entertainment ($\beta = 0.324$), and Interactivity ($\beta = 0.275$).

5. DISCUSSION

Interpretation of Findings

This study provides comprehensive empirical evidence that social media marketing dimensions collectively and individually exert significant positive effects on customer satisfaction. The substantial proportion of variance explained (53.3%) demonstrates that the

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five dimensions represent critical determinants of how customers evaluate their experiences with brands on social media.

The finding that trendiness emerged as the strongest predictor suggests that customers place high value on current, relevant, and timely content. In the rapidly evolving digital landscape, brands that maintain contemporary and trend-aligned content demonstrate market awareness that customers find satisfying. This aligns with findings by Godey et al. (2016), who identified trendiness as a key driver of brand equity.

Entertainment's significant effect supports uses and gratifications theory, confirming that hedonic value is crucial in social media contexts. As noted by Muntinga et al. (2011), users consume brand-related content for enjoyment; when brands fulfill this need, satisfaction increases. Customization and eWOM also showed strong effects, highlighting the importance of personalization and social proof. The significant but slightly lower effect of interactivity may suggest that interactivity is now considered a "hygiene factor"—expected as a baseline standard for social media presence.

Theoretical and Practical Implications

Theoretically, this research validates the multidimensional nature of social media marketing and extends the expectation-confirmation framework to the digital domain. Practically, the results suggest that marketing managers should not view social media merely as a broadcast channel. Instead, they must prioritize a balanced content strategy. Resources should be allocated to monitoring trends (Trendiness) and creating engaging, enjoyable content (Entertainment). Furthermore, fostering community discussions (eWOM) and using data to tailor content (Customization) are essential for maximizing customer satisfaction.

6. CONCLUSION

This research investigated the impact of five social media marketing dimensions on customer satisfaction. The study was conducted in Algeria, involving 422 respondents from various industry sectors including retail, telecommunications, banking, and consumer goods. Analyzing data from 422 respondents, the study found that Interactivity, Trendiness, Customization, Entertainment, and eWOM all significantly positively influence customer satisfaction, collectively explaining 53.3% of the variance. Trendiness emerged as the most influential dimension. These findings underscore the necessity for brands to adopt a holistic social media strategy that goes beyond simple promotion to include entertaining, trendy, personalized, and interactive elements that foster positive word-of-mouth.

Recommendations

Based on the study findings, the following recommendations are proposed for marketing practitioners and brand managers:

6. **Prioritize Trend-Responsive Content:** Given that trendiness emerged as the strongest predictor of customer satisfaction, brands should invest in monitoring and responding to current trends, news, and cultural moments. Establishing a dedicated team or using social listening tools can help brands stay relevant and timely.

7. Foster Electronic Word-of-Mouth: Organizations should actively encourage and facilitate positive peer-to-peer recommendations through referral programs, user-generated content campaigns, and community engagement initiatives. Positive eWOM serves as credible social proof that significantly influences customer satisfaction.
8. Invest in Personalization: Leveraging data analytics to deliver personalized content and experiences can enhance customer satisfaction. Brands should use customer data responsibly to tailor communications, offers, and interactions to individual preferences.
9. Create Engaging and Entertaining Content: The significant effect of entertainment suggests that brands should incorporate hedonic value into their social media strategy through storytelling, humor, visual appeal, and interactive experiences.
10. Maintain Interactive Engagement: While interactivity showed the lowest effect among the dimensions, it remains a significant predictor. Brands should ensure responsive two-way communication through comments, direct messages, and community management.
11. Adopt a Balanced Multi-Dimensional Approach: Rather than focusing on a single dimension, marketing managers should develop integrated strategies that address all five SMM dimensions to maximize customer satisfaction.

Limitations and Future Research

Limitations of this study include its cross-sectional design and the use of convenience sampling. Future research should consider longitudinal designs to track the evolution of these effects over time and explore potential moderating variables such as industry type or consumer demographics.

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