

Research Paper

Systematic Literature Review: The Methodology Applied for Social Media Marketing Research

Yana Respati Dewi^{1*}, Cesyia Rizkika Parahiyanti¹, Antonio Eli Lomi Nyoko²¹Department of Management, Faculty of Economics, Universitas Negeri Malang²Faculty of Economics and Management, University Kebangsaan Malaysia**ORCID**Yana Respati Dewi: <https://orcid.org/0000-0003-1286-2188>**Abstract.**

The development and requirements that take place within and around marketing drive changes. With the existence of social media, the marketing function in the growth of the company has undergone a significant transformation. The use of social media in marketing today is increasingly widespread. Online platforms that are used to share and become an important part of their daily activities make social media increasingly important for business people to be able to interact with consumers or potential consumers. The purpose of this article is to review all the literature that brings social media marketing as their main topic in Web of Science Journal and synthesizes the methodologies that researchers use in the topic. The result shows that most of the studies used quantitative methods with 85% digital-based study set. The most preferred digital platforms are Facebook and Twitter, which are used globally by the people.

Keywords: social media marketing, systematic literature review, Facebook, Twitter, marketing

1. Introduction

In this era, technology and information development have an important role. Everyone's perception of how to communicate, cooperate and share information has changed in accordance with current technological developments. Today's social media platforms such as Facebook, Instagram, Tiktok and Twitter have increased, the amount of time spent by users or online users on these platforms is also getting higher in intensity. Social media is often referred as user-generated communication now represent a common source of information, has changed the tool and strategies that control of information is now in the hands of the customer (Mangold & Faulds, 2009). In 2011, more than 50% account on social media (Van Belleghem et al., 2011) and companies are increasingly investing in social media, demonstrated by worldwide marketing spend on social media

Corresponding Author: Yana Respati Dewi; email: yana.respati.fe@um.ac.id

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networking sited of \$4.3 billion (Debra Williamson, 2011). Marketing is a science that continues to develop well and is dynamic in accordance with the needs and development of the market. The role of marketing in social media has changed drastically in business development. Online technology gives its users the opportunity to create and upload content. This is what makes social media have the power to be able to market products or can actually kill products and businesses. The content uploaded by its users can be seen by millions of other users for free so that this platform can also be used as a means of product or business promotional activities (M. Saravanakumar & T.Sugantha Lakshmi, 2012).

Social media is now a growing phenomenon in marketing. Marketers are beginning to understand the use of social media as component in their strategy and activities. Social media, which includes online channels for sharing and participating in various activities, is an increasingly important way for brands to communicate interactively with their consumer (Murdough, 2009). In a relatively short time, marketers have made social media marketing for various marketing purposes including branding, research, customer relationship management, service and sales promotion where social media is rated the most for branding. Almost 86% of marketers believe social media channels are an important component of their marketing. The review will focus on following criteria:

1. How social media plays a role in marketing activities?
2. What kind of criteria or social media characteristics used to access marketing competencies?
3. What the main purposes of using social media marketing?
4. What the limitation on the research that brings social media marketing topics?

2. Research Design

In this paper, social media marketing: a systematic literature review was set to ensure the reliability and validity of previous paper that conducted in same field. Systematic Literature review paper also consider to review and estimate the research in same field, predict the potential topic in the future (Briner et al., 2009; Mulrow, 1994). Different from empirical studies, SLR have the criteria to eliminate the bias and collect the right data that is truly capture the criteria. (Rousseau et al., 2008) define systematic reviews as a critical interpretation based on predetermined criteria with the goal of delivering value. As a result, data derived from systematic review has been found to have a significant

impact on scientific research and serve as useful tool. Research that uses existing studies and is used to systematically and quantitatively review to draw conclusions is called Meta-analysis. Meta-analysis is a study analysis using data from other existing studies (secondary data). Meta-analysis collects studies on same relevant topics. In the meta-analysis the data is processed and used to make statistical conclusion (Retnawati et al., 2018)

3. Scope of Research: Systematic Review of Social Media Marketing

Analysis and synthesising the finding

The synthesis's outcome is a well-informed explanation of what academic evidence says about the research objective, as well as any related topic that developed during the process (Rousseau et al., 2008). This SLR included a sample of 53 journal that were published in 21 interdisciplinary academic journals from Web of Science in the last 21 years.

3.0.1. Social Media Marketing

The social media has entirely changed the marketing activities. If we take a look back on definition of marketing, we conclude that marketing is an activities to developed the product, deliver the value and also fulfil what the consumer needs and wants (Kotler, 2009). But with social media, the marketing activities become wider and wider, isn't about developed the product or create the value but also pay the attention to online communication sill through consumer feedback, comments and also recommendations. Improve the product or services in order to answer consumer requirement in a more proactive manner. As a result of social media, advertising and marketing have completely transformed.

3.1. Sampling/Data Collection

The electronic databases Web of Science (WOS) were chosen to carry out this systematic literature review. The key databases for multidisciplinary academic literature were chosen as Web of Science (Chadegani et al., 2013). The chosen keywords were examined in the paper's title in last 21 years from 2000-2021. The following were the search strings used in this systematic literature review for each electronic database:

WOS:TI=(social media marketing*))

This study's selection process was step-by-step procedure that was divided into a number of phases and involved a variety of tasks. For consumer's preferred internet-based platform media, a search was launched to find the newest social media marketing trends and study findings. The initial search resulted in 627 articles from WOS.

Search is a fundamental process in data processing. It takes a row algorithm because the search process is to find value in a set of data. Search for focal variable journal data, social media marketing only use the title as a string not the topic. This is because when using strings the social media marketing topic will capture more data, while strings using the title will minimize the search and capture journals that really use social media marketing as a focal variable.

Article that met all of inclusion criteria but did not meet any of exclusion criteria would be thoroughly examined to see whether they meet a set of characteristics or quality standard. The quality criteria in this review focused on the research objective, design, instrument, sample, conclusion, limitation and also future recommendation for development of social media competence. The remaining article is 53 articles. This phase resulted in removal of 574 articles.

3.2. Data Analysis

The PRISMA technique purposed is help researcher to improve the reporting of systematic reviews and meta-analyses. Besides, PRISMA usually use as a basis for reporting systematic reviews of recent researcher PRISMA may also be useful for critical appraisal of published systematic review. There are five stages used to conduct a literature review (Putu Wuri Handayani, 2017). The first one is defining the criteria, create a list for inclusion and exclusion criteria. Inclusion criteria are consistent, dependable, homogeneous, and objective in identifying the study population. Factors or qualities that make the group data ineligible for the study are included in exclusion criteria. These variables could be confounding factors for the outcome parameter. Second step is sources of information. For systematic literature review article, normally, author will take from three journal resources, scopus, web of science or google scholar. All of them has different indexed and criteria, it is depended on each preference.

The third step is literature selection, this stage is used to define the keywords, explore from title, abstract, and also keywords. It is necessary to re-read the article that has not been eliminated on the 3 steps of PRISMA techniques to review the eligibility and also review the references data that they used to find relevant study. Fourth step is data

collection, make a data extraction formulation, the type of article, title of journal, year published, topic, title, keywords, country, research methodology, and also the result study. After extraction all of those outside part of the article, the last step is data selection. The data that select would have same criteria, same context which will make it easier for the author to conclude research results from several article on same topic, and possibly make it easier for author to find research gap, whether it is theoretical gaps, contextual gaps or methodological gaps, and also find a research novelty. Based on that step, here are the inclusion and exclusion criteria for articles that include social media marketing in their title in journals published in WOS as the initial stage of meta-analysis.

TABLE 1: Inclusive and Exclusion Criteria.

Inclusion Criteria	Article is SSCI indexed
	This publication covers the state of social media marketing
	The publication is on category of Business and management
	Research papers were published in past two years, between 2000 and 2021
	The research paper is written in English
	The research paper has been published after being submitted to a peer review process (not an unpublished script)
	The research follows a research structure that is in accordance with research method.
Exclusion Criteria	Full versions of this publication are available through subscriptions.
	Article is not SSCI indexed
	This publication does not include the state of social media marketing
	The publication is not on category of Business and management
	Full versions of the publication not available through subscriptions.
	The publication does not follow the appropriate structure that is in accordance with research method.

To identify research papers that are relevant to answer the suggested objective, this study design following inclusion and exclusion criteria below (Zhao et al., 2021). The results obtained after applying the search strings were identified. The prism stage is divided into 4 parts which are identification, screening, eligibility and included. At the identification stage, we define and examine the vocal variable that we will discuss. Whether the focal variable is the topic or article or just listed as a title in the article. Retrieved data from published journals in WOS with total 627 articles using social media marketing in their titles. At the screening and eligibility stage, we apply inclusion and exclusion criteria, so that the selected articles have the same initial context which makes it easier for us to group the data to find conclusions. Form that stages, the final articles

which we considered to be of appropriate quality amounted to 53 articles. In this article, we will examine the methodology used in the research.

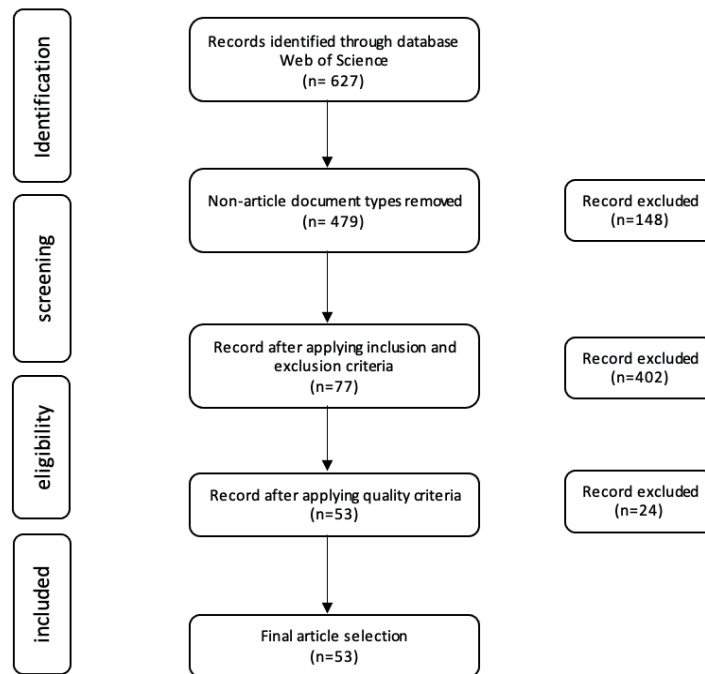


Figure 1: Prism Flow.

4. Conclusion and Recommendation

Based on the results of the prism method by selecting 627 articles that match the topic of social media marketing, a total of 53 articles were obtained. The article is an article that is appropriate and meets the existing inclusive criteria. When viewed from the prism flow chart, 80% of the research on this topic uses quantitative methods, 42 out of 53 articles, while the rest uses qualitative methods and mix methods. The data analysis used in quantitative methods is mostly using SEM data analysis, with survey data retrieval techniques on a digital platform.

Research with social media marketing topic will indeed be more effective and targeted if the population and sample research are social media users. The data states that around 5.2 billion earth citizens who have cellphones, over 4.5 billion are connected to the internet and 3.8 billion people are active as social media users. The 3.8 billion figure was 49 percent of the earth population and grew around 9 percent for 2020. This large and infinite population was the major reason of those studies using SEM technique.

TABLE 2: Methodology of Study.

Quantitative Study				Qualitative Study		
SEM	Regression	ANOVA	Algorithm	Interview	Case Study	Netnography
21	10	3	8	3	3	2

The study setting of the quantitative method is mostly done online using digital and social media platforms, Facebook and twitter being the top choice for researcher on this topic followed by the website. The concern is quantitative methods with algorithmic analysis or data mining. This analysis can be said to be quite popular in online platforms. Researchers explore data through online user content algorithms, either through sharing, comment, like, using hashtags or other activities on social media. The search engine in the digital platform will make it easier for users to search for digital-based information.

At this time, almost everyone accesses the internet every day and everyone has social media, there are many sites that allow consumers to have a role in product in the form of comments or reviews, sharing pictures or just give reaction such as like on product/brand post. This content is known as User Generated Content or UGC. UGC can also be called as an E-WOM where consumers think about the product and brand (Ahuja et al., 2007). Recommendations for future research that focusing on social media marketing should start considering this UGC, research will be able to collect data based on consumer activities on digital platforms then filtered and sorted by algorithm or data mining. UGC will be able to capture thousands of data from digital user around the world, from any kind of platform. This will certainly give beneficial for researcher to expand the population or research sample. The internet, as it should be, expand network and minimize border.

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