

Investigating Customers' Perception towards Social Media Marketing Methods: A Comprehensive Literature Review

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Abstract

In order to market a product or service, create brand awareness, interact with customers, and ultimately increase sales, social media platforms are used. Businesses can reach and interact with their target audience effectively using social media platforms like Facebook, Twitter, Instagram, and LinkedIn. This literature review explores customers' perception towards social media marketing methods. The review analyzes various factors that influence customers' perception, including perceived usefulness, credibility, entertainment value, intrusiveness, and social influence. The findings suggest that customers generally have a positive perception towards social media marketing methods if the content is relevant and personalized, provides entertainment value, and is not overly intrusive. However, customers may have negative perceptions towards certain types of social media marketing methods, such as influencer marketing, if they perceive the source as less trustworthy. When creating a social media marketing strategy, companies should carefully take into account these elements and continuously monitor customer feedback to modify their strategy as needed. The study covers social media marketing strategies. The study assesses how consumers perceive social media marketing strategies and how these strategies affect consumers. The importance of understanding the nuanced and subtle elements of social media's promotional strategies is emphasised in this evaluation, which also emphasises the need for ongoing research and examination of this constantly evolving trend.

Keywords: Consumers perception, Social Media marketing methods, Literature review

Introduction

Social media is now a powerful tool that businesses can use to engage with customers and promote their brands. Businesses are using social media marketing techniques to reach their target audience more and more as social media platforms gain in popularity. The way that customers interpret the marketing messages, however, determines how effective social media marketing is. This literature review aims to investigate customers' perception towards social media marketing methods. The review examines various factors that influence customers' perception, such as the usefulness, credibility, entertainment value, intrusiveness, and social influence of the marketing messages. In order to help businesses develop successful social media marketing campaigns, this review's analysis of the body of existing literature on the topic aims to provide insights into the factors that can affect the efficacy of social media marketing strategies.

Review of literature

Social media marketing strategies can increase brand exposure and awareness, according to a number of studies. For instance, **Alalwan et al.'s (2017)** According to a study, social media marketing significantly increased customer engagement and brand awareness.

Additionally, social media marketing can improve customer communication and engagement. A study by **Leung et al. (2013)** found that social media marketing can improve customer satisfaction and loyalty by facilitating two-way communication between businesses and customers.

Increased customer loyalty can also be a result of social media marketing. According to a study by **Huang et al. (2015)**, brand communities and personalised content created through social media marketing have a positive impact on customer loyalty.

Higher conversion rates can also result from using social media marketing techniques. According to a **Yang et al. (2016)** study, personalised social media marketing content significantly influenced customers' intentions to make a purchase.

Social media marketing techniques can give companies insightful information about the preferences, actions, and opinions of their customers. According to a 2009 study by **Mangold and Faulds**, social media marketing can help with customer feedback and product co-creation, which boosts client satisfaction and loyalty. The potential for negative feedback or backlash if social media marketing is not done correctly (**Muntinga et al., 2011**) and the danger of social media overload and customer fatigue (**Lee and Ma, 2012**) have also been highlighted in some studies.

Customers tend to perceive social media marketing methods as useful if they provide them with relevant and personalized content that meets their needs and preferences. A study by **Liang and Wei (2014)** found that due to its interactivity and capacity to promote two-way communication, customers view social media marketing as more useful than traditional marketing strategies.

Depending on the source of the marketing message, customers' perceptions of the legitimacy of social media marketing techniques can change. For example, a study by **Jin et al. (2018)** found that customers tend to perceive social media influencers as less credible than other sources, potentially leading to decreased purchase intention.

Customers tend to perceive social media marketing methods as more enjoyable and entertaining than traditional marketing methods. A study by **Alalwan et al. (2017)** found that customers perceive social media marketing as more interactive and engaging than other marketing methods, leading to a more positive brand image and increased purchase intention.

Certain social media marketing techniques might come across to consumers as intrusive or annoying, which could damage the brand's reputation. Customers find social media marketing messages that are too frequent or irrelevant to be intrusive and annoying, according to a study by **Krasnova et al. (2013)**.

The views and behaviours of customers' social networks can affect how they perceive social media marketing strategies. Customers are more likely to believe and act upon social media marketing messages that are shared or recommended by their friends or social network, according to a study by **Brown and Hayes (2008)**.

The literature suggests that customers' perception towards social media marketing methods can be influenced by a variety of factors such as the usefulness, credibility, entertainment value, intrusiveness, and social influence of the marketing messages. It's crucial for businesses to carefully consider these factors when developing a social media marketing strategy and to continuously assess customer feedback and perception in order to adjust their strategy as needed.

Social media marketing methods

Social media marketing strategies and tactics are employed by companies to market their goods, services, or brand on social media sites. Here are some popular strategies for social media marketing:

- **Content marketing:** To attract and engage potential customers, create and share useful and pertinent content on social media platforms.
- **Influencer marketing:** Partnering with social media influencers to market goods or services to their audience. These influencers typically have large and active followings.
- **Paid advertising:** Using social media advertising to target specific audiences and promote products or services.
- **Social media contests and giveaways:** To promote engagement and raise brand awareness, run contests or giveaways on social media platforms.
- **Social media listening:** Monitoring social media platforms for mentions of a brand or product and using this information to inform marketing strategies.
- **Social media analytics:** Assessing the success of social media marketing campaigns using data and analytics tools, and modifying strategies as necessary.
- **Customer service:** Utilizing social media platforms to offer customer support and promptly address questions and comments from customers.
- **User-generated content:** Encouraging customers to produce and post original content on social media platforms about a brand or product.

These social media marketing strategies can be combined in different ways and tailored to a company's particular requirements and objectives. It's crucial for businesses to carefully consider

their target audience, social media platform preferences, and overall marketing goals when developing a social media marketing strategy.

Customers' perception towards social media marketing methods

Customers' perceptions of social media marketing strategies can differ depending on a number of variables, including the specific target audience being targeted, the type of social media marketing strategy employed, and the content and quality of the marketing messages.

According to some studies, consumers generally view social media marketing strategies favorably. For instance, a study by **Alalwan et al. (2017)** discovered that consumers view social media marketing as more entertaining and interactive than traditional marketing strategies, which promotes a more favorable brand image and increases purchase intent.

However, other studies have discovered that consumers may hold unfavorable opinions about specific social media marketing strategies. For instance, **Jin et al.'s (2018)** study discovered that consumers may view influencer marketing as less reliable and efficient than other forms of advertising, which could result in a reduction in purchase intent.

The degree of personalization and relevance of the marketing messages, the authority of the source, and the general calibre of the marketing content can all affect how customers perceive social media marketing techniques. Businesses must carefully consider their target audience and marketing objectives when creating a social media marketing strategy. They should also continuously monitor customer feedback and perception in order to modify their strategy as necessary.

Influence of social media marketing methods on customers

Social media marketing methods can have a significant influence on customers. Here are some potential impacts that social media marketing methods can have on customers:

- **Increased brand awareness:** By promoting goods or services to a larger audience, social media marketing strategies can aid in raising brand awareness among consumers.

- **Enhanced engagement:** Businesses can use social media marketing to connect with customers in real-time, respond to their queries and feedback, and build relationships with them.
- **Improved customer loyalty:** Businesses can build stronger relationships with their customers and increase customer loyalty by regularly engaging with them and offering them value through social media marketing strategies.
- **Higher conversion rates:** Social media marketing methods can lead to higher conversion rates by targeting customers with personalized and relevant content, increasing the chances of them making a purchase or taking a desired action.
- **Greater customer insights:** The use of social media marketing techniques can also give companies insightful information about the preferences, pursuits, and behaviour of their target market, information that can be used to develop marketing plans and new product ideas.

It's crucial to remember that the efficacy of social media marketing strategies can change based on the specific company, target market, and social media platform being used. Additionally, social media marketing methods can also have potential drawbacks, such as the risk of negative feedback or backlash if not executed properly.

Findings

1. Customers perceive social media marketing as useful if the content is relevant and personalized.
2. Depending on the source of the marketing message, customers' perceptions of the legitimacy of social media marketing techniques can change.
3. Customers perceive social media marketing methods as more enjoyable and entertaining than traditional marketing methods.
4. Certain types of social media marketing methods can be perceived as intrusive or annoying, potentially leading to negative brand perception.
5. The views and deeds of customers' social networks can affect how they perceive social media marketing techniques.

Suggestions

Based on the literature review, here are some suggestions for businesses looking to improve their social media marketing strategy:

1. Provide personalized and relevant content to customers to enhance the perceived usefulness of social media marketing methods.
2. Choose credible sources for social media marketing messages to improve customers' perception of the credibility of the marketing.
3. Focus on creating entertaining and engaging social media marketing content to improve customers' perception of the marketing messages.
4. Avoid using overly intrusive or annoying social media marketing methods to prevent negative brand perception.
5. Utilize social influence by encouraging customers to share and promote the marketing content to their social networks.
6. Continuously monitor customer feedback and adjust the social media marketing strategy accordingly to ensure that it aligns with customers' changing perceptions and preferences.

These suggestions can assist companies in improving their social media marketing strategy and increasing the effectiveness of their social media marketing campaigns.

Conclusion

In conclusion, consumer perception of these tactics has a big impact on how well social media marketing campaigns perform. By understanding the variables that influence customers' perceptions, businesses can develop social media marketing strategies that appeal to their target audience. The literature review revealed that customers tend to have a positive perception towards social media marketing if the content is relevant, credible, entertaining, and not overly intrusive. Additionally, customers' perception can be influenced by the opinions and actions of their social networks. As a result, companies should carefully take into account these factors when creating a social media marketing strategy and continuously track customer feedback to modify their strategy as needed. By putting these recommendations into practise, companies can

increase the efficiency of their social media marketing campaigns and create a favourable brand perception among their target market.

Scope for future research

The literature review has identified several factors that influence customers' perception towards social media marketing methods. However, there are still areas that warrant further research. Some possible directions for future research include:

- Future research could explore the relationship between customers' perception of social media marketing and their loyalty towards the brand.
- Future studies might look into the efficacy of social media marketing strategies in various sectors, including healthcare, finance, and education.
- Future studies could examine how influencer marketing affects consumers' opinions of social media marketing and how successful influencer marketing campaigns are.
- Future studies could look into how social media marketing campaigns use cutting-edge technologies like virtual reality, augmented reality, and artificial intelligence, as well as how this affects consumers' perceptions.
- Future research could look at how consumers interpret social media marketing messages in relation to culture and how effective social media marketing campaigns are in different cultural contexts.

Future research into these topics can offer insightful information about the elements that affect consumers' opinions of social media marketing strategies and assist companies in creating social media marketing plans that are more successful.

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