

Antecedents and Consequences of Social Media Marketing Adoption: A Systematic Literature Review

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Abstract. As social media has become an increasingly important marketing channel, there is no integration of fragmented research on the adoption of social media marketing and the introduction of key determinants of impact on business performance. This study examines the determinants of the adoption of social media marketing with the help of Scopus preview and addresses gaps in existing research. This study conducts a systematic review using Prisma guidelines to identify knowledge gaps in social media marketing by analyzing 38 related publications from the SCOPUS preview. Selected studies are categorized based on methodology, effectiveness, and geographic context to provide deeper insights into social media marketing implementation decisions. The results show that social media marketing in various industries and regions is inherently important, along with factors such as perception, awareness, trust, and consumer sentiment that influence adoption. We conclude our agenda for future research dealing with current knowledge gaps.

Keywords: Antecedent, digital marketing, literature review, social media

1. Introduction

Digitalization has had a profound impact on marketing in both the consumer and industrial sectors during the last two decades (Herhausen et al., 2020). Digital marketing that makes use of social media sites to promote businesses and goods is known as "social media marketing" (Li et al., 2021). It's an efficient and cheap way to broadcast to a wide audience (Chiang et al., 2019). To conduct social media marketing efforts to be successful, it is crucial to establish some concrete objectives and a plan to reach them (Wibowo et al., 2021). Gaining a larger audience for the brand at a lower cost than traditional media, putting the brand in front of people more quickly and easily than with traditional media, improving customer service and satisfaction, and creating online communities centered on the brand are just a few of the many positive outcomes of social media marketing (Zollo et al., 2020). Moreover, SEO, lead generation, and social media marketing all benefit from social media marketing (Dolega et al., 2021).

Despite the growing number of research notes in social media marketing, there is a coherent understanding of the factors that drive acceptance and success. Previous reviews explore social media marketing strategies (Zollo et al., 2020), metrics (Susila & Adi, 2021), and consumer commitments (Ansari et al., 2019). However, there are updated integrated reviews of which systematically examine the organizational and ecological determinants of implementing social media marketing and their impact on key performance indicators. Read aloud by the Technology Acceptance Model (Dutot, 2014) and the Resource-Based View (Hagen et al., 2022) two important questions are addressed in this review. 1) Does this affect the organization's adoption of social media marketing? 2) Social Media Marketing - How do marketing metrics affect?

Social media marketing has the potential to save money while yet reaching the same amount of people, if not more, as conventional media (Daou, 2020). More people can be reached via social media than by conventional media at a faster rate (Feizollahi & Haeri, 2016). Advertisements in traditional media such as newspapers, television, and billboards may be expensive and have a smaller audience than those in social media (Basri & Siam, 2019). As compared to more conventional forms of media, social media facilitates the rapid dissemination of news and information (Fink et al., 2020). Facebook, Twitter, and Google+ are examples of well-liked social media platforms for disseminating information and news rapidly and easily (Potvin Kent et al., 2019). As compared to social media, traditional forms of communication including print periodicals and television ads might be slower to provide news and have smaller audiences (Banerjee, 2015). Organizational adoption of social media has far-reaching effects (Jędrzejewski et al., 2020). Boosting sales, relationships, and client performance are all possible via social media (Ananda et al., 2016). Businesses that embrace social media marketing tend to have a stronger focus on their customers, which boosts both productivity and satisfaction (Chinedu Ekwueme & Okoro, 2018). Companies that use of social media to interact with their customers have an edge over their competitors (Abdulraheem & Imouokhome, 2021). Organizational adoption of social media has effects on business outcomes (Kostyk & Huhmann, 2021).

There is constant discussion about what makes social media marketing successful (Ali Abbasi et al., 2022). Many marketers now use social media, but others insist that conventional methods are still relevant (Beqiri & Bello, 2021). This discussion centers on the question of whether or not social media marketing can be quantified in an efficient manner (Mukherjee, 2020). The effectiveness of sponsored versus organic search engine optimization (SEO) is another point of contention (Atiyeh et al., 2021; Parmar et al., 2021). There are pros and negatives to using social media (Park et al., 2020), despite the fact that there are benefits such as increased exposure and the ability to reach new consumers via paid advertising (Gupta et al., 2018; Winpenny et al., 2014). Social media marketing's success ultimately relies on aspects including demographics, sector, and objectives (Jami Pour et al., 2021; Knoblich et al., 2017; Wang et al., 2019).

Tracking the amounts of followers and interactions like comments, likes, and retweets is an easy approach to evaluate the success of social media marketing (Boon-Long & Wongsurawat, 2015; Keegan & Rowley, 2017; Wijayanti et al., 2021). Like with other KPIs in marketing, the return on investment (ROI) from social media may be stated as a percentage (Gräve, 2019). Metrics such as the number of new followers and the number of clicks through from social media posts are examples of key performance indicators (KPIs) that may be used to assess the success of a social media marketing campaign (Susila & Adi, 2021).

Brand recognition, website traffic, leads, user engagement, and customer happiness are just some of the social media objectives that firms might pursue (Nieves-Casasnovas & Lozada-Contreras, 2020). Goals should be selected that are both relevant to the intended audience and consistent with the larger corporate strategy (Jung et al., 2020). Metrics including follower growth rate, engagement rate, click-through rate (CTR), conversion rate, and customer feedback should be used to monitor performance after objectives have been established (Parida & Prasanna Kumar, 2020). Determining the social media objectives and developing metrics to quantify them is the first step in monitoring one's progress toward those goals (Sanny et al., 2020). The indicators must be tracked on a regular basis and used to inform strategy changes (Patma et al., 2021). Hootsuite and Sprout Social are two examples of social media management platforms that may be used to monitor and analyze the efficacy of social media marketing campaigns (Harrigan & Choudhury, 2012; Lee, 2017). By monitoring social media KPIs, companies may assess the results of their efforts and adjust their approach to maximize results (Veeck & Hoger, 2014).

This introduction can be reinforced by clearly articulating research questions and determining specific gaps in existing understandings regarding the adoption of social media marketing. This helps to contextualize the goals of the research and make it more transparent about why this research is needed. By explaining these gaps, this study has clearer and more persuasive reasons for its contribution to the existing literature. This clarity in advance not only strengthens the foundations of research, but also improves the perceived relevance and importance of research in the broader field of social media marketing. By focusing on specific gaps in research related to the acceptance of social media marketing, people can understand the most important questions to address in reviews. This will allow both scholars and practitioners to concentrate and focus on areas that require further testing and development. The struggle against these gaps could contribute to a more robust and comprehensive understanding of how social media marketing is adopted and its impact on business outcomes. By including this clarification in its introduction, this study provides a more structured approach for its review and determines the association between ongoing discussion and further research in the field.

The research of the adoption of social media marketing is quite limited even though this topic become a hot topic within last two decades. Due to the incompleteness of the research of the social media marketing, this reserach aims to examine the determinant of the social media marketing from the Scopus Preview. The implication of this reserach will contribute to the theorectical and practical of the social media marketing adoption.

2. Literature review

Digital marketing is an umbrella phrase for all forms of advertising, whether they take place online or offline (Langan et al., 2019). In contrast, social media marketing is a subset of digital marketing that focuses only on using social media platforms to reach the intended audience (Felix et al., 2017). Hence, digital marketing on social media platforms should not be considered a distinct subset of the broader digital marketing sector (Malesev & Cherry, 2021)

Although the terms are frequently used interchangeably, social media marketing and social media digital marketing are distinct concepts (Dwivedi et al., 2021). The term "social media marketing" is

used to describe the practice of advertising using social networking sites (Heggde & Shainesh, 2018). Some examples of strategies that may fall under this category include the production and distribution of content (Ansari et al., 2019), the cultivation of an online community (Du Plessis, 2017), the strategic placement of advertisements (Sundaram et al., 2020), and the formation of partnerships with influential people (Hagen et al., 2022). The goals of social media advertising for businesses include increasing brand recognition and customer base (Puspaningrum, 2020; Rayat et al., 2017; Savitri et al., 2021), as well as site traffic (Kapustina et al., 2021).

Digital marketing for social media (SMM-D) is a subset of SMM that focuses on expanding the reach and efficacy of SMM through the use of digital platforms (Lakshmanan & Rabiyyathul Basariya, 2017). Data analysis, social media automation, and mobile optimization are all methods that could be used in this context (Yang et al., 2022). Improve the success of your social media marketing campaigns by incorporating digital strategies (Silvia, 2019).

To sum up, social media marketing encompasses more than social media digital marketing, which zeroes in on bolstering social media marketing efforts through the exclusive use of digital tools and technology (Li et al., 2021). The success of any social media campaign relies heavily on these ideas (Drummond et al., 2020).

Previous research covers a different aspect of social media marketing, including its history SS Yogesh, development (Jacobson et al., 2020), and role as a complementary strategy to more conventional forms of advertising (John & Shyamala, 2019; Shukla, 2020; Stephen, 2016). With the rise of social media, it is simpler than ever to keep in touch with a brand's loyal consumers on a personal level (Martins et al., 2021). The fundamental objective of previous research was to comprehend the relationship between social media and social media marketing (Raji et al., 2020). Small and medium-sized business owners can find a summary of the most recent studies on the issue of social media marketing (Sheth, 2020)

There are likely many variations of social media advertising that could be useful to various businesses (Rosimah et al., 2022). A successful social media strategy includes setting goals that make sense for the business, researching the target audience, selecting networks, allocating a budget, creating a content calendar, engaging with followers and customers, and using social media advertising to reach new audiences and retarget existing ones (Hartono et al., 2020). Before implementing a social media strategy, businesses must first determine their desired outcomes (Pokrovskaya et al., 2021). The final result could be an increase in sales, a larger consumer base, or simply more exposure for the brand (Chen & Lin, 2019; Mujica-Luna et al., 2021; Sanny et al., 2020).

It is essential to steer clear of common mistakes when promoting on social media. These errors include things like ignoring analytics, providing shoddy reporting, veering off subject, posting information that doesn't interest readers, being inconsistent, posting at the wrong times, lacking an editorial calendar, and treating all social media channels the same (Boerman & Müller, 2022; Roberge, 2018). Another common mistake is making a profile on each site before knowing the customers (Yadav et al., 2019). This, along with putting more stock in visible stats than clicks or posting content that is not up to par or being too self-promotional, can cost of the followers and ultimately, business (Malec & Stańczak, 2021; Quesenberry, 2018). In order to maximize the effectiveness of the social media advertising, it must avoid making these common mistakes. The critical knowledge of the social media marketing is the antecedents.

3. Method

The primary goal of this investigation is to pinpoint the current knowledge gap about social media marketing and its causes. So, it is essential to restrict the scope of the study's focus. Social media marketing is the focus of this literature review. It is a systematic review that is being used. The purpose

of a systematic review is to learn, evaluate, and synthesize the aggregate findings from the literature on a certain topic, subject, or theme (Kitchenham, 2004).

The PRISMA guidelines were used as the foundation for this strategy. These guidelines include counting the number of publications, sorting them into categories, and rating their appropriateness for inclusion in the research. To improve the clarity of the section, it is an advantage to provide a more detailed description of the inclusion and exclusion criteria used in the article selection process. Inclusion criteria focused on articles that addressed social media marketing, digital marketing, and determinants directly related to these areas, ensuring that research is extremely important to the research goals. The article initially scrolled down based on title and summary to identify who looked into these topics. Inclusion criteria are based on whether an article examined social media marketing in the context of digital strategy and whether it examined determinants that influence acceptance, effectiveness, or outcomes. The exclusion criteria removed items that did not specifically address these factors, as well as academic disciplines such as sociology, economics, and management. With this focused approach, the final publication reflects strong related research that has direct connections with topics of social media marketing.

Further explanations of the prism flow diagram are also justified to allow readers to fully understand the systematic approach used in this study. The Prism diagram explains the article selection process and shows how the initial search results are refined at each step from the first pool, from 370 items to the last 38 publications. Additions on how experts used inclusion and exclusion criteria at every stage of the selection process, and how disagreement or uncertainty was resolved by consensus or advice with a third expert. It's helpful to provide information. This transparency in the methodology allows other researchers to replicate or confirm systematic reviews, increasing the general reliability of the results.

The First Step: Recognizing the Problem

Bibliographic database searching using the internet. Scopus Preview was used to search for relevant articles using the terms "social media marketing," "digital" and "determinants" in January- February 2023. In this process, articles are located using a search that does not limit results based on publication year.

Phase 2: Selecting Candidates

Based on their titles and abstracts, the published articles on "social media marketing," "digital" and "determinants" were chosen. As a result, there are now just 370 total papers.

Phase 3: Eligibility

143 papers made it beyond the eligibility stage. These works consider "social media marketing," "digital" and "determinants" from the vantage points of sociology, economics, and management.

Fourthly, include

Last steps included selecting 38 publications that met the requirements, namely those that looked at "social media marketing," "digital" and "determinants"

This study's primary emphasis was on "social media marketing," "digital" and "determinants" and its associated variables. Hence, "social media marketing," and "determinants" are the focal points of

the investigation. While doing research on a topic, it's important to narrow down on a certain aspect, such as "social media marketing," and then investigate the surrounding literature to fill in the gaps.

Keeping in mind the study subject at hand, the chosen documents also make it easier to write about the implementation of "social media marketing," "digital" and "determinants" in other domains. Articles outside of this specific area should be chosen since "social media marketing," "digital" and "determinants" cover all the bases required for accurate measurement.

A targeted research bibliography was used to choose the publications for this investigation. The results of these catalog selections are shown in Figure 1. Scopus is used to gather its research articles because of the breadth of its bibliography. Exploration articles retrieved from such search engines are evaluated to ensure they are credible and applicable. The problem with such strategy is that it may need a large number of reports and be inefficient when it comes to filing the articles. As a consequence, it is possible to arrange keywords in preparation and establish the bases of the documents, such as a certain source, to restrict the papers' results in order to find the associated ones (Pudovkin & Garfield, 2002).

By using in-depth paper analyses, this study looks closely at the selected researched papers. As part of this study, we analyzed each report down to its respective phase in order to get to the meat of the study's data, goals, and findings. Next, the researchers classified the publications according to the following contexts: "advanced and developing nations," research technique that was aligned with the study's goals, implication, and research methodology. At long last, this study has addressed the common ground between them.

Using the aforementioned categorization, it is important to set limits on the discussion around this research with an eye toward the different editions of publications and papers. The classification of this study still has to be confirmed by the opinions of experts, and methods like information retrieval and text analysis are needed (Walczak & Kellogg, 2015). Its justification explains how a classification system built on strict rules for papers meets the requirements of this study (Denyer et al., 2008). Using the strategy proposed by (Denyer et al., 2008) publications may be analyzed more easily to a combination of prescriptive information and a grasp of research analysis techniques. As such, the focus of this theme's investigation is on delving further into the issue of social media marketing.

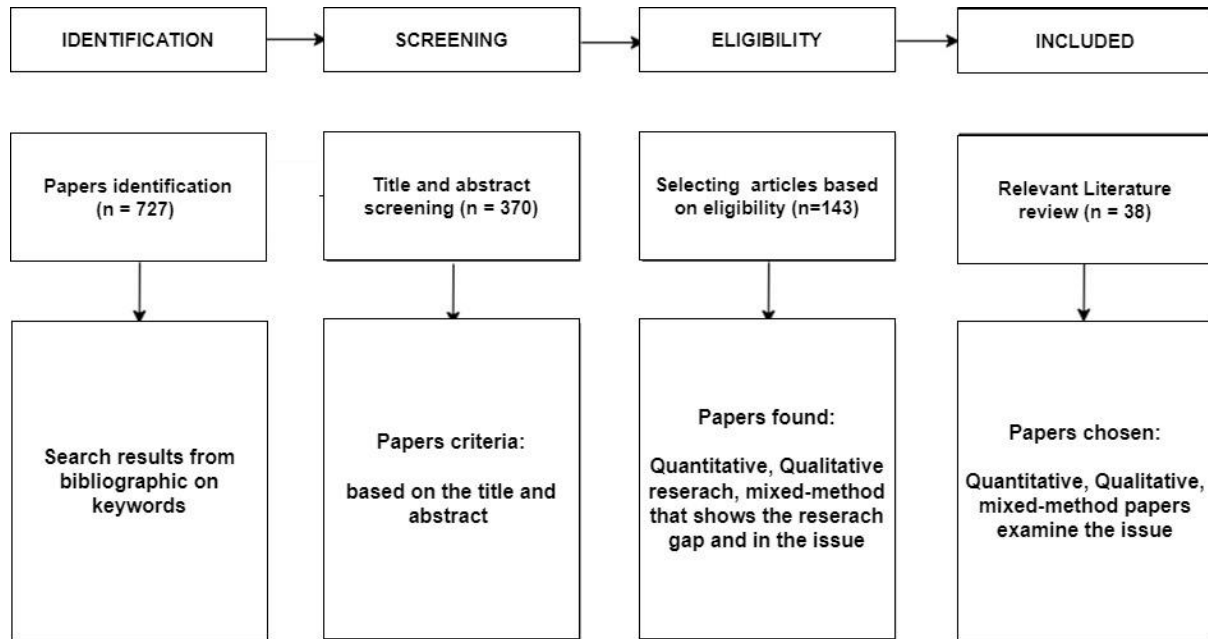


Fig.1: Literature review with the PRISMA approach (Moher et al., 2009)

4. Findings

The result searching from Scopus Preview shows 38 articles really discussing social media marketing as shown in Table 1. Some research shows from the keyword being used are not related to the limitation or the context of the research topic were eliminated.

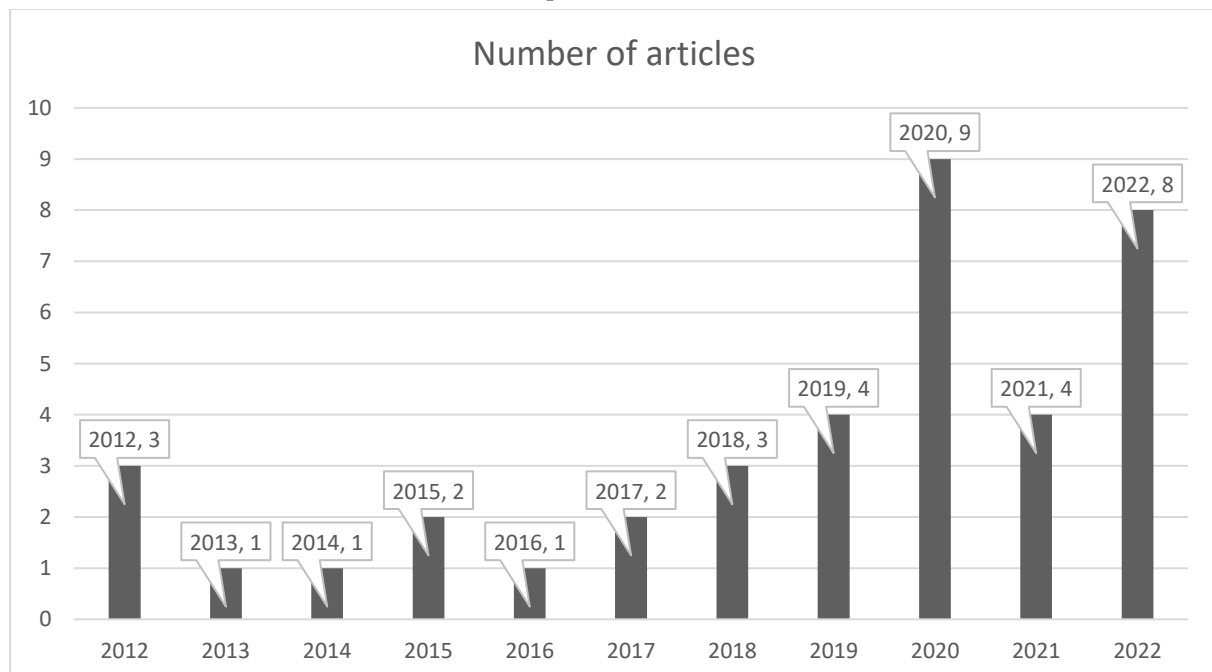


Fig.2: Number of selected papers yearly based

Based on yearly selected papers as in Figure 2, the research papers that relevance based on the context social media marketing will be discussed in the grouped of the research in the chapter results. The selected year was mainly from 2020 and 2022. The usage of digital media grows double in 2020

compared to 2019. To improve expert feedback, a more critical analysis of reviewed studies can be provided by highlighting important topics and divergence points regarding selected research findings.

Many factors have contributed to the rise in significance of social media marketing in recent years. Social media is where both sellers and buyers are having the most success, and that a sizable number of consumers discover new companies via these channels. The popularity of social media among consumers is on the rise, making it a great place for companies to find new ones. Even more so, studies have demonstrated that social media marketing campaigns may have a significant effect on customer intent. The astronomical quantity of study dedicated to the topic of social media advertising in the year 2020 is likely attributable to the aforementioned elements. Besides, the Covid 19 issue leads more people to use of video content, live streaming video, short-lived content, influencer marketing, and social ads (Dwivedi et al., 2021). While many studies highlight the rapid growth of social media marketing and the increasing importance of them, there are differences in how different studies approach effectiveness and success metrics. These various strategies need to be further analyzed. There are also factors that contribute to different levels of effectiveness in industry and local areas. This review also finds gaps in the current literature.

4.1. Classification of the articles based on the context

In the classification of the research paper, there are some context discussed on the social media marketing:

Table 1. Papers classification based on the context

Context	Amount	Percentage
SMEs	18	47
Big company	2	5
E-commerce	2	5
General	2	5
Retail	2	5
Tourism	2	5
Agriculture	1	3
Apparel	1	3
Fintech	1	3
Furnitur	1	3
Higher education institution	1	3
Media organiation	1	3
Non profit organization	1	3
Public sector	1	3
Real estate	1	3
Wood business	1	3
Total	38	100

Classification of the research papers based on the context of the research issue are divided into 16 contexts. Most of the papers discussed the social media marketing on SMEs (47%), e-commerce (5%), general (5%), retail (5%) and tourism (5%).

Due to its cheap cost and simplicity compared to conventional communication means, social media marketing is particularly well-received by small and medium-sized enterprises (SMEs), prompting researchers to focus on this sector in their studies of this phenomenon. Small and medium-sized enterprises (SMEs) often operate on tight budgets, yet social media marketing may be launched on a

shoestring and maintained via no-cost channels. Moreover, compared to major corporations, SMEs may now compete successfully via the use of social media to reach a broader audience. In addition, numerous common social media activities for organizations include establishing and maintaining a corporate fan page, running promotions, handling public relations, and launching marketing campaigns. For these reasons, promoting a company through social media may be a good strategy for small and medium enterprises (SMEs) trying to expand (Öztamur & Karakadılar, 2014).

Why there are not more studies looking at social media marketing at large corporations as there are at SMEs is a mystery. Due to their limited resources and the necessity for efficient marketing methods, small and medium-sized enterprises (SMEs) may be more inclined to perform research on social media marketing. There's also the fact that bigger companies are more likely to have well-established marketing teams that may not see the need in diving deep into social media marketing research. Yet, further investigation is required to comprehend why there are not as many reports on social media advertising in large corporations as there are in SMEs.

Table 2. Papers based on the location

Locations	Amount	Percentage
India	6	16
Global	5	12
Indonesia	4	10
The USA	4	10
Finland	2	5
Malaysia	2	5
Brazil	1	3
Colombia	1	3
Europe	1	3
France	1	3
Greece	1	3
Italy	1	3
Jorda	1	3
Kazakhstan	1	3
Malawi	1	3
Netherland	1	3
Nigeria	1	3
Pakistan	1	3
South Africa	1	3
UAE	1	3
UK	1	3
Uzbekistan	1	3
Total	38	100

Moreover, mostly research papers locations are on the India (16%), Indonesia (10%), the USA (10%), Finland (5%), and Malaysia (5%) and 54% on the other locations.

4.2. Classification of the articles based on the research approach

More than 50% previous research has been conducted with quantitative strategy with 24 articles. While 34% of the articles analysed by qualitative approach (e.g case study and conceptual). Last, mixed-method research strategy research just used in two articles or about 3% or the total article.

Table 3. Papers based on the location

Approach	Amount	Percentage
Quantitative	24	63
Qualitative	13	34
Mixed-method	1	3
Total	38	100

4.3. Classification of the articles based on the theme

The theme of these article could be divided based on the antecedent of the social media marketing adoption. While some articles discuss the adoption of the social media by the organization, then, some other articles the adoption on social media marketing adoption by the costumer. Then the adoption of the social media marketing is the communication tools of an organization toward the costumers. Understanding the transformation of the social media marketing by an organization and the adoption process of the costumers very critical to gain an effective social media marketing. Based on the table 5, the antecedent of the adoption and implementation of social media marketing by the organization are:

Table 4. Social media marketing adoption based on the organizational perspective

No	Antecedent	Reference
1	Perception toward the social media marketing adoption, such as perceived of ease of use, perceived perceive cost, perceived competitor pressure and perceived vendor pressure	(Ali Abbasi et al., 2022; Muflih & Ratna, 2022)
2	Awareness toward the social media marketing	(Bakshi & Chauhan, 2022);
3	Trust	(Arango-Botero et al., 2021)
4	Support from manager, owner or stakeholder	(Ali Abbasi et al., 2022; Yesbergen et al., 2020)
5	Resources: such as infrastructure, digital marketer expert, financial resource	(Chamboko-mpotaringa, 2021; Ratnasingam et al., 2021; Zhen et al., 2022)

On the other side, the adoption of the social media marketing by the costumers are due to customer-based: emotions, moral identity, self-concept, communal focus, perceived cost and perceived benefits (Nayak Kini & Basri, 2022); customer review and influencer review (Dwidienawati et al., 2020); and customer pressure (Shaltoni et al., 2018).

Table 5. Articles of the social media marketing

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
1	(Zhen et al., 2022)	Global	SMEs	To know the adoption and the impact of social media marketing globally	Company based: funding, infrastructure, and online marketing expertise	Performance, Growth Expansion New products	Qualitative-conceptual
2	(Bakshi & Chauhan, 2022)	India	Agriculture	Looking at how social media marketing may be used to help agribusinesses's business	Company based: Organizations' awareness, human capacity and technical capacity	Dynamic capability	Quantitative-survey
3	(Masrianto et al., 2022)	Indonesia	General	To assess and enhance a company's social media marketing capabilities	Company based: digital analytics, digital CRM, digital advertising, and display advertising	digital marketing capabilities	Quantitative-survey
4	(Hagen et al., 2022)	Netherland	Retail	To study what characteristics affect social media marketing adoption	Company based: Organizational resources, human and financial resources	Business competitiveness	Quantitative-survey
5	(Wibawa et al., 2022)	Indonesia	SMEs	To investigate the reasons small and medium-sized businesses (SMEs) use social media and the results this has on their marketing efforts.	Company based: professional social media team and profiling of the target market	SMEs marketing performance	Qualitative-thematic analysis

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
6	(Muflih & Ratna, 2022)	Indonesia	SMEs	To analyze the impact of various exogenous and dependent factors on SMEs adoption of social media marketing	Customer based: perceived ease of use and perceived utility	SME businesses' sustainable growth and development	Quantitative-survey
7	(Nayak Kini & Basri, 2022)	India	Fintech	To empirically test the influence of customer-based antecedents on social media marketing	Customer-based antecedents such as emotions, moral identity, self-concept, communal focus, perceived cost and perceived benefits	Costumer advocacy behaviour	Quantitative-survey
8	(Ali Abbasi et al., 2022)	Malaysia	SMEs	to identify determinants of SMEs' social media marketing adoption	Perceived relative advantage, perceived cost, top management support, perceived competitor pressure and perceived vendor pressure	Sales and business performance	Quantitative-survey
9	(Ratnasingam et al., 2021)	Malaysia	Furnitur	To assess the penetration of internet-based advertising within the furniture industry	financial capita and financial capital	Market growth	Quantitative-survey
10	(Chamboko-mpotaringa, 2021)	Global	Tourism	To conduct a comprehensive literature analysis of social media marketing tools for the tourist industry	Digital marketer expert and managerial support	Purchasing intention	Qualitative-SLR

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
11	(Thaha et al., 2021)	Global	SME	To find out about research trends and themes in social media marketing in SMEs	Digital marketer expert and capability	Business performance	Qualitative-SLR
12	(Arango-Botero et al., 2021)	Colombia	Retail	To identify the factors that promote the adoption of social media marketing in retail	Trust, the Perceived Usefulness construct and Perceived Ease of Use	Purchasing intention	Quantitative-survey
13	(Dwidienawati et al., 2020)	Indonesia	E-commerce	To investigate the impact of customer review and influencer review on the social media marketing	Customer review and influencer review	PurchasingIntention	Quantitative-survey
14	(Khwaja et al., 2020)	Pakistan	E-commerce	To explore the factors that lead to consumers' purchase intentions	Information quality, Information usefulness, Perceived Risk, Trust Inclination	Purchasing intention	Quantitative-survey
15	(Chatterjee & Kumar Kar, 2020)	India	SMEs	To identify the factors that help SMEs to adopt social media marketing	perceived usefulness, perceived ease of use and compatibility	Business performance and sales	Quantitative-survey
16	(Yesbergen et al., 2020)	Kazakhstan	Public sector	To examine the adoption of social media marketing in public sector	Stakeholder engagement	Foreign Direct Investment	Qualitative-SLR

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
17	(Pradhan, Nigam, & Tewari, 2020)	India	SMEs	To analyze the influence of organizational demographics on social media marketing	organizational demographics	cost reduction on marketing and customer service, improved customer relations and improved information accessibility	Quantitative-survey
18	(Matidza et al., 2020)	Malawi	Real estate	To explore the adoption of social media marketing in estate agency companies	Financial resources, digital marketing personnel, internet connectivity.	Purchasing intention	Qualitative-case study
19	(Pradhan, Nigam, & Tiwari, 2020)	India	SMEs	To analyze the extent usage of social media marketing	Top management persuasion, organization perceived benefits, customer relationship management	Business performance	Quantitative-survey
20	(Hamadi et al., 2020)	Global	Higher education institution	To explore the impact of social media marketing adoption	Financial resource, human resources, technology resources,	Return on investment and branding	Qualitative-conceptual
21	(Bakhodirova & Qizi, 2020)	Uzbekistan	SMEs	To explore factors influencing the adoption of social media marketing	Cost, organizational innovativeness, and usability	Purchasing intention	Qualitative-case study
22	(Koski et al., 2019)	Finland	SMEs	To explore factors influencing the	digital orient, innovativeness, external collaboration, and consumer markets orientation	Sales	Quantitative-survey

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
				adoption of social media marketing			
23	(Gazal et al., 2019)	The USA	Wood business	To investigate factors affecting social media marketing adoption among wood business	Ease of use and perceived usefulness of social media	Purchasing intention	Quantitative-survey
24	(Yaseen et al., 2019)s	Jordan	SMEs	To investigate the determinant of social media marketing adoption	human skills, awareness of digital marketing and technological tools	Sales	Mixed-method
25	(Bartoloni et al., 2019)	Italy	SME	To investigate the determinant of social media marking adoption	Perceived benefit, technical skills, managerial support	Purchasing intention	Quantitative-survey
26	(Ahmad et al., 2018)	UAE	SME	To explore the adoption of social media marketing among SMEs	knowledge and perceived usefulness	brand awareness, better relationships with customers, and increase sales	Qualitative-case study
27	(Bogea & Brito, 2018)	Brazil	Big company	To investigate determinant of social media marketing adoption at company level	Perceived usefulness, perceived easy of use and organizational innovativeness	Purchasing intention	Quantitative-survey

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
28	(Shaltoni et al., 2018)	Europe	SME	To investigate determinant of n social media marketing adoption on the SMEs in Europe	perceived relative advantage and customer pressure	new products opportunities, new markets and cost reduction	Quantitative-survey
29	(Gwadabe, 2017)	Nigeria	SMEs	To investigate determinant of social media adoption on the SMes in Nigeria	Digital marketer and managerial support	Brand awereness and revenue	Quantitative-survey
30	(Oji et al., 2017)	South Africa	SMEs	To investigate determinant of social media marketing adoption on the SMEs in South Africa	Access to the internet and perceived usefulness	Business growth	Quantitative-survey
31	(Stankovska et al., 2016)	UK	SME	To investigate determinant of social media marketing adoption on the SMEs in UK	financial resources, knowledge and skills,	Purchasing intention	Quantitative-survey
32	(Taiminen & Karjaluoto, 2015)	Finland	SME	To investigate determinant of social media marketing adoption on SMEs in Finland	Managerial support, resource, and external factor	Sales and brand awareness	Quantitative-survey
33	(Smith et al., 2015)	The USA	Big companies	To charts the current adoption of	Digital marketer and financial resources	Financial performance	Quantitative-survey

No	Authors	Country	Context	Objective	Determinant	Impact	Research Method
				social media by Fortune 500 big companies			
34	(Dutot, 2014)	France	General	To explore adoption of social media marketing in general context	Perceived usefulness and perceived easy of use,	Return on	Quantitative-survey
35	(Garoufallou et al., 2013)	Global	Non profit organization	To explore adoption of social media marketing in library	Budget and perceived usefulness	Customer satisfaction	Qualitative-conceptual
36	(Andreopolou et al., 2012)	Greece	Tourism	To explore adoption of social media marketing in tourism	Perceived usefulness	Interaction, sales and promotion	Qualitative-conceptual
37	(Dasgupta & Mathew, 2012)	India	Apparel	To explore adoption of social media marketing in apparel industry	Top management support,	Sales	Qualitative-case study
38	(Hong, 2012)	The USA	Media organization	to understand the implications of social media marketing adoption of news organizations'	Perceived usefulness	Rate of purchasing	Qualitative-case study

5. Discussion

5.1. Classification of the articles based on the context

By integrating social media into their e-commerce strategies, firms can provide their consumers a more personalized and exciting purchasing experience, which in turn can boost customer loyalty and revenue. Companies in the consumer-packaged goods (CPG) and retail sectors would do well to keep up with developments in social media marketing since the effects of global events like the COVID-19 epidemic have not been uniform. In addition, several of the most successful e-commerce merchants, such as Amazon, have created innovative social media marketing tactics. For these reasons, e-commerce and brick-and-mortar retail provide fertile ground for studies of social media advertising (Dwivedi et al., 2021).

Because of how significantly social media has changed the marketing landscape in the leisure and hospitality sector, the vast majority of studies on this topic are conducted with tourism as the primary focus. Most tourists now base their trip decisions on online evaluations and social media recommendations, making social media an integral aspect of a successful marketing strategy for the tourism industry. In addition, the proliferation of travelogues on social media has affected the industry by allowing consumers to recommend destinations based on their own personal experiences. Tourism firms may now advertise their wares to a larger demographic and at a lower cost thanks to the proliferation of social media. For these reasons, tourism is an appealing industry in which to study the effects of social media on advertising (Chamboko-mpotaringa, 2021).

Studies on the effectiveness of social media marketing for other context, such as government and nonprofit organizations are few. Every group, no matter how small, may benefit from the publicity, transparency, and new volunteers that come from using social media. When used properly, social media marketing may help businesses and nonprofits build their reputation, get new supporters, and increase their bottom line. In addition, social media makes it possible for even the most financially constrained organizations to quickly and cheaply communicate with a wider audience. Despite these advantages, research on social media marketing inside the public sector and non-profits may be scarce owing to lack of resources or a lack of perceived value. Understanding why there aren't more studies on social media marketing in these settings would require more investigation.

India, Indonesia, and Malaysia undertake various social media marketing studies. Social networking has changed Indian consumer behavior and marketing techniques. Due to its big population and developing industry, Indonesia is a good place to study social media marketing. Because to limited resources, Indonesian firms may utilize social media as a cost-effective marketing strategy more than bigger enterprises. Furthermore, Malaysia's rising market and distinct cultural environment make social media marketing studies intriguing. Due to their increasing markets and diverse cultures, India, Indonesia, and Malaysia are key social media marketing study topics. Many characteristics make India, Indonesia, and Malaysia appealing for social media marketing studies. These nations have enormous populations and rising markets. Second, most people in these nations use social media. Social media use may have raised interest in studying its effects on customer behavior and marketing techniques. Lastly, owing to low resources, firms in these nations may utilize social media as a cost-effective marketing tool more than bigger enterprises. Lastly, each country's culture affects customer behavior and marketing. Due to their increasing markets and diverse cultures, India, Indonesia, and Malaysia are key social media marketing study topics (Mann et al., 2020; Rosyadi et al., 2020).

Many elements make social media marketing research in the US and Finland appealing. Both nations have sophisticated economies and significant digitization. Second, both nations have huge populations with significant internet use, making them suitable for studying how social media affects consumer behavior and marketing methods. Lastly, Finnish enterprises utilize social media mostly to improve their corporate image and product marketing, and Finland has successfully marketed itself as

a tourist destination without saying a word. Due to their sophisticated economies, high levels of digitization, distinct cultural settings, and potential as commercial marketing tools, the USA and Finland are good places to study social media marketing (Koiranen et al., 2020)

Several nations throughout the globe have implemented social media marketing, including Brazil, Colombia, Europe, France, Greece, Italy, Jordan, Kazakhstan, Malawi, the Netherlands, Nigeria, Pakistan, South Africa, the United Arab Emirates, and Uzbekistan. Each nation has its own strategy to social media marketing, but the overarching objective is to attract a larger audience and interact with consumers through different social media platforms.

5.2 Classification of the articles based on the research approach

Case studies and conceptual papers dominate qualitative research. Further research will be interesting to validate case study and conceptual paper concepts by quantitative-survey or simulation. Besides, grounded theory approach in qualitative research will explore more novelty due to the depth examination toward an issue. Grounded theory research uncovers new hypotheses from real-world evidence. This qualitative technique builds theory from evidence regarding important life problems. Several research projects use grounded theory, which may be paired with action research. Grounded theory helps scholars understand complicated events and social processes. This technique allows researchers to construct empirically based ideas that better explain the phenomena being examined (O'Reilly et al., 2012).

The mixed-method approach also will be needed to explore deeper about this issue. Research uses mixed methods to incorporate qualitative and quantitative data for translation and rigorous description and interpretation. This strategy lets researchers conceptually and analytically blend qualitative research and data with epidemiological and quantitative methodologies. Mixed methods research is popular because it combines quantitative and qualitative data for greater inference. Mixed methods inquiry combines rich, subjective views on complicated phenomena with objective numerical data to study a research issue from diverse angles. Mixed techniques provide greater flexibility in study design. By triangulating data, researchers may better comprehend the phenomena (Creswell & Plano Clark, 2018).

5.3 Classification of the articles based on the theme

There is a close connection between perception, consciousness, and trust; nonetheless, each of these ideas stands on its own. The way in which one understands the world around them is known as perception, whereas understanding of a certain circumstance is known as awareness. The act of seeing is at the centre of our being, and our capacity for perception and consciousness comprise a single, functioning, inseparable unit that may be broken down into two categories. A person or thing may be trusted when that person or thing is believed to be reliable, truthful, or able to fulfil an obligation. Regarding the adoption of social media marketing, perception can influence how people view social media marketing, awareness can influence how well people understand the advantages and disadvantages of social media marketing, and trust can influence how willing people are to share information obtained from social media marketing. It has been shown that subconsciously perceived cues have a greater impact on the decision-making processes of females. Because of this, perception, awareness, and trust all play key roles in a variety of facets of life, including the process of making decisions and selling products (Dishon et al., 2017; Majerczak & Strzelecki, 2022; Ordóñez et al., 2015; Sutil-Martín & Rienda-Gómez, 2020)

Several factors might play a role in determining whether or not a client will participate in social media marketing. They include the emotions of the consumer, the customer's moral identity, the customer's self-concept, the emphasis of the community, the perceived cost, and the perceived advantages. Customers have the ability to communicate with businesses via a variety of channels and media to social media, which may improve the quality of their entire customer experience (Lemon & Verhoef, 2016). In addition, the use of social media makes it possible for businesses to connect with

their clients and interact with them in a variety of different ways Gil Appel (Appel et al., 2020). Customers' adoption of social media marketing may also be influenced by motivations such as perceived economic gain, feeling of control, and self-improvement (Yogesh & Nallasivam, 2019). In addition to this, developing emotional relationships with clients may result in huge financial benefits for businesses (Magids et al., 2015). Another method that may be used to appeal to the emotions of consumers and urge them to make cause-based purchases is cause branding, which is also known as cause marketing (Kim & Sullivan, 2019)

Businesses need social media marketing. Initially, shoppers find new products on social media. Second, social media marketing lets companies express their narrative and connect with consumers, which may boost sales and loyalty. Finally, social media marketing is cheap and may target specific audiences. Fourthly, favorable social media interactions with a company might make people more likely to purchase, refer, and compare brands. Lastly, social media marketing may help organizations avoid blunders like uploading irrelevant material, disregarding bad comments, and not having a strategy.

The ultimate purpose of this study is to provide important criteria for the adoption of an effective social media adoption. The key to successful social media marketing is developing an all-encompassing strategy that is aligned with the goals of the company and the demographic of its ideal customers. To maintain users' interest in social media channels, it is critical to provide material in a variety of formats, including but not limited to videos, blog entries, and photographs. In addition, it is crucial to publish at the optimum times to connect with the audience and to answer swiftly to the comments and feedback that they provide. Common blunders in social media marketing should be avoided by small and medium-sized enterprises (SMEs). These blunders include working without a comprehensive plan, buying followers, misunderstanding and improperly using hashtags, not having a social media marketing strategy, and using slang language or any other forms of language that may affect the company's business goals. Creating a complete social media marketing strategy that includes a budget and a method for monitoring performance may help small and medium-sized businesses (SMEs) avoid making the errors listed above. They should also make an effort to personalize their encounters with their clients by addressing them by name and reacting specifically to any issues they may have. In conclusion, small and medium-sized businesses need to put money into resources such as tools and training sessions in order to improve their social presence and investigate new forms of creative material. Businesses are able to build successful social media marketing strategies that reach their target audiences if they adhere to these best practices and follow the advice provided.

6. Conclusion

To conduct an effective social media marketing is a complex process. Due to its benefit, it is recommended to the organization to conduct social media marketing, especially for the SMEs. A comprehensive preparation (i.e. plan, resource and capability) will produce a successful social media marketing. While the social media marketing is an interaction process toward the customer, it is suggested to the organization to learn how to communicate well toward the clients. The results of the literature summary can be applied to businesses, particularly by focusing on social media marketing strategies, personalized customer experiences, cost-effective marketing, and direct commitment to consumers. Companies, especially small and medium-sized businesses, can use social media to provide tailor-made products, promote customer loyalty and improve brand calls through transparent interactions. Viewer use can improve the use of a variety of content types, such as videos and blogs that are published at the right time. Maintaining a proactive approach to managing customer feedback and using a cause base will strengthen emotional connections with consumers and ultimately promote sales and customer loyalty.

This study contributes in both theoretical and practical ways by understanding the implementation of social media marketing and the implementation of both organizational and customer perspectives. From a theoretical perspective, this study promotes the literature through the integration of various factors that influence social media marketing strategies, highlighting how companies apply these developing marketing practices and adapt to adaptation. It's there. In fact, it can be used to provide businesses that want to improve their social media marketing strategies and help them better understand the mechanisms of customer loyalty and the operational challenges that may arise during the adoption process. This study shows how important it is to tailor social media marketing efforts to organisational goals and customer preferences, and ultimately provide a strategic framework to improve marketing performance.

Although this study has made significant contributions, the scope is limited by its dependence on articles indexed in Scopus preview. Future research should consider expanding its scope by providing a more comprehensive understanding of the acceptance of social media marketing in other prominent databases, such as ProQuest, Web of Science, Google Scholar, publications or circumstances. These additional sources help document a wider range of perspectives and methods and improve the robustness of the results. Future research aims to improve and verify framework conditions identified in various contexts and industries, providing clearer instructions on how companies implement and optimize their social media marketing strategies. Building this foundation allows researchers to contribute to academic disciplines and practical applications in the ever-evolving digital marketing environment.

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