



How Does Social Media Marketing (SMM) Influence Marketing Performance Under Covid-19 Situation

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Abstract. This review deepens our understanding of how COVID-19's mandated digital channel adaption has impacted social media marketing's ability to build brand equity. We suggest a conceptual framework based on an extensive literature study that addresses the following research question: How does Social Media Marketing (SMM) influence marketing performance under Covid-19 situation? The study did a literature analysis that looked at numerous studies on customer engagement with SMM and marketing effectiveness. The exogenous variables were market strategy under covid-19 situation.

Keywords: media · market · Covid-19

1 Introduction

Internet-based businesses have seen tremendous growth as a result of the COVID-19, which has caused more consumers to make purchases online [1]. In 2020, the global online commercial market expanded by 27.6% to more than \$4.28 trillion USD [2]. Over the past few years, digital technologies was introduced to businesses, changing their client interactions and value generating processes [3–5]. Consumers may now compare products more easily thanks to online purchasing, which allows them to swiftly decide which ones best meet their needs. The majority of consumers have shifted to buying purchases online because young aged consumers are more inclined to do so by using social media, which has an effect on how businesses must operate. Also, 62% of consumers focus their purchases on the social effect of the items they choose, such as eco-friendly products, as opposed to 53% of middle-aged consumers and 44% of senior consumers [6, 7].

As more people and businesses adopt this practice, the online market for buying and selling is becoming more competitive [8]. As SMM offers a number of tools to their target customers more effectively, it deserves special attention when we assess the state of digital marketing in light of the COVID-19 pandemic. Research indicates that social media has a significant impact on online purchasing. This is especially hopeful given that social media has largely supplanted conventional communication channels for many users and that internet usage by users has increased dramatically since the epidemic started [9]. Access to the Internet offers opportunities for profit growth for both small- and large-scale organizations.

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2 Literature Review

2.1 Marketing Performance

Three factors make up marketing performance: effectiveness, efficiency, and changeability [10]. The firm used effectiveness and efficiency in its marketing efforts to increase revenue, market share, and market growth. Meanwhile, along with strategic marketing, marketing and financial conditions, marketing performance is an integral part of a firm's success. Sales growth, market share, and market expansion make up marketing performance [11]. Sales growth, market share, and market expansion are the main goals of effective marketing performance. The synergy between the three marketing definitions was strong. Conclusion: Three factors—market share, sales or revenue, and market development—have an impact on marketing performance [12].

To make a profit is the goal of effective marketing. The amount of money or units of the product that have been sold that make up the sales value. Sales growth is the increase in sales over a specific time period. The market share demonstrates a product's contribution to dominating the market for comparable items as compared to rivals. Sales growth is another sign of good marketing effectiveness.

2.2 Social Media Marketing

Social media is defined as Web 2.0 applications that allow the creation, editing, and dissemination of user-generated content. It is possible to think of Web 2.0 as a technology foundation for creating and distributing user-generated content. SMM is used to connect with customers, identify important consumer influencers, find brand ambassadors, and do so. It is a “new field and new business activity in marketing goods, services, information and ideas through online social media.” Social media offers consumers more options for online interaction because it may happen anywhere and is not dependent on in-person interactions [13].

The increasing use of smartphones has altered customers' opinions of brands due to the increase in social media usage. By just clicking the “Like” or “Share” button, even a large number of users may get associated with a brand [14]. Good social media comments can boost a business's income. Social media is therefore an easy way to propagate word of mouth. Social media is also essential for interacting with clients during the Covid-19 epidemic [15].

2.3 Consumer Engagement

The term “consumer engagement” describes how involved, involved, and connected consumers are with a brand or its goods and services. It gauges how much consumers are prepared to devote their time, focus, and money to a particular brand as well as their emotional attachment to it.

Many measures, including social media followers, website traffic, client loyalty, and sales, can be used to gauge consumer engagement. Maintaining high levels of consumer involvement is crucial for organizations because it can result in better brand recognition, enduring customer support, and ultimately higher sales. This can be accomplished via a

variety of marketing and communication techniques, including email marketing, social media marketing, and individualized customer care.

Customer engagement affects marketing performance, according to research on the topic of customer involvement in large corporations. In the meantime, Mohammad examined how customer empowerment and involvement affect marketing performance. One of the marketing performance dimensions for the marketing performance factors in this study was loyalty. According to this study, client engagement improved marketing effectiveness [16].

Customer engagement was explored in the context of Indian technology industry company performance. The findings demonstrated that consumer engagement has an impact on corporate performance as well [17].

2.4 Entrepreneurial Orientation

A strategy approach known as entrepreneurial orientation (EO) places an emphasis on creativity, risk-taking, initiative, and decision-making autonomy. In contrast, marketing is the act of creating, promoting, and disseminating goods and services in order to recognize, anticipate, and satisfy customer requirements and needs [18, 19].

It's defined the entrepreneurial idea as an integrated model that asserts relationships between entrepreneurial conduct and business performance. Entrepreneurial orientation is the capacity of an organization to recognize and take advantage of possibilities. A business with an entrepreneurial mindset will take risks. In the modern, competitive corporate environment, entrepreneurial orientation is dominant [20, 21].

3 Theoretical Framework of Social Media

3.1 Components of Social Media Marketing

How SMM relates to other components of the marketing plan is shown in the four strata of Constantinides' E-Marketing Pyramid model [22]. The importance of the quality of the product or service and the brand image is reflected in the first level, the product and service, which should be fully integrated throughout the business.

The marketing organization, which further describes brand value communication and a company's market-oriented nature in order to adapt to conventional and online marketing activities, is the second level, a company's possibility of adopting SMM is influenced by the end users, organizational structure, technology resources, management, and economic environment [23].

3.2 Position of Consumers

The customer is now more influential in the social media ecosystem, which was built with consumers' needs rather than businesses' in mind [24]. Because they are perceived as outsiders to the conversation, this has made it more challenging for businesses to intervene in this situation. Customers' use of social media to gather knowledge and make judgments about purchases is influenced by the three components of satisfaction – process, content and social satisfaction. Progress satisfaction is used to describe the

enjoyment a person gets from using social media and the information they get there. The content gratification study especially looks at the pleasure people get from consuming information on social media. The three elements of gratifications—process, content, and social gratification—have an impact on how customers use social media to obtain information and make purchasing decisions [25, 26].

The content gratification research pays particular attention to the enjoyment people derive from reading material on social media. Customers now have more power as a result of social media's capacity to educate them and one another, improve their ability to choose from a variety of options, and organize as consumers in favor of or opposition to a certain brand or event [27].

3.3 Effect of Covid-19 on Consumers

The COVID-19 pandemic has considerably increased e-commerce because so many consumers are still making transactions online [28]. Companies have seen a significant increase in online customers since the outbreak, with the fastest growth occurring in areas with the highest conversion rates [29]. Cognitive responses to the COVID-19 outbreak, notably dread and optimism, may be the cause of this newly discovered indifference in going to physical stores. The relationship between consumers' ability to perceive and assess danger and their behavior has been shown to be mediated by a number of factors. Those who are really anxious and believe the situation to be extremely perilous will thus stay at home and purchase online. Although while many consumers claim they'll likely continue buying online after the stores reopen, people who like to visit actual stores are also being forced to become used to internet shopping [30, 31]. Multiple regression analysis was used to demonstrate how fear appeal affects the COVID-19-related changes in consumer behavior (fears of health and economic uncertainty).

3.4 Effect of Covid-19 on Companies

COVID-19 has disrupted global supply chains, causing delays in the delivery of goods and raw materials. This has created challenges for companies that rely on foreign suppliers, where border closures and transportation restrictions have led to significant delays and increased costs. COVID-19 has created significant financial challenges for many businesses, particularly small and medium-sized enterprises (SMEs). Reduced revenue, increased costs, and limited access to financing have created significant financial pressure on businesses, forcing some to close permanently.

Because of the shift in consumer behavior, companies must adopt new strategies to connect and interact with all online buyers [32]. Research demonstrates that greater consumer adaptation reduces consumer resistance and boosts buy pleasure when evaluating how consumers may adjust to new purchasing behaviors during a pandemic [33]. A company should focus on its distinguishing characteristics when deciding on the most profitable and efficient marketing strategy [34]. While the future of business remains uncertain, it is important to consider the long-term impact on the economy as well as responding quickly to short-term changes.

4 Evaluation

4.1 Effect of Consumer's Virtual Experience

Social media has completely changed the way we communicate with one another and with businesses, giving customers a more unique and interesting virtual experience. It has emerged as a major resource for news, entertainment, and communication, offering users a range of advantages that improve their virtual encounters.

Customers have access to improved product and service information because to social media. Using interactive and engaging platforms like YouTube and Instagram, businesses can promote their goods and services while giving customers thorough explanations, opinions, and suggestions. This enhances the consumer's virtual experience by assisting them in making well-informed purchase selections.

The potential for businesses to customize their interactions with clients through social media is a huge additional benefit. Businesses can adjust their content to their audience's requirements and tastes through data collecting and analysis. This personalizes and improves the online experience for customers by delivering material that is relevant to their choices and interests. Social media algorithms may identify the material that users interact with, such as liking or sharing, and then show them more of that sort of content in order to provide them a seamless virtual experience. Nonetheless, many workers are forced to work remotely due to the digitization of business processes. It is predicted that this will alter how customers and businesses function.

Employees who work from home have a social disconnect from the workplace, which negatively affects the exchange of external digital information within organizations, such as with clients and outside specialists. Customers are also affected by the digitalization of business operations, as they are less likely to use mobile payment services when these services contradict their daily lives or habits, are associated with negative perceptions, privacy concerns, or lack of social visibility.

4.2 Effects of Communication with Consumers

With social distancing measures in place, businesses have had to rely more on online communication channels such as email, social media, and messaging apps to reach their customers. This has led to an increase in the use of digital marketing, online advertising, and e-commerce. In the early stages of the pandemic, many businesses had to adjust their messaging to address the situation. They needed to assure customers of their commitment to safety, provide information about changes to operations, and communicate empathy and support. Building brand equity requires engaging with companies on social media, since doing so enables them to interact and communicate with customers directly. The pandemic has increased the value of having an online presence, and firms may be helped in building online brand equity by creating a positive brand image through various sorts of customer contact. This is more important now than ever, as consumers spend more time online, and because a good brand-based SMM experience can improve customers' cognitive, social and personal well-being, with a favorable impact on perceived brand equity.

4.3 Effects of SMM on Marketing Performance

Consumer engagement significantly and favorably influences marketing effectiveness [35]. Customer involvement has a favorable and significant impact on customers' propensity to buy iPhone items again [36]. In the meantime, [37] looked into the impact of customer engagement and empowerment on marketing performance. College students in Northern Jordan made up the study's target demographic. Despite the fact that 1320 questionnaires were issued, only 895 of them were returned. Customer loyalty is one of the dimensions of marketing performance included in the marketing performance factors of this study. Customer interaction has a favorable impact on marketing performance, according to the report.

Moreover, [38] looked into how customer involvement affects SMEs in the Slovenian Republic. 119 SME owners and managers assessed the quantity of data. SEM was used for data analysis. The findings demonstrated how the company's efforts to increase customer interaction impact marketing effectiveness. In the meantime, consumer interaction in India's retail industry from the perspectives of information technology and business performance are studied. SEM was used to process data from 281 surveys. According to the conclusion, consumer engagement affects corporate performance. In look at consumer involvement and how it relates to marketing success for baby care products in Nigeria. Market share was one of the marketing performance metrics examined in this study, and the findings showed that customer engagement had a big impact on market share [39].

5 Conclusion

The purpose of this thorough literature research was to address the query of how SMM may profit from SMM. Businesses might benefit from social media marketing to promote a product during the Covid-19 epidemic. Social media marketing might be used to reach a larger market area. Social media may be utilized to promote SME products both domestically and abroad. Moreover, social media marketing doesn't promote products in a static manner. Social media would connect buyers and suppliers, increasing customer engagement even more. Consumers' desire to make sustainable purchases and spread the word about them will rise as a result of customer involvement. The conceptual framework demonstrates current knowledge of the pandemic's effects on SMM as well as anticipated future changes. In order to make more definitive assertions regarding these aspects, it is imperative that further research be conducted in this area or that this literature evaluation be completed utilizing sources from a longer time range.

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