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Article

The Application and Effect Evaluation of Quantitative Analysis in Social Media Marketing

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Abstract: With the rapid development of digital communication technologies, the role of social media in contemporary marketing paradigms has become increasingly prominent. As businesses strive to optimize their digital presence, quantitative analysis has emerged as a fundamental scientific method that significantly supports and enhances social media marketing strategies. This paper comprehensively examines the application and systematic evaluation of quantitative analysis within the context of social media marketing. First, it expounds upon the basic concepts, theoretical frameworks, and defining characteristics of both social media marketing and quantitative analytical methodologies. Furthermore, the study provides a detailed analysis of how quantitative techniques are practically applied across various critical dimensions, specifically focusing on target audience segmentation, content optimization, and distribution channel effectiveness. Additionally, it introduces and evaluates the relevant statistical methods and digital tools currently utilized by industry professionals. A core contribution of this paper is the construction of a comprehensive index system designed for the rigorous evaluation of social media marketing effects. This proposed framework integrates both financial indicators, such as return on investment, and non-financial indicators, including brand awareness and customer engagement metrics. Finally, strategic suggestions are proposed to enhance the overall effectiveness of quantitative analysis in social media marketing campaigns. These recommendations emphasize the critical importance of improving underlying data quality and developing highly skilled professional talent. By implementing these strategic recommendations, businesses can better leverage quantitative analysis to achieve sustainable competitive advantages.

Keywords: quantitative analysis; social media marketing; effect evaluation; performance metrics; digital marketing

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1. Introduction

1.1. The Concept and Characteristics of Social Media Marketing

Social media marketing refers to the process by which enterprises utilize social media platforms, including WeChat, Weibo, Douyin, Facebook, and Twitter, to conduct various marketing activities. These activities encompass product promotion, brand building, and customer relationship management [1]. By leveraging the widespread reach and interactive nature of these platforms, businesses can effectively engage with their target audiences and foster stronger connections with consumers. This approach allows enterprises to adapt to the evolving digital landscape and capitalize on the opportunities presented by online communities.

High interactivity is a defining feature of social media marketing, as it transforms the traditional one-way communication model into a dynamic, two-way interaction. Enterprises can engage with consumers in real time, fostering a sense of connection and

responsiveness. For instance, on platforms like Weibo, consumers can comment on and share product information released by businesses at any time, while enterprises can promptly address inquiries and consider feedback. This interactive approach significantly enhances consumer engagement, with participation rates in social media marketing activities being substantially higher compared to traditional marketing methods [2]. Such interactivity not only strengthens brand loyalty but also provides valuable insights into consumer preferences and expectations.

The rapid spread of content is another hallmark of social media marketing. Engaging and visually appealing content can achieve widespread dissemination within a short period. For example, on platforms like TikTok, a single popular video has the potential to garner millions, or even tens of millions, of views in just a few hours. This phenomenon underscores the unparalleled speed at which trending topics and promotional materials can reach vast audiences. The ability to achieve such rapid dissemination enables businesses to amplify their marketing efforts and maximize their visibility in a highly competitive digital environment.

Accurate positioning is a critical advantage of social media marketing, as it allows businesses to tailor their advertising strategies based on detailed user data [3]. Social media platforms collect extensive information about users, including their age, gender, interests, and geographic location. By analyzing this data, enterprises can deliver targeted advertisements that resonate with specific audience segments. For instance, a sports brand can optimize its marketing effectiveness by promoting fitness-related products to young male users who demonstrate an interest in physical activities. This targeted approach not only enhances the relevance of advertisements but also significantly improves conversion rates, making social media marketing a highly efficient tool for reaching desired consumer groups.

The cost-effectiveness of social media marketing is another key benefit, particularly when compared to traditional advertising channels such as television and newspapers. Businesses can establish official accounts and share content at no cost, thereby reducing their overall marketing expenses. Even when utilizing paid advertising options, the costs remain relatively low, making this approach especially advantageous for small and medium-sized enterprises [4]. By allocating resources to social media marketing, businesses can achieve substantial savings while still reaching a broad audience. This affordability, combined with the platform's interactive and targeted capabilities, underscores the value of social media as a powerful marketing tool in the modern business landscape.

1.2. The Connotation and Function of Quantitative Analysis

Quantitative analysis involves the digital description and examination of complex phenomena to uncover underlying patterns and developmental trajectories. In the context of social media marketing, this approach focuses on the systematic collection, organization, interpretation, and analysis of data generated on social media platforms. By leveraging quantitative methods, businesses can transform raw data into actionable insights, enabling them to better understand the dynamics of user behavior and platform interactions [5].

Quantitative analysis serves several critical functions in the realm of social media marketing [4]. It provides a structured framework for interpreting data, allowing businesses to make informed decisions based on measurable outcomes and trends. This analytical approach is integral to understanding the multifaceted nature of social media interactions and their implications for marketing strategies.

One essential role of quantitative analysis is to assess the needs and preferences of the audience [6]. By examining user data, businesses can gain a deeper understanding of consumer interests, purchasing behaviors, and financial capabilities. This enables the development of marketing strategies that are more closely aligned with audience expectations. For instance, analyzing patterns in user engagement, such as likes, comments, and shares, can reveal which products or services resonate most with the

audience. Such insights allow companies to refine their promotional efforts and focus on items that generate higher interest and engagement.

Another significant function is the evaluation of marketing effectiveness. Quantitative analysis provides businesses with concrete metrics to assess the impact of their social media campaigns. Indicators such as click-through rates, conversion rates, and follower growth rates offer a clear picture of campaign performance [7]. These metrics enable companies to identify areas of success and areas requiring improvement, facilitating timely adjustments to their marketing strategies to optimize outcomes.

Quantitative analysis also aids in optimizing the allocation of marketing resources. By analyzing performance data, businesses can identify which channels and content types yield the best results. This allows for a more efficient distribution of resources, ensuring that investments are directed toward high-performing platforms and strategies. For example, if data reveals a strong user conversion rate on a particular social media platform, companies can prioritize their efforts and allocate additional resources to maximize returns from that platform.

Finally, quantitative analysis plays a pivotal role in predicting market trends. Through long-term monitoring and analysis of extensive social media data, businesses can detect shifts in consumer preferences and emerging trends [8]. This foresight enables companies to proactively adapt their strategies and prepare for future market demands. For instance, if discussions around environmental sustainability gain traction on social media, businesses can anticipate increased interest in eco-friendly products and adjust their offerings accordingly to capitalize on this trend.

2. The Application Dimension of Quantitative Analysis in Social Media Marketing

2.1. Audience Analysis

2.1.1. Analysis of Audience Characteristics

Analyzing the basic attributes of an audience is a fundamental step in understanding their composition and preferences. These attributes include factors such as age, gender, geographic location, occupation, and other demographic details. By examining these characteristics, businesses can identify the general profile of their target audience. For instance, a cosmetics brand might determine through social media data analysis that its primary audience consists of women aged 18 to 35, predominantly residing in urban areas. This insight enables the brand to design marketing strategies that are more precisely tailored to this demographic, thereby increasing the likelihood of engagement and conversion [9]. Such targeted strategies may include creating campaigns that resonate with the lifestyle and preferences of this group, such as promoting products that align with urban trends or addressing specific beauty concerns common among this age range.

In addition to demographic analysis, understanding audience hobbies and interests is equally critical. Social media platforms provide a wealth of behavioral data, such as users' likes, shares, and areas of attention, which can reveal their preferences and interests. By analyzing this data, companies can uncover valuable insights into the topics and content that resonate most with their audience. For example, a sports brand might find that a significant portion of its followers are enthusiastic about fitness and outdoor activities. Armed with this knowledge, the brand can craft marketing campaigns that emphasize these themes, such as promoting fitness challenges, outdoor gear, or content that inspires an active lifestyle. This approach not only aligns with the audience's interests but also fosters deeper engagement and a stronger connection with the brand, ultimately enhancing customer loyalty and participation [10].

2.1.2. Analysis of Audience Behaviors

Activity serves as a crucial indicator for understanding audience engagement. By examining metrics such as login frequency, content publishing frequency, and interaction frequency on social media platforms, valuable insights into user activity levels can be obtained. For instance, data analysis has revealed that users with higher activity levels demonstrate significantly better engagement outcomes, such as a purchase conversion

rate that is 50% higher compared to less active users. This highlights the importance of fostering user activity to drive business outcomes. Enterprises can implement strategies to enhance user engagement, including organizing interactive campaigns, offering incentives like coupons, and creating gamified experiences. These measures not only encourage participation but also strengthen the connection between users and the platform, ultimately contributing to improved business performance and customer retention [11].

In addition to activity analysis, understanding users' purchasing behaviors is essential for tailoring marketing strategies. By studying purchase records and social media browsing patterns, businesses can gain insights into consumer preferences, spending capacities, and buying frequencies. For example, data analysis has shown that certain user segments exhibit a consistent preference for high-end products. Recognizing this trend, companies can design targeted marketing initiatives, such as exclusive high-end product offerings or personalized promotional campaigns, to cater to these specific audiences. Such strategies not only enhance customer satisfaction but also optimize resource allocation, ensuring that marketing efforts are directed toward the most promising consumer groups. This approach underscores the importance of leveraging behavioral data to create customized experiences that align with audience expectations and drive sustained business growth [12].

2.2. Audience Analysis

2.2.1. Analysis of Content Types

The effects of different types of content on social media platforms can vary significantly depending on the format used, such as pictures, videos, texts, and live broadcasts. Enterprises often evaluate the effectiveness of these formats by analyzing metrics like click-through rates, broadcast volume, and audience engagement through comments. For instance, data analysis conducted by a fashion brand revealed that video content consistently achieved higher playback volumes and interaction rates compared to static images or text-based posts. This insight prompted the brand to prioritize the creation and dissemination of video content, leveraging its ability to capture audience attention more effectively. By focusing on formats that yield higher engagement, enterprises can optimize their social media strategies to align with audience preferences and maximize impact.

Analyzing the themes of social media content is crucial for understanding audience preferences and determining which topics generate the most engagement. By evaluating the performance of various content topics, enterprises can identify the subjects that resonate most with their audience. For example, a technology company observed that content related to new product launches and technological innovations was shared more widely and received greater attention compared to posts about internal activities. This finding enabled the company to refine its content strategy, emphasizing themes that align with audience interests, such as innovation and product development. Such adjustments ensure that the company's social media presence remains relevant and impactful, fostering stronger connections with its target audience.

2.2.2. Analysis of Content Quality

Readability: The readability of content is assessed by examining its language clarity, structural coherence, and overall organization [1]. This involves evaluating how effectively the text conveys its message to a broad audience. Tools and methodologies designed to measure content difficulty can be employed to ensure that the material is accessible and comprehensible to most readers. By focusing on these aspects, the content can be refined to enhance its ability to communicate ideas clearly and effectively.

Attractiveness: The evaluation of content attractiveness involves analyzing elements such as titles, images, and videos. For instance, a well-crafted title can significantly enhance the likelihood of audience engagement by increasing the click-through rate. Studies have shown that titles incorporating numbers or posing questions tend to perform better, achieving a click-through rate that is substantially higher compared to more

conventional titles. This highlights the importance of strategic title design in capturing and maintaining audience interest [3, 12].

2.3. Channel Analysis

2.3.1. Analysis of Different Social Media Platforms

The scale and characteristics of users vary significantly across different social media platforms, making it essential for enterprises to align their marketing strategies with the preferences of their target audience. For example, WeChat encompasses a broad user base that spans diverse age groups and social classes, offering a versatile platform for engaging with a wide demographic. In contrast, TikTok primarily attracts younger users, making it more suitable for campaigns targeting this specific age group. By understanding the unique user dynamics of each platform, businesses can optimize their outreach efforts and enhance the effectiveness of their marketing initiatives.

Each social media platform operates under distinct rules and offers unique features that can be leveraged for marketing purposes. For instance, Weibo is characterized by its rapid information sharing capabilities, making it ideal for promoting trending topics and engaging in real-time discussions. On the other hand, Xiaohongshu focuses on fostering consumer interest and desire, making it particularly effective for product promotion and brand storytelling. To maximize the impact of their campaigns, enterprise managers must familiarize themselves with the operational guidelines and distinctive attributes of each platform, ensuring compliance while strategically utilizing these features to achieve their marketing objectives [4].

2.3.2. Evaluation of Marketing Channel Effect

Traffic indicators, such as visits, page views, and the number of independent visitors, serve as critical metrics for evaluating the performance of marketing channels. By analyzing these metrics, enterprises can identify the sources and scales of traffic across various channels. For instance, one enterprise observed that the majority of traffic on its WeChat public account originated from fans accessing the account directly, whereas traffic on Weibo was predominantly driven by search functions and content sharing activities. Conversion indicators, including conversion rates, order volumes, and sales figures, provide insights into the effectiveness and profitability of different marketing channels. For example, an e-commerce company discovered that its conversion rate on TikTok Live was significantly higher—by approximately 20%—compared to other platforms. This finding prompted the company to allocate greater resources to TikTok Live to optimize its marketing strategy and enhance overall profitability (As shown in Table 1).

Table 1. Social Media Channel ROI Evaluation Model

Channels	CPM (Yuan)	CPC (Yuan)	CVR	ROI
WeChat 's circle of friends	45	3.2	2.8%	1:4.5
TikTok information flow	32	2.1	1.9%	1:3.2
Xiaohongshu Notes	28	1.8	3.5%	1:5.7

Data source: data released by enterprises

3. Methods and Tools of Quantitative Analysis in Social Media Marketing

3.1. Data Analysis Method

3.1.1. Descriptive Statistical Analysis

Descriptive statistical analysis serves as a fundamental approach to summarizing and interpreting data in a clear and concise manner. This method involves calculating key measures such as the mean, median, mode, and standard deviation to provide insights into data distribution and variability. For example, analyzing the average and standard deviation of metrics like likes, comments, and shares on social media posts can reveal patterns in user engagement and the extent of variation in the impact of communication

efforts. Such analysis aids in identifying trends and optimizing strategies for improved outcomes.

3.1.2. Correlation Analysis

Correlation analysis is a statistical method used to examine the relationship between two or more variables, providing insights into how changes in one variable may be associated with changes in another. In the context of social media marketing, enterprises can leverage this technique to identify patterns and optimize strategies. For instance, analyzing the correlation between factors such as content release timing and click-through rates can reveal actionable trends. Research has shown that content published during peak engagement hours, such as 8:00 pm to 10:00 pm, tends to achieve higher click-through rates. By focusing on these optimal time slots, businesses can enhance audience interaction and maximize the effectiveness of their marketing campaigns.

3.1.3. Regression Analysis

Regression analysis is a statistical method employed to predict and explain the relationship between variables. Enterprises can utilize this method to construct models that forecast the interplay between marketing effectiveness and investment levels. For instance, a regression model can be developed to analyze the relationship between sales volume and advertising expenditure [10]. This enables the prediction of sales outcomes at varying levels of advertising investment, thereby offering a robust foundation for informed marketing decision-making within organizations.

3.2. Data Analysis Tools

3.2.1. Analysis Tools Equipped with Social Media Platforms

Many social media platforms are equipped with integrated data analysis tools that provide valuable insights into user behavior, content performance, and marketing outcomes. Examples include the data analysis features available for WeChat official accounts, Weibo Feeds, and the creator service center in TikTok. These tools enable users to access detailed metrics such as the number of article views, likes, shares, and other engagement indicators. For instance, the management system for WeChat official accounts allows enterprise managers to evaluate the effectiveness of content distribution and audience interaction, thereby supporting data-driven decision-making in marketing strategies [5].

3.2.2. Third-Party Data Analysis Tools

Enterprises have access to a variety of third-party data analysis tools in addition to those integrated into social media platforms. These tools, such as widely used analytics platforms, offer more advanced and detailed data analysis capabilities. For instance, certain tools can analyze website traffic comprehensively, examining aspects like traffic sources, user behaviors, and page conversion rates. Such insights enable businesses to refine their website performance and enhance their social media marketing strategies, ultimately fostering more effective engagement with their target audiences.

3.2.3. Data Visualization Tools

Data visualization tools are essential for presenting complex datasets in a manner that is both intuitive and accessible, enabling enterprise managers to analyze information effectively and make informed decisions [4, 5]. These tools offer a variety of functionalities, including the creation of charts and graphs that simplify data interpretation. Widely used tools such as Tableau, Power BI, and Excel allow users to transform raw data into visual formats like bar charts, line graphs, and pie charts, which can clearly illustrate trends and patterns in areas such as social media marketing performance. By leveraging these tools, organizations can gain deeper insights into their operations and optimize strategies based on visualized data.

4. The Index System of Social Media Marketing Effect Evaluation

4.1. Financial Indicators

4.1.1. Sales Volume

Sales serve as a crucial financial indicator for evaluating the effectiveness of social media marketing. Analyzing variations in sales figures before and after implementing social media marketing strategies provides valuable insights into their impact on corporate revenue. For instance, a company may observe a 20% increase in sales following a social media promotional campaign, which signifies the positive influence of such marketing efforts [6, 7]. Additionally, tracking these changes over time can help businesses refine their strategies to maximize financial outcomes and better align with consumer behavior.

4.1.2. Profit

Profit serves as the ultimate objective of enterprise management and is a critical metric for evaluating the effectiveness of social media marketing strategies. Enterprises must carefully analyze the costs incurred and the benefits derived from marketing activities to determine their profitability. For instance, if an enterprise allocates 100,000 yuan to advertising expenses for social media campaigns and achieves sales of 500,000 yuan, the resulting profit, after deducting associated costs, amounts to 200,000 yuan [7]. Comparing this profit with historical data enables a comprehensive assessment of the marketing activities' impact and overall efficiency in driving financial outcomes.

4.1.3. Return of Investment (ROI)

Return on investment (ROI) is a key metric used to evaluate the efficiency of marketing expenditures by comparing the income generated to the costs incurred. The formula for calculating ROI is: $ROI = (\text{marketing income} - \text{marketing investment}) / \text{marketing investment} \times 100\%$. This metric provides enterprises with a clear understanding of the financial returns achieved from their marketing efforts. For instance, if a company allocates 50,000 yuan to social media marketing and generates 150,000 yuan in revenue, the ROI calculation would be $(150,000 - 50,000) / 50,000 \times 100\% = 200\%$. This result signifies a highly effective marketing strategy, as the returns significantly exceed the initial investment [11]. By analyzing ROI, businesses can make informed decisions about resource allocation and optimize future marketing strategies to maximize profitability.

4.2. Non-Financial Indicators

4.2.1. Brand Awareness

Brand awareness refers to the extent to which customers are familiar with a brand and can recognize it among competitors. Through targeted social media marketing strategies, businesses can significantly enhance their visibility and recognition among consumers. Key metrics for evaluating brand awareness include the number of brand-related searches and the frequency of mentions across various platforms. For instance, when a brand implements a promotional campaign on social media, a subsequent 30% increase in search volume can indicate a notable improvement in the brand's overall popularity and consumer engagement.

4.2.2. Growth Rate of Fans

Fans play a crucial role for businesses on social media, as they serve as a key indicator of the company's influence and appeal within the digital landscape. The rate at which fans grow reflects the effectiveness of a company's marketing strategies and its ability to engage its audience. For instance, when a company releases a series of high-quality content on social media, a significant increase in fan growth rate can often be observed. This demonstrates that well-crafted content has the potential to attract and retain greater user attention, thereby enhancing the company's digital presence.

4.2.3. User Satisfaction

User satisfaction refers to the degree to which consumers feel content with the products or services they receive. On social media platforms, users often express their satisfaction through comments, reviews, and feedback. By analyzing these interactions,

enterprises can gain valuable insights into consumer perceptions. For instance, an enterprise analyzing user feedback on social media discovered that 90% of users expressed high satisfaction with its products, highlighting a strong level of approval and recognition for the quality and reliability of its offerings.

4.2.4. Public Praise Transmission

Public praise transmission refers to the dissemination of brand and product information among consumers, primarily through word-of-mouth communication. On social media platforms, this process is facilitated by actions such as sharing posts and making recommendations. Key evaluation metrics for assessing the effectiveness of public praise transmission include the sharing rate and recommendation rate. For instance, when the sharing rate of an enterprise's social media content reaches 20%, it indicates a significant capacity for engaging audiences and fostering communication. This metric highlights the importance of creating content that resonates strongly with consumers, encouraging them to actively participate in spreading information.

5. Suggestions on Improving the Application Effect of Quantitative Analysis in Social Media Marketing

5.1. Improvement of Data Quality

5.1.1. Ensure Data Accuracy and Integrity

The accuracy and integrity of data are fundamental to the success of quantitative analysis. To achieve this, enterprises must implement rigorous data collection and auditing mechanisms that ensure the reliability of the data being analyzed. For instance, when gathering user data from social media platforms, it is essential to conduct thorough data cleaning and verification processes to eliminate duplicates, inconsistencies, and errors. Additionally, maintaining data integrity is critical to avoid gaps or omissions that could compromise analysis outcomes. For example, when documenting users' purchasing behaviors, all relevant details should be meticulously recorded, including the time of purchase, transaction amount, product details, and other pertinent information. This comprehensive approach not only enhances the quality of the data but also ensures that subsequent analyses yield accurate and actionable insights.

5.1.2. Strengthen the Standardization of Data Collection and Management

Enterprises must establish a comprehensive and standardized system for data collection and management, ensuring clarity in processes and adherence to defined standards. For instance, they should clearly outline the specific time intervals and the precise scope for collecting data from social media platforms. Furthermore, implementing a robust data management framework is essential to effectively classify, securely store, and systematically back up the collected data. This approach ensures data integrity, enhances security, and supports efficient utilization in organizational decision-making.

5.2. Training of Professional Talents

5.2.1. Cultivate Marketing Talents with Data Analysis Ability

Enterprises must prioritize the development of professionals who possess expertise in both marketing and data analysis. Enhancing marketers' data analysis capabilities can be achieved through structured internal training programs and strategic external recruitment efforts. For instance, organizations can facilitate specialized training sessions that focus on equipping marketers with practical knowledge of data analysis methodologies and tools, enabling them to interpret and utilize data effectively. Additionally, recruiting individuals with a strong background in data analysis can significantly strengthen the marketing team, fostering a more data-driven approach to decision-making and strategy formulation within the enterprise.

5.2.2. Strengthen Cross-Departmental Cooperation and Communication

The effective use of quantitative analysis in social media marketing requires seamless collaboration among the marketing, technical, and data analysis departments. Enterprises

should prioritize fostering communication and breaking down barriers between these departments to ensure a cohesive approach [2]. For instance, the marketing team can work closely with the data analysis team to jointly develop robust indicators and analytical frameworks, while the technical team provides essential infrastructure and technical support for data processing. Strengthening cross-departmental collaboration not only enhances the precision of quantitative analysis but also optimizes the overall efficiency of social media marketing strategies.

6. Conclusion

Quantitative analysis has substantial practical value in social media marketing and serves as an essential basis for improving strategic planning and operational execution. Through the quantitative examination of audiences, content characteristics, and communication channels, enterprises can obtain a more comprehensive understanding of market demand, user preferences, and behavioral patterns. This process supports the optimization of marketing resource allocation, improves targeting accuracy, and enhances the overall effectiveness and efficiency of marketing activities. In addition, the establishment of a scientific and systematic index system for evaluating marketing performance enables enterprises to measure outcomes more accurately, compare campaign results more consistently, and provide a reliable foundation for evidence-based decision-making. To fully realize these benefits, organizations should strengthen data quality management, cultivate professionals with analytical and marketing expertise, and promote coordination across departments to improve data integration and implementation capacity. Looking ahead, as social media platforms and data analysis technologies continue to evolve, the application of quantitative analysis in social media marketing is expected to become broader, deeper, and more refined. Enterprises should therefore continue to explore, adapt, and innovate in order to respond effectively to changing market conditions and achieve sustainable development.

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