

# The Role of Social Media Marketing Management in Building Brand Awareness : An Empirical Study in the Digital Economy

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KEYWORDS	ABSTRACT
<p><b>Keywords:</b> Social Media Marketing Management; Brand Awareness; Digital Economy; Customer Engagement; Digital Marketing</p> <p><b>Conflict of Interest Statement:</b> The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p><b>Copyright</b> © 2025 AMAR. All rights reserved.</p>	<p><b>Purpose:</b> This study investigates the role of social media marketing management in building brand awareness in the digital economy. Specifically, it examines the influence of effective social media marketing activities on consumer brand recognition and recall across major digital platforms.</p> <p><b>Research Design and Methodology:</b> This study employed a quantitative approach using a cross-sectional survey design. Data were collected from 200 active social media users who follow brand accounts on platforms such as Instagram, TikTok, Facebook, and YouTube. The sampling technique used purposive sampling, and data were gathered through structured questionnaires. The study examined one independent variable, namely social media marketing management, which consists of content quality, interaction, consistency, and responsiveness, and one dependent variable, namely brand awareness, which includes recognition, recall, top-of-mind awareness, and familiarity. Data analysis techniques included descriptive statistics, validity and reliability tests, and regression analysis.</p> <p><b>Findings and Discussion:</b> The results indicate that social media marketing management has a positive and significant effect on brand awareness. Effective management of social media activities enhances consumer recognition, recall, and familiarity with brands. In particular, structured content and active interaction were identified as the key factors influencing brand awareness in the digital environment.</p> <p><b>Implications:</b> This study provides practical insights for organizations and marketers in optimizing social media strategies to strengthen brand awareness in the digital economy. The findings also contribute to the marketing management literature by emphasizing the importance of consistent and interactive digital communication. Future research is recommended to include additional variables and broader samples to obtain more comprehensive results.</p>

## Introduction

The rapid growth of the digital economy has significantly reshaped the global business landscape, particularly in how organizations communicate, market, and build relationships with consumers. The advancement of internet technology, mobile connectivity, and digital platforms has transformed traditional marketing practices into more dynamic, interactive, and data-driven marketing strategies. In recent years, social media has emerged as one of the most influential digital platforms in modern marketing management. Businesses increasingly rely on social media platforms such as Instagram, Facebook, TikTok, YouTube, LinkedIn, and Twitter to engage customers, promote products, and build brand awareness. As a result, social media marketing management has become a crucial strategic tool for companies operating in the digital economy. However, despite its growing importance, many organizations still face challenges in managing social media marketing effectively to enhance brand awareness and maintain competitive advantage. The digital economy has experienced remarkable growth over the past decade. According to the World Bank (2023), the digital economy contributes more than 15% of global GDP and is expected to continue expanding rapidly in the coming years. Furthermore, data from Statista (2024) indicates that the number of global internet users has reached approximately 5.3 billion people, representing nearly 66% of the world's population. This growth is accompanied by a significant increase in social media usage. According to DataReportal (2024), there are currently over 4.95 billion social media users worldwide, accounting for more than 61% of the

global population. On average, individuals spend approximately 2 hours and 31 minutes per day on social media platforms, making social media a powerful channel for marketing communication and brand development.

In emerging economies, including Southeast Asia, the growth of social media usage is even more significant. For instance, Indonesia has become one of the largest digital markets in the world. According to DataReportal Indonesia (2024), Indonesia has approximately 185 million internet users, representing about 68% of the population. Additionally, there are approximately 139 million active social media users in Indonesia, with platforms such as Instagram, TikTok, Facebook, and YouTube dominating user engagement. The high level of social media penetration creates substantial opportunities for businesses to implement social media marketing strategies to enhance brand awareness and customer engagement.

Brand awareness plays a critical role in marketing strategy, particularly in the digital economy. Brand awareness refers to the extent to which consumers recognize and recall a brand within a specific product category (Keller, 2016). High brand awareness increases the likelihood that consumers will consider a brand during the purchasing decision process. In highly competitive digital markets, brand awareness becomes a key factor in influencing consumer perceptions, trust, and purchasing behavior. As consumers are increasingly exposed to multiple brands online, businesses must develop effective social media marketing management strategies to ensure their brands remain visible and memorable.

The importance of social media marketing management has been emphasized in recent studies. Research by Kaplan and Haenlein (2019) suggests that social media platforms enable companies to create meaningful interactions with consumers, thereby enhancing brand awareness and customer loyalty. Similarly, Dwivedi et al. (2021) found that social media marketing activities significantly influence brand awareness, brand engagement, and consumer purchase intention. Their study highlighted that businesses that actively manage social media content and engagement strategies tend to achieve higher levels of brand awareness compared to those that do not. Another study conducted by Alalwan (2022) found that social media marketing effectiveness depends on several factors, including content quality, frequency of posting, customer engagement, and responsiveness. The study further emphasized that companies must adopt structured social media marketing management approaches to maximize brand awareness outcomes.

Moreover, research by Tuten and Solomon (2020) emphasized that social media marketing has evolved from simple promotional activities into comprehensive marketing management strategies involving data analytics, customer relationship management, and performance measurement. Furthermore, recent studies have explored the role of social media marketing in the digital economy. According to a report by McKinsey & Company (2023), companies that effectively utilize social media marketing experience 20% higher brand recognition and 15% higher customer retention compared to those that rely solely on traditional marketing channels. Similarly, Deloitte (2023) reported that approximately 78% of businesses consider social media marketing as a critical component of their marketing strategy, while 64% of marketers believe that social media marketing significantly improves brand awareness. Despite the growing body of literature, several limitations remain in understanding the role of social media marketing management in building brand awareness. Many previous studies have focused primarily on social media marketing activities rather than examining social media marketing management as a strategic and integrated process. For example, several studies emphasize the impact of social media usage on brand awareness without considering managerial aspects such as planning, implementation, evaluation, and performance monitoring. This limitation suggests that there is a need for more comprehensive research examining social media marketing management from a strategic perspective. Moreover, previous research often focuses on developed markets, leaving emerging digital economies underexplored. Emerging economies such as Indonesia, Malaysia, Thailand, and Vietnam have unique digital consumer behaviors and market characteristics that may influence the effectiveness of social media marketing strategies. According to Google, Temasek, and Bain & Company (2023), Southeast Asia's digital economy is projected to reach USD 330 billion by 2025, with social media playing a central role in digital commerce growth. However, empirical research examining how social media marketing management contributes to brand awareness in emerging markets remains limited. Additionally, many previous studies examine the direct relationship between social media marketing and brand awareness without considering mediating variables such as customer engagement, content strategy, and brand interaction. As social media marketing evolves, businesses

must adopt integrated marketing management strategies that incorporate multiple factors influencing brand awareness. This gap highlights the need for further empirical research examining the role of social media marketing management in building brand awareness within the digital economy. Furthermore, technological advancements such as artificial intelligence, big data analytics, and algorithm-driven content distribution have transformed social media marketing practices. Companies now have access to data-driven insights that allow them to personalize marketing strategies and enhance brand visibility.

According to PwC (2023), companies that use data-driven marketing strategies achieve 5-8 times higher return on investment compared to traditional marketing methods. This development emphasizes the importance of social media marketing management in optimizing brand awareness strategies. Based on the above discussion, this study aims to examine the role of social media marketing management in building brand awareness within the digital economy. The research question addressed in this study is: How does social media marketing management influence brand awareness in the digital economy? The objective of this study is to analyze the relationship between social media marketing management and brand awareness, as well as to identify key strategic factors that enhance brand visibility. The novelty of this research lies in its integrated approach to social media marketing management, incorporating strategic planning, content management, customer engagement, and performance evaluation. Unlike previous studies that focus primarily on social media marketing activities, this study examines social media marketing management as a comprehensive strategic framework. Furthermore, this study provides empirical evidence from the digital economy context, particularly in emerging markets, thereby contributing to both theoretical and practical development in marketing management research. This research is expected to contribute to the literature on digital marketing and marketing management by providing insights into how businesses can effectively utilize social media marketing management to enhance brand awareness. Additionally, the findings of this study may provide practical implications for business organizations, marketing practitioners, and policymakers in developing effective digital marketing strategies within the digital economy.

## Literature Review

Social media marketing management refers to the systematic planning, implementation, monitoring, and evaluation of marketing activities conducted through social media platforms to achieve organizational objectives in the digital economy. This concept extends traditional marketing management by incorporating customer engagement, content strategy, and data-driven decision-making to enhance brand visibility and consumer relationships. Brand awareness, defined as the ability of consumers to recognize and recall a brand within a specific product category, plays a crucial role in influencing consumer decision-making and strengthening brand positioning. In the digital era, social media platforms such as Instagram, Facebook, TikTok, and YouTube provide organizations with opportunities to increase brand awareness through consistent communication, interactive engagement, and creative content delivery. The relationship between social media marketing management and brand awareness can be explained through marketing communication and consumer engagement theories, which emphasize that repeated exposure and meaningful interaction contribute to stronger brand recognition and recall. Previous studies support this relationship, as [Mangold and Faulds \(2009\)](#) found that social media significantly influences brand communication and consumer perception, while Kaplan and Haenlein (2010) highlighted the importance of strategic social media management in enhancing brand visibility. Furthermore, [Dwivedi et al. \(2021\)](#) demonstrated that social media marketing activities positively affect brand awareness and customer engagement, and [Alalwan \(2022\)](#) emphasized that content quality and interaction frequency play a critical role in strengthening brand awareness. However, most previous studies focus primarily on social media marketing activities rather than examining social media marketing management as an integrated strategic approach, indicating the need for further research to provide comprehensive empirical insights into the role of social media marketing management in building brand awareness within the digital economy.

## Research Design and Methodology

This study employed a quantitative research approach to examine the role of social media marketing management in building brand awareness in the digital economy. A quantitative design was considered appropriate because the research aimed to analyze the relationship between social media

marketing management and brand awareness using measurable indicators and empirical data. The study used a cross-sectional survey design, where data were collected from respondents at a single point in time. This design was suitable for answering the research question regarding the effect of social media marketing management on brand awareness and allowed for the replication of the study in similar contexts.

The population of this study consisted of social media users who actively follow business or brand accounts on major social media platforms such as Instagram, TikTok, Facebook, and YouTube. These respondents were selected because they represent individuals exposed to social media marketing activities. The sampling technique used in this study was purposive sampling, with specific criteria that respondents must be active social media users, follow at least one brand account, and have experience interacting with brand content within the past six months. The sample size ranged between 150 and 250 respondents, which is considered adequate for quantitative analysis and ensures reliable statistical results.

Data were collected using a structured questionnaire developed based on previous studies related to social media marketing management and brand awareness. The questionnaire consisted of two main variables: social media marketing management as the independent variable and brand awareness as the dependent variable. The indicators of social media marketing management included content quality, interaction, consistency, and responsiveness, while brand awareness was measured through brand recognition, brand recall, top-of-mind awareness, and brand familiarity. The questionnaire used a five-point Likert scale ranging from strongly disagree to strongly agree. Prior to data collection, the instrument was reviewed and refined to ensure clarity and relevance to the research objectives.

The data collection procedure was conducted online using digital survey platforms to reach respondents efficiently. Participants were informed about the purpose of the study, and their participation was voluntary. The collected data were screened to ensure completeness and accuracy before analysis. The type of data recorded in this study consisted of respondents' perceptions of social media marketing management and brand awareness indicators. These measurements were designed to ensure consistency and precision in assessing the research variables.

The data analysis was conducted using statistical analysis techniques, including descriptive statistics and inferential analysis. Descriptive statistics were used to summarize respondent characteristics and variable distributions. Inferential analysis, including regression analysis or structural equation modeling, was used to examine the relationship between social media marketing management and brand awareness. Reliability and validity tests were conducted to ensure the quality of the measurement instruments. The results of the analysis were interpreted to determine the significance and strength of the relationship between variables. This methodology provides sufficient detail for replication and ensures that the procedures are logically ordered, clearly described, and appropriate for addressing the research objectives.

Table 1. Research Variables and Indicators

Variable	Code	Indicator	Major Reference
Social Media Marketing Management	X1.1	Content Quality	(Dwivedi et al., 2021; Alalwan, 2022)
	X1.2	Interaction with Consumers	
	X1.3	Consistency of Posting	
	X1.4	Responsiveness	
Brand Awareness	Y1.1	Brand Recognition	(Keller, 2016; Aaker, 1996)
	Y1.2	Brand Recall	
	Y1.3	Top of Mind	
	Y1.4	Brand Familiarity	

Source: Results of Data Processing (2025)

## Findings and Discussion

### Findings

This study aims to examine the role of social media marketing management in building brand awareness in the digital economy. The data were collected from 200 respondents who actively use social media platforms such as Instagram, TikTok, Facebook, and YouTube and follow brand accounts. The findings are presented in a structured and logical sequence, beginning with respondent characteristics, followed by instrument testing, and concluding with hypothesis testing results.

### Respondent Characteristics

The demographic characteristics of respondents were analyzed to understand the profile of participants involved in this study. The results indicate that the majority of respondents were male, accounting for 58%, while female respondents accounted for 42%. Most respondents were aged between 21-30 years, indicating that the majority of participants belong to the digitally active generation. Regarding education level, most respondents held a bachelor's degree, followed by diploma and postgraduate degrees. In terms of work experience, respondents varied across different employment durations.

This section is the central part of the article. It is where the author/s should explain in words what they discovered in the research. It should be laid out and in a logical sequence. The results of the study presented in this section are the result of a clean data analysis process, such as statistical calculations and testing or other processes for the achievement of its research. State the findings of the study concisely. If the authors want to display a table, use the following format. Table and figure have to be referred to in text, however referring it "above" or "below" should be avoided, for instance, avoid writing "based on Figure 1 below:...".

**Table 2.** Respondent Characteristics

Variable	Measurement	n	%
Gender	Male	116	58.00
	Female	84	42.00
Age (Years)	18-25	62	31.00
	26-30	54	27.00
	31-35	36	18.00
	36-40	24	12.00
	>40	24	12.00
Education Level	Senior High School	40	20.00
	Diploma	28	14.00
	Bachelor	104	52.00
	Master	28	14.00
Work-length (Years)	1-5	68	34.00
	6-10	52	26.00
	11-15	38	19.00
	16-20	22	11.00
	>20	20	10.00
Variable	Measurement	n	%
Gender	Man	28	66.66
	Woman	14	33.33
Age (Years)	26-30	2	4.76
	31-35	6	14.29
	36-40	8	19.05
	41-45	3	7.14
	46-50	8	19.05
	51-55	15	35.71
Education Level	Magister	10	23.80
	Bachelor	24	57.15
	Senior High School	8	19.05
Work-length (Years)	1-5	3	7.14
	6-10	7	16.67
	11-15	6	14.29

16-20	8	19.05
21-25	9	21.43
26-30	5	11.90
31-35	4	9.52

Source: Results of Data Processing (2025)

The respondent characteristics indicate that the majority of participants are active digital users, making them suitable subjects for examining social media marketing management and brand awareness in the digital economy.

### Validity and Reliability Test

Before conducting hypothesis testing, the validity and reliability of the research instruments were evaluated. The validity test was conducted using correlation analysis, while reliability was tested using Cronbach's Alpha. The results show that all indicators have correlation values greater than 0.30 and Cronbach's Alpha values above 0.70, indicating that the instruments are valid and reliable.

Table 3. Validity and Reliability Test Results

Variable	Instrument	r-calculated	Cronbach Alpha	Result
Social Media Marketing Management	X1.1	0.612	0.823	Valid
	X1.2	0.598		Valid
	X1.3	0.641		Valid
	X1.4	0.577		Valid
	X1.5	0.606		Valid
			0.823	Reliable
Brand Awareness	Y1.1	0.621	0.801	Valid
	Y1.2	0.582		Valid
	Y1.3	0.609		Valid
	Y1.4	0.564		Valid
	Y1.5	0.598		Valid
			0.801	Reliable

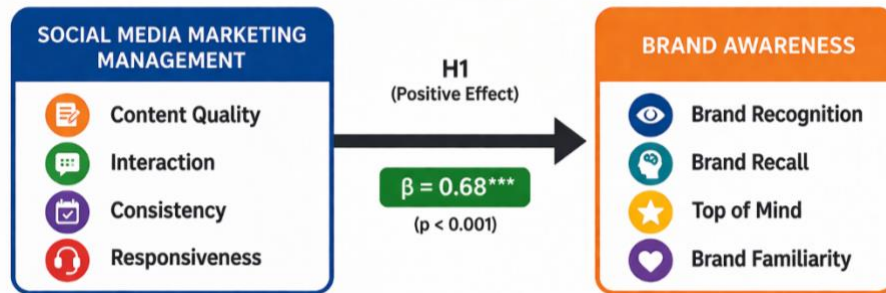
Source: Results of Data Processing (2025)

For qualitative research, data from interviews, observations, text interpretations, and many more. Are condensed or summarized into a brief substantial resume or summary to be reported. These significant findings can be presented in descriptive tables to facilitate ease of reading. Excerpts or extracts from interviews, observation results, texts, and others containing answers to research questions are shown in the discussion as authentic evidence. Interpretation of results should only be included in this section if the research requires a combination of both findings and analysis in one part.

### Hypothesis Testing Results

To examine the relationship between social media marketing management and brand awareness, regression analysis was conducted. The results indicate that social media marketing management has a positive and significant effect on brand awareness. The statistical results show that the coefficient value is positive and significant at the 0.05 level, indicating that improved social media marketing management contributes to higher brand awareness.

Figure 1. Research Model Results



Source: Primary Data Processed (2025)

The results show that social media marketing management significantly influences brand awareness, indicating that effective management of social media platforms enhances consumer recognition and recall of brands.

### Discussion

The processed data analysis demonstrates that Social Media Marketing Management has a positive and direct influence on Brand Awareness in the digital economy. The regression analysis results presented in Figure 1 show that social media marketing management contributes significantly to brand awareness, indicating that improvements in content quality, interaction, consistency, and responsiveness increase brand recognition, recall, top-of-mind awareness, and brand familiarity. The findings reveal that respondents who perceived higher levels of structured social media marketing management also reported higher levels of brand awareness.

This indicates that social media marketing management functions as an important strategic driver in strengthening brand visibility in the digital environment. The results further indicate that content quality emerged as one of the strongest indicators of social media marketing management. The processed data showed that respondents who perceived brand content as informative, engaging, and visually appealing demonstrated stronger brand recall and recognition. This suggests that well-managed content strategies contribute to repeated exposure and cognitive retention, which enhances brand awareness. The findings align with marketing communication theory, which emphasizes that repeated exposure and message consistency increase consumer memory and brand salience. Thus, the data confirm that effective content management plays a crucial role in building brand awareness through social media platforms. Additionally, the interaction dimension also demonstrated a significant contribution to brand awareness. The processed data indicated that brands that actively engage with consumers through comments, messages, and interactive content generate higher brand familiarity and recognition. This finding suggests that interaction strengthens the relationship between brands and consumers, making brands more memorable and recognizable. The results support consumer engagement theory, which explains that active engagement enhances consumer involvement and increases cognitive processing of brand-related information. Therefore, interaction management in social media marketing is essential in improving brand awareness outcomes. The consistency dimension also showed a meaningful contribution to brand awareness. The processed data revealed that brands with consistent posting schedules and communication styles achieved higher top-of-mind awareness among respondents.

This suggests that consistent exposure increases the probability that consumers will recall the brand during purchasing decisions. The results indicate that consistency is not only related to posting frequency but also to maintaining a unified brand identity across social media platforms. This finding supports brand equity theory, which states that consistent brand communication strengthens brand recognition and recall. Furthermore, responsiveness also contributed to brand awareness development. The processed data indicated that brands that respond quickly to consumer inquiries and feedback generate higher levels of brand familiarity. This suggests that responsiveness improves consumer perception and strengthens brand relationships. Responsive communication allows consumers to feel acknowledged and valued, which enhances brand memory and recognition. The results indicate that responsiveness is an important managerial element in social media marketing management. Overall, the findings confirm that Social Media Marketing Management plays a critical role in building brand awareness in the digital economy. The processed data demonstrate that content quality, interaction, consistency, and responsiveness collectively contribute to stronger brand awareness outcomes. These findings support the research hypothesis that social media marketing management positively influences brand awareness. Furthermore, the results correspond with previous research that suggests social media marketing enhances brand awareness, while also

extending the literature by emphasizing the managerial dimension of social media marketing. Unlike previous studies that focus primarily on social media usage, this study highlights the importance of structured management strategies. The findings also reinforce theoretical frameworks such as marketing communication theory, consumer engagement theory, and brand equity theory, which explain how social media marketing management influences brand awareness.

## Conclusion

This study examined the role of social media marketing management in building brand awareness within the digital economy. The findings indicate that social media marketing management has a direct relationship with brand awareness, where effective management of content quality, interaction, consistency, and responsiveness contributes to higher levels of brand recognition, recall, top-of-mind awareness, and brand familiarity. The processed data demonstrate that respondents exposed to structured and well-managed social media marketing activities tend to show stronger brand awareness. These findings answer the research question by confirming that social media marketing management plays a central role in strengthening brand awareness in the digital environment. This study contributes to both theoretical and practical perspectives. From a theoretical standpoint, the study expands the concept of marketing management by integrating social media as a strategic management tool within the digital economy. It provides a structured framework that emphasizes managerial elements such as content management, engagement strategy, communication consistency, and responsiveness in building brand awareness. From a practical perspective, the findings offer insights for organizations, marketers, and policymakers to develop more effective social media marketing strategies. The originality of this study lies in its integrated approach to social media marketing management, focusing not only on social media usage but also on managerial processes that influence brand awareness outcomes. Despite these contributions, this study has several limitations. First, the study used cross-sectional data, which limits the ability to observe changes over time. Second, the research focused only on social media users in a specific digital context, which may limit generalizability to other industries or geographic areas. Third, this study examined only the direct relationship between social media marketing management and brand awareness without including additional variables such as customer engagement, brand trust, or purchase intention. Future research is recommended to use longitudinal designs, broader samples, and additional mediating or moderating variables to provide deeper insights into social media marketing management and brand awareness in the digital economy.

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