

The impact of social media marketing on brand equity: A systematic review

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Abstract: social media has impacted all types of business and marketing in terms of promoting brands and enhanced their equity. This study aims to identify, evaluate, summarize and synthesize findings of previous studies that tested the impact of social media marketing on building brand equity and to classify the included studies according to brand equity components, platforms, social media dimensions, and type of industry. The study selection process is outlined according to the PRISMA statement. An online search carried out of 11 databases using combinations of all possible keywords and phrases. Clear, specific, and predefined eligibility criteria were applied to identify studies that related to the topic. Search results were transferred into Endnotes software to remove duplication, article and abstract were scanned of records that are related to the topic. a total of 26 papers that meet inclusion criteria were included, most studies have reported an influence of social media on brand awareness, brand associations, perceived quality, and brand loyalty. Further, this study reported that the Facebook platform was dominant among studies, several industries were tested and most studies have reported the five dimensions of social media. To sum up, social media marketing positively impacted CBBE dimensions namely brand awareness, perceived quality, association, and loyalty.

Keywords: social media, brand equity, consumer-based brand equity, social media dimensions

1. Introduction

The design during which brand content is planned, devoured, and disseminated has changed in social media (SM), migrating the influence to form a brand image from traditional marketing to digital contents and interactions of buyers (Geiser, 2017). According to Hudson, Huang, Roth, and Madden (2016) in the current smart business, solid brands perceive the power of SM in creating, sustaining, engaging, and interacting with

new potential consumers as it provides practitioners with unexpected opportunities to meet new consumers on social networks and eventually create strong relations with them. In just seconds, SM shoppers can express their points of view to a large number of people, rapid collaboration and correspondence of managed organizations to turn out to be increasingly under the attention of buyers, which this miracle demonstrates that buyers are steadily used to bring news to them as opposed to searching for data. Although SM provides endless opportunities for marketers and brands, numerous negative encounters to traditional marketing strategies, companies are not in control of brand identity. Users invariably give feedback about purchased goods and their interactions with other users. Bad experiences exchanged will spread through sites that in the millions boast of users. This greatly influences a brand. Further to this, SM's global nature exposes brands to a global audience. Organizations are now paying attention to their key interest in SM networks as to how Best for leveraging and attaining a strong brand that can be memorized.

Brands are highly valuable pieces of legal property, capable of affecting consumer preference, being purchased and sold, and providing companies with the protection of sustained future revenue. According to (Kapferer 2012; Keller 2014), brand equity is referred to the value accrued by various benefits, and the fundamental concept of brand equity is that a brand's strength resides in consumers mind and how consumers perceived the brand over time. Further, brand equity added value to products in terms of thoughts, words and consumer's choice preference, and there are several tactics that enabled the creation of value for brands, and consequently, companies can benefit in terms of higher revenue or lower cost. Positive brand equity for strong brands has many advantages including, but not limited to, more brand extension opportunities, achieving higher margins, enhance brand loyalty, raise marketing communication effectiveness, and achieving higher consumer preferences. Further, brand equity guide marketing decisions and offer a valuable strategic function, it is very critically for marketers to be completely understanding of the essential sources of brand equity, and how it may influence results of interest such as sales. Understanding the causes and outcomes of brand equity offers an indicator for defining marketing strategies and measuring brand value which enables managers to understand and emphasize what brand equity drivers, and recognize exactly where and how brands add value. Towards that goal, we intend to identify, critically evaluate, summarize and synthesize findings of all relevant individual studies that directly relate to the impact of SM marketing (SMM) on consumer-based brand equity (CBBE) and classify the included studies according to dimensions CBBE suggested by Aaker 1991, identify SM platforms that have been used as well SM dimensions and type of investigated industry.

2. Literature review

Numerous scholars have suggested measurements of brand equity with different aspects, as a consequence, two main views of how brand equity can be managed and conceptualized proposed: firm-based brand equity and CBBE. A firm-based brand equity standpoint is the premium value that a firm attains from a product/service with a known brand name when compared to a non-branded product (Christodoulides & De Chernatony, 2010). Atilgan, Akinci, Aksoy, and Kaynak (2009) suggested that firm-based brand equity relies on product/market outcomes, such as prices, market share, as well as financial market results. On the other hand, the CBBE perspective focuses on customer's value perceptions, which were shaped by a mixture of a product's performance, emotional attachment, and consumer's lifestyle. Expressly, CBBE gains its importance from consumers' evaluation of products or services.

Brand equity literature has focused on CBBE, and it is the dominant perspective and preferred by most scholars and experts in the marketing field (Christodoulides & De Chernatony, 2010; Keller, 1993). Keller (1993) and Aaker (1991) were initiative scholars in construct brand equity, as a concept, but both referred to brand equity following the customer perspective. Keller (1993) used the term CBBE to indicate brand equity and reported that CBBE takes place when customers awareness is high of the brand and consumers have favourable and exceptional associations in their memory. CBBE can be best expressed as a concept caused by brand associations and the influence of brand associations is emphasized. On the other hand, Aaker (1991) suggested that CBBE contains five components which are the core sources of value formation. These components are awareness to brand, perception of brand quality, association related to the brand, and brand loyalty; and an extra proprietary brand asset that acts in place of patents, trademarks. This model is a widely accepted and

comprehensive model that's has been accepted by many researchers, therefore, the elements of this model will be used in this study to classified accepted papers based on its components.

Aaker (1991) CBBE components

Brand awareness is considered a major critical element of brand equity which is often ignored by academics and practitioners (Aaker, 1996). According to (Aaker, 1996), brand awareness is defined as the ability of consumers to identify or recall that a brand is related to a specific product category. Farjam and Hongyi (2015) noted that brand awareness has two main levels; recognition and recall level. Recognition levels offer a sense of familiarity and signal substance, awareness, and commitment to the brand. Whereas, recall level impacts consumers' choice and selection. For most firms, brand awareness is essential key because it strengthens brands to succeed (Aaker, 1991). Kuhn, Alpert, and Pope (2008) reported that building a solid brand requires establishing the accurate brand identity to create brand identification and association in consumers mind at first, to achieve that, the existence of brand salience is a must. It worth noting that salience is consist of two sub-dimensions, that's are the need for satisfaction and identification.

Aaker (1992) reported that perceived quality is a fundamental dimension of CBBE. It offers value to consumers because it gives the motive to make a buying decision, create a competitive advantage by differentiating brands from surrounded competitors, facilitates line extensions, and selling at a premium price. Kuhn et al. (2008) indicated perceived quality as a superiority perception of the brand when compared to competing for the brand, while, (Aaker, 1992) referred to perceived quality as consumer's judgment about product superiority or excellence. Perceived quality has become a central business drive for most businesses and strategic choice that enable programs designed in order to build brand equity (Aaker, 1992).

Brand associations or brand image is a highly accepted aspect and a major element of brand equity, which refers to the correlation of a brand in customers' memory (Aaker, 1996). Brand association includes object, experience, personality, emotion, product attributes, relation or image, customer benefits, uses, users, lifestyles, product classes, competitors, and countries (Aaker, 1991). Further, brand associations assist consumers process and restore information, provide a reason to buy, be the basis for differentiation and extensions, and create positive feelings. According to Aaker (1991), Consumers utilize brand associations in processing, organizing, and saving information in memory and this assisting purchase decision. It is very critical to understand the fundamental component of brand association to build brand equity, when brand association level is high, it is more likely to have a higher tendency to succeed in brand strategies and become more relevant to consumers (Netemeyer et al., 2004).

Aaker (1991) suggested that brand loyalty is consumer attachment to a brand. Yoo and Donthu (2001) also defined brand loyalty as the tendency of consumers to hold loyalty to a brand in terms of purchase intention and set brand as a first choice to buy. Also, Oliver (1999) referred to brand loyalty as the strong commitment held to repurchase or support a favoured brand in the future. Brand loyalty creates value to firms as it reduces marketing costs in addition to leveraging trade (Keller, 1993). Loyal customers assume that the brand is always available and recommended others to use it. Bilgin (2018) noted that attracting new consumers is much more expensive than keeping existing customers. Further, competitors will face difficulties to attract brand loyal users as they are less motivated to search for alternatives, as a result, competitors will be less motivated to spend resources to attract loyal customers because it will take a long time (Bilgin, 2018; Ngah et al., 2021). Therefore, Aaker (1992) suggested that concentrating on brand loyalty is a powerful technique in managing brand equity.

Building brand equity within SM became very critical for almost all businesses, a well-adopting channel for marketers that increase marketing strategies' effectiveness. Although many businesses realize the importance of adopting SM, it is very important to evaluate how effectively SM works. Therefore, Kim and Ko (2011) examined five dimensions of how customers are influenced by SM which include: interaction, entertainment, customization, trendiness, and word-of-mouth, and reported a positive influence on the evaluation of SMM activities. Furthermore, taking a closer look at media users, social networking platforms are estimated to have 3.6 billion users and these statistics are still expected to grow in the future. The market leader is Facebook and the first social network to exceed one billion valid accounts, currently sits at more than 2.74 billion monthly active users, followed by YouTube 2 billion, WhatsApp 2 billion, FB Messenger 1.3 billion, and WeChat 1.2

billion. The importance of observation of SM platforms, as well as the dimensions of SM, provides marketers substantial insights into prioritizing the SM platform and how SM dimensions can influence consumers to brand.

Recently, brand and branding within the SM context captured the attention of many scholars globally and a huge number of studies have been carried out in this topic investigating different sectors, SM platforms, and viewpoints (Berthon, Pitt, Plangger, & Shapiro, 2012; Filo, Lock, & Karg, 2015; Al-Gasawneh & Al-Adamat, 2020; Whitelock, Cadogan, Okazaki, & Taylor, 2013). Despite the increasing interest in research and the huge number of studies that test the importance of SM on branding for most organizations, a little systematic review about how brand equity might be affected by SM marketing has been carried out, which is an important market-based asset. therefore, this study realized a need of conducting a systematic review paper of the previous studies of SM within the marketing field to synthesize and organize the key topics covered by these researches and how these studies tested those issues, this review important to investigate how prior studies addressed the implications of SM for marketing topics. Consequently, the current study contributes to academia and industry by providing a complete, comprehensive summary of current literature related to the impact of SM marketing on building brand equity. As far as we know, the current systematic review is among the first few to show that social media affects CBBE. Further, this study will benefit practitioners to analyze the power and potential of marketing actions, and the development of better SM marketing strategies in manage brands online. Generally, this study is considered as a starting point for relevant researches and to establish holistic understandings of how SM influence brand equity online.

Methodology

The systematic review is typically aimed to find, test, analyze and find the best existing evidence relating to an exact research question to bring informative and evidence-based answers (Gopalakrishnan & Ganeshkumar, 2013; Muka et al., 2020). According to Cook, Mulrow, and Haynes (1997), systematic reviews are the most accepted method to summarize and synthesize the findings of studies examining the same questions in any discipline. Moreover, systematic reviews pass through a well-defined structure and clear process that require identifying the research question or problem, classifying and critically assessing the existing literature, amalgamation of the findings, and concluding (Wamba, Akter, Edwards, Chopin, & Gnanzou, 2015).

Search strategy

In this review, a hand search was carried out to identify the papers that should be included. The search aimed to find studies that empirically investigated the impact of SM marketing on brand equity. An online search of 11 databases included: Education Data Base, [Academic Search Complete](#), Education Research Complete, PsycINFO, Eric, Science Direct, Web of Science, Scopus, Emerald, Research Library, Taylor & Francis, and Sage, and was conducted in Dec 2020. Those databases were selected in consulting with librarians who support this with designing complex searches, searching database scope, and checking similar systematic review. The search was carried out using combinations of the following keywords and phrases: Social media” OR “social network” OR “social networking” OR “Web 2.0” OR “Facebook” OR “LinkedIn” OR “Twitter” OR “MySpace” OR “Instagram” AND brand* OR “brand equity” OR “customer-based brand equity” OR “CBBE” AND “marketing” OR “social media Marketing”. A decent time was spent in identifying all possible synonyms and related terms for each of your elements or concepts to ensure that search retrieves as many relevant records as possible, so we search terms used previous studies or systematic reviews, check relevant dictionaries.

Study selection

Clear, specific, and predefined eligibility criteria are a critical prerequisite for a systematic review because inclusion and exclusion criteria define the boundaries of any systematic review (Brereton, Kitchenham, Budgen, Turner, & Khalil, 2007). The current study conducted a thorough review of each possibly relevant article to find studies presenting original and empirical data related to the topic of the impact of SM on brand equity. Included studies needed to self-identify as SM marketing to be included in this review. The inclusion criteria are also focusing on identifying empirical papers that tested the impact of SM on CBBE model elements. Further, studies must be conducted in the English language and must be within 2008-2020 in a peer journal review is must be eligible. On the other hand, Studies reporting different aspects of SM other than marketing aspects were

excluded. Also, reviews, conceptual and method-focused papers, and papers studying SM from a social or psychological standpoint were excluded.

Procedures

An online search was carried out using the above-mentioned keywords and synonymous on each database. Search results with abstracts were transferred into Endnotes software which is highly recommended and used in the systematic review. Two stages to screening and choosing results were used in this paper which is: first, the primary screening phase where numerous records were excluded, which consists of removing duplication, title and abstract scanning of records related to the topic. Second, the screening phase includes testing more precisely at those articles that meet the first screening phase. At this stage, articles tested based on the inclusion or exclusion criteria identified in the protocol and provide reasons why some studies are excluded. In this study, the process of screening data started by remove and duplicates articles. Afterwards, screening of the titles was conducted to exclude irrelevant articles and the remaining papers were examined for further investigation of their relevance to the topic. Finally, the relevant articles and the articles they cited were reviewed. Accepted papers were classified according to Aaker (1991) CBBE components, SM dimensions, SM platforms, and type of industry.

Data Extraction

The study selection process is outlined in the PRISMA Diagram. Two experienced researchers independently reviewed the titles and abstracts of the identified studies and determined if they met the inclusion criteria. Disagreements between reviewers were resolved by discussion and adjudication by a third senior researcher at each stage.

Result

The study selection process is outlined in the PRISMA diagram (Fig 1). A total of 1123 records were located using the described search terms. Next, we reviewed 876 records at the title level and excluding 317 articles. Afterwards, the remaining articles were reviewed at the abstract level leading to removing an extra article of 463. A total of 96 were reviewed in a full text remove another 68 studies. A total of 25 records were included in this study.

Brand equity according to Aker 1991

As mentioned earlier, Aaker (1991) has suggested four main elements of brand equity: perceived quality, brand loyalty, brand awareness, and brand associations other than proprietary brand assets. Only these four dimensions have been frequently used by different researchers (Bendixen, Bukasa, & Abratt, 2004; Bhardwaj, Kumar, & Kim, 2010; Ogunnaike, 2017). This study, therefore, conceptualizes brand equity based on the most generally accepted proposed model of Aaker.

Brand awareness

The first stage in building CBBE is to create brand awareness, and it considers a fundamental component of brand equity (Aaker,1991). Aaker (1991) referred to brand awareness as "the ability of a buyer to recognize or re-call that brand is a member of certain product category. Brand awareness consists of two main elements according to (Keller,1993) which are: brand recall and recognition. In this paper, brand awareness has been tested by most included papers in different contexts, Amoako, Okpattah, and Arthur (2019) investigated the impact of Facebook pages on awareness of Vodafone and MTN and reported a significant positive influence. Owino et al. (2016) tested the impact of SM on the banking industry and revealed that SM explains 81.2% of the variation in brand awareness. A comparison between firm and users generated contents was evidenced in

numerous of studies, studies (Cheung, Pires, & Rosenberger III, 2020; Llopis-Amorós, Gil-Saura, Ruiz-Molina, & Fuentes-Blasco, 2019; Sadek, Elwy, & Eldallal, 2018; Schivinski & Dabrowski, 2015, 2016; Vinh, Phuong, Nga, & Nguyen, 2019; Wright, Williams, & Byon, 2017) reported that firm created contents have a positive direct influence on brand awareness. Similarly, some studies proposed evidence of users generated contents on influencing brand awareness (Cheung et al., 2020; Coulter, Bruhn, Schoenmueller, & Schäfer, 2012; Llopis-Amorós et al., 2019; Rachna, 2017; Sadek et al., 2018; Schivinski & Dabrowski, 2015, 2016; Vinh et al., 2019). Additionally, Stojanovic, Andreu, and Curras-Perez (2018) noted that of intensity use of social media influence brand awareness, which in turn influence brand quality, cognitive and affective image, and create customer value, and intention to make WOM. In the same vein, Severi, Ling, and Nasermoadeli (2014) reported that brand awareness mediates the relationship between EWOM and brand association.

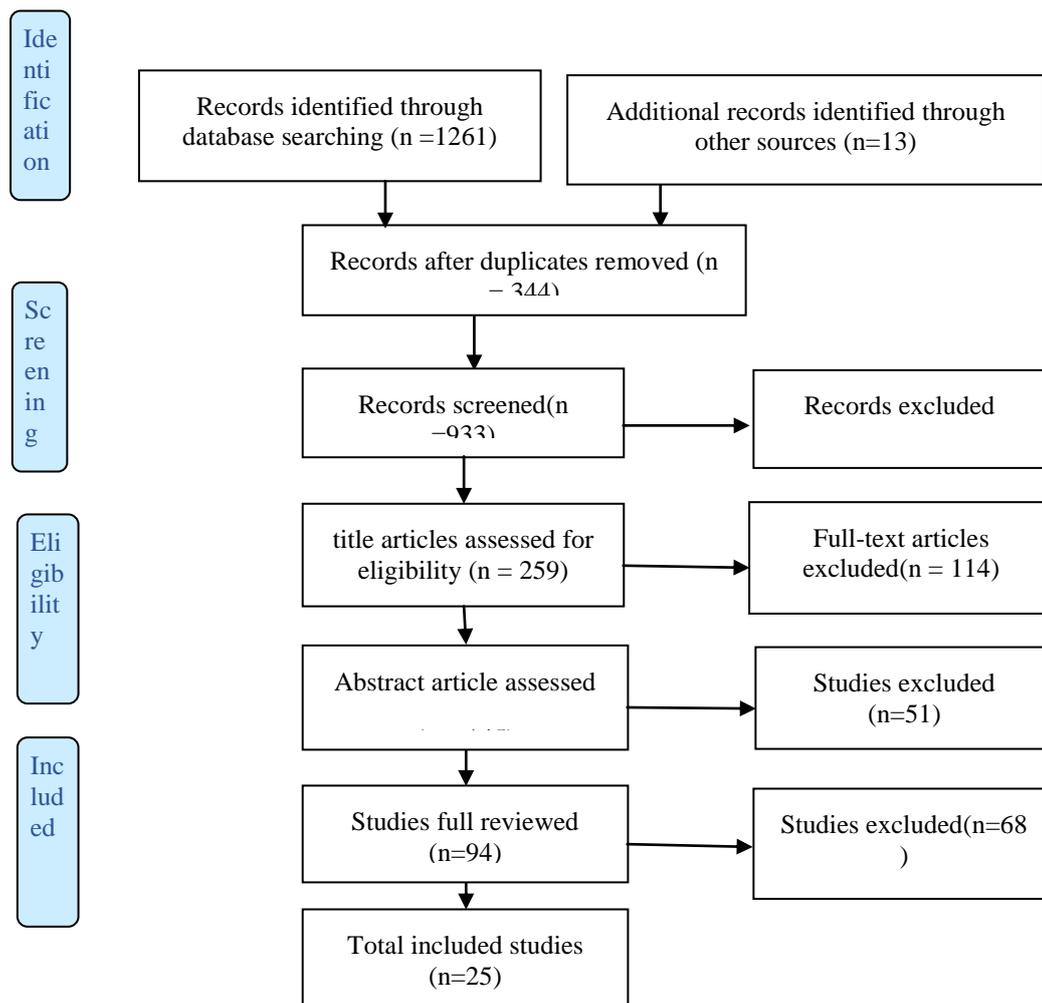


Figure 1: Systematic review flow diagram

Brand association

The second major element of CBBE according to (Aaker,1991) is brand association, which related to the linkage of brand image in consumers' mind. According to Keller (1993), brand association referred to "impressions based on other information that is related to impressions created by the brand in the minds of consumers and that includes the brand meaning for the consumers". This element of CBBE is also investigated in most of the included studies; Studies that tested the influence of users generated contents have shown a positive

association between SMM and brand associations (Llopis-Amorós et al., 2019; Rachna, 2017; Sadek et al., 2018; Schivinski & Dabrowski, 2015; Vinh et al., 2019). On the other hand, firm-generated contents reported a significant positive influence on brand associations (Llopis-Amorós et al., 2019; Sadek et al., 2018; Schivinski & Dabrowski, 2015; Vinh et al., 2019; Wright et al., 2017). Further, some studies (Amoako et al., 2019; Khajuria, 2017; Sehar, Ashraf, & Azam, 2019) have shown a direct positive effect of SMM on brand association. Also, Stojanovic et al. (2018) advocated that SM use impacts brand awareness and sequentially influences brand quality, cognitive and affective image. Likewise, Severi et al. (2014) reported that brand awareness mediates the relationship between EWOM and brand association, and brand association mediates the relationship between electronic WOM and brand loyalty.

Perceived quality

According to Aaker (1991), perceived quality is the third component that measures CBBE. According to, Erenkol and Duygun (2010) Perceived quality refers to a customer’s opinion on the degree to which a particular brand able to meet consumers expectation in term of excellence and superiority. It worth noting that quality perception is not actual product quality, it is more related to the personal judgment of the product (Erenkol and Duygun, 2010), and the judgment influenced by consumption situation, previous experience and the unique needs of consumers (Yoo et al., 2000). Perceived quality "as a main construct" is evidenced in most studies. Numerous studies tested the impact of SM on this dimension and reported a significant effect (Amoako et al., 2019; Khajuria, 2017; Owino et al., 2016; Sehar et al., 2019; Sharma & Sahni, 2015; Stojanovic et al., 2018). Furthermore, users generated contents on SM have been tested in some studies and revealed a positive influence on perceived quality (Cheung et al., 2020; Schivinski & Dabrowski, 2015, 2016; Vinh et al., 2019), the firm created SM is also impacted perceived quality (Cheung et al., 2020; Llopis-Amorós et al., 2019).

Brand loyalty

Brand loyalty Aaker (1991) states that brand loyalty is "a measure of the attachment that a customer has to a brand" (p. 91). Brand loyalty is the most critical component of CBBE because loyal customers committed to brand and repeat purchases and involve in WOM over time. The most common scale to measure brand loyalty is purchase the brand, repurchase, and involvement in WOM. The brand loyalty dimension was tested in each single included study. Numerous studies revealed that SM marketing directly influences loyalty (Amoako et al., 2019; Ebrahim, 2020; Godey et al., 2016; Khajuria, 2017; Nobar, Kalejahi, & Rostamzadeh, 2020; Owino et al., 2016; Sehar et al., 2019). Users generated contents also has a positive significant influence on brand equity (Cheung et al., 2020; Rachna, 2017; Schivinski & Dabrowski, 2015, 2016; Vinh et al., 2019), and firm generated contents also has shown a significant effect on brand loyalty (Cheung et al., 2020; Vinh et al., 2019; Wright et al., 2017). It worth mentioning that some studies have shown no effect of SM on brand loyalty (Coulter et al., 2012). Stojanovic et al. (2018) reported that intensity use of SM impact brand awareness which influences intention to make WOM. Additionally, Severi et al. (2014) suggested that brand association mediates the relationship between electronic WOM and brand loyalty, and brand loyalty mediates the relationship between electronic WOM and brand image. Sánchez-Casado, Confente, Tomaseti-Solano, and Brunetti (2018) proposed that social and monetary benefits impact brand loyalty. Seo and Park (2018) advised that SMM activities have a positive effect on brand awareness and brand image which in turn influence electronic WOM.

Author	Aim	Finding
(Amoako et al., 2019)	To investigate the effects of SMM on brand equity	SMM impact brand awareness; brand association brand loyalty; and perceived quality $p \leq 0.01$ to all dimensions

Table 1: impact of SM marketing on brand equity

(Owino et al., 2016)	To determine the influence of SM on brand equity in the banking industry	SM explains 81.2% of the variation in brand awareness; 82.5% of perceived quality; and 85.9% of brand loyalty.
(Llopis-Amorós et al., 2019)	Analyzing the moderating role of SM communications on brand equity creation and its correlates	Perceptions of users created contents impact awareness 303, social image ($\beta = 0.636$; $t = 9.3$), value .400, service quality.428, leadership .591 and loyalty ($\beta = 0.606$; $t = 11.4$). while contents generated by companies did not impact loyalty and perceived quality-leadership.
(Stojanovic et al., 2018)	Examine the power of the use of SM on tourist destination brand equity	Intensity use of SM impacts brand awareness ($p < 0.01$). brand awareness influences cognitive image, affective image, brand quality, customer value, and intention to make WOM ($p < 0.01$) to all
(Severi et al., 2014)	Evaluating the roles of CBBE constructs in mediating the relationship between EWOM and the elements of CBBE	Brand awareness mediates the relationship between EWOM and brand association $p < 0.05$, which in turn mediates the relationship between EWOM and brand loyalty. $p < 0.05$, Brand loyalty mediates the relationship between EWOM and brand image $p < 0.05$, Brand image mediate the relationship between EWOM and perceived quality $p < 0.05$
(Rachna, 2017)	To test brand-related content generated by users on SM and its influence on the CBBE	User-generated content on Facebook has a significant impact on brand awareness ($p < .05$) brand associations ($p < .05$) brand loyalty ($p < .05$) and perceived brand quality. ($p < .05$)
(Cheung et al., 2020)	examines the effectiveness of SM brand communication and intensive distribution plan on the CBBE dimensions, and the moderating effect of product involvement	Firm-created SM has a positive effect on brand awareness, brand associations, perceived quality, and brand loyalty, $p < .001$. users-created SM has no influence and all p -value are higher than .05. distribution intensity influence brand awareness, brand associations, perceived quality, and brand loyalty, $p < .001$ to all constructs
(Coulter et al., 2012)	To compare traditional and SM communication on brand equity	Traditional media activities influence brand awareness and brand image. Firm-created SM contents impact on brand image, user-generated SM reported main influence on hedonic brand image.
(Vinh et al., 2019)	To test the impact of brand communication through SM on CBBE elements, and how these elements affected CBBE dimensions	firm-created content impacts brand awareness, association, and loyalty ($p = 0.0$, and insignificant on perceived quality. user-generated content impact awareness/ association ($p = 0.0$), perceived quality ($p = 0.01$), and brand loyalty ($p = 0.024$).
(Wright et al., 2017)	Examined the relationship between 4Ps related SM communications, brand equity, and purchase intention	firm-generated SM communications impacted brand equity social image ($p < .05$), perceived value ($p < .05$) and brand commitment ($p < .05$), which in turn impact intention to purchase
(Nobar et al., 2017)	To test the impact of SM marketing activities on brand	SM impact brand awareness, brand image $P < .05$ which in

al., 2020)	equity and commitment	turn influence brand commitment p<.05.
(Ebrahim , 2020)	examining the impact of SM on brand loyalty through two mediators which are brand equity and trust	SM marketing has a direct impact on brand trust and loyalty (p< .05). SM activities are also indirectly impact brand equity mediated by brand trust, p = 0.009)
(Chahal & Rani, 2017)	To clarify variables that impact customers' brand engagement and its impact in building CBBE, and to examine the moderating role of trust on brand engagement and relationship	Tie strength, social identity, entertainment significantly influence SM brand engagement (p<.05) to all constructs. Convenience SM engagement significantly leads to brand equity (p= 0.004). trust moderates the relationship between SM engagement and brand equity (p<.05).
(Godey et al., 2016)	To examine the influence of SM marketing on consumers' responses through brand equity creation	SM impact CBBE (p= 0.001), CBBE also mediate effect on the relation between marketing strategies on SM and customer response (R2 = 0.212).
Khajuria (2017)	to investigate how brand communication on Facebook affects perception towards brands and brand equity	SM brand communication influence brand awareness, associations perceived quality, as well as loyalty with (p < 0.5) for all constructs
Sadek et al. (2018)	to examine the impact of firm-created and user-generated SM brand communication on CBBE	SM brand communication impact on CBBE dimensions (brand awareness, brand perceived quality, brand associations, and brand trust). P- Values are 0.097, 0.847, 0.560 and 0.777 respectively.
Colicev, Malshe, and Pauwels (2018)	to investigate how SM affects US retailers' CBBE	The power and SM volume are significant predictors of CBBE. Advertising, own SM, Earn SM impact CBBE and (p < 0.05) to all dimensions.
Sánchez-Casado et al. (2018)	To measure the effect of relational benefit on CBBE and customer loyalty.	Social benefits elements impact CBBE (p<.05) and brand loyalty (p<.05), Monetary benefits have a positive effect on loyalty(p<.05)
Schivins ki and Dabrowski (2015)	Test the impact of firm-created and user-generated SM brand on CBBE through Facebook.	Firm-created SM brand communication impact brand awareness/associations; p= 0.02), and no influence on brand loyalty, perceived quality, p>.05. user-generated SM brand communication impacts awareness, associations, brand loyalty. and perceived quality (p<.05) Brand awareness/associations impact brand loyalty; (p= 0.03) and perceived quality (p= 0.001)
Schivins ki and Dabrowski (2016)	Examined the effects of SM communication on CBBE and how consumers perceive brands	Users generated contents had an influence on both brand equity and attitude (p <0.05), on the other hand, firm-created contents impact brand attitude (p<.05). brand equity and attitude impact purchase intention

Dwivedi, Johnson, Wilkie, and De Araujo-Gil (2019)	to understand SM platforms from a “brand” perspective through examining the effect of consumers’ emotional attachment on SM consumer-based brand equity (CBBE).	Emotional brand attachment impact on brand credibility. B= 0.72** And consumer satisfaction B= 0.54** and CBBE B= 0.21. Brand credibility has a direct positive impact on CBBE. B= 0.31**. Consumer satisfaction impact CBBE. B= 0.63**
Sehar et al. (2019)	To investigate the impact of SM Marketing Efforts on brand equity and consumer behaviours towards the brand.	SMM impact brand awareness, image, quality, and brand loyalty ($p < .05$)
Seo and Park (2018)	Analyzes the effects of SM marketing activities on brand equity and customer response	SMM activities have a positive effect on brand awareness. ($p < 0.001$) and brand image ($p < 0.001$) which in turn influence e-WOM ($p < 0.001$)
Koay, Ong, Khoo, and Yeoh (2020)	To investigate the influence of perceived SM marketing activities on CBBE	Perceived SM marketing activities impact CBBE (t value 4.923**) and brand experience (t value 10.153**). Brand experience has a significant positive influence on CBBE (t value 4.598**)
(Sharma & Sahni, 2015)	Examine the relationship between Facebook Communities, Twitter Tweets, and Brand Equity.	Brand salience, performance, judgment, image, feeling, and resonance are impacted by Facebook and Twitter community and ($\text{sig} < .05$) to all dimensions

SM marketing dimensions

Kim and Ko (2010) suggested SM marketing activities framework that includes five dimensions (entertainment, interaction, trendiness, customization, and EWOM. Regarding entertainment, Netemeyer et al. (2004) reported that entertainment impacts consumer attitude toward the brand and increases interaction between customer and brand, which results in active participation. Further, Martin and Todorov (2010) proposed that organizations use customization as a technique in SM to communicate the preference and uniqueness of brands and to increase consumer loyalty. Additionally, Muntinga, Moorman, and Smit (2011) advocated that SM trendiness provides information that consists of four motivations: surveillance, pre-purchase information, knowledge, and inspiration. And lastly, the EWOM plays an important role since it creates buzz marketing. The current study was consistent with previous studies as 18 studies identified those dimensions. Seven studies (Ebrahim, 2020; Godey et al., 2016; Koay et al., 2020; Nobar et al., 2020; Sadek et al., 2018; Sehar et al., 2019; Seo & Park, 2018; Vinh et al., 2019; Hawamleh et al., 2020) applied all five dimensions. Some other studies have tested some of those dimensions, for example, WOM as a sole dimension appeared in one study (Severi et al., 2014), similarly, interaction (Amoako et al., 2019; Ahmad et al., 2020). It worth noting that some studies have not identified SM dimensions (Cheung et al., 2020; Colicev et al., 2018; Coulter et al., 2012; Khajuria, 2017; Owino et al., 2016; Schivinski & Dabrowski, 2015; Nusairat et al., 2017). Table 2 summarizes all dimensions used in all studies.

Table 2: SM dimensions, platforms, and industry

Author	SM dimensions	platform	application
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(Amoako et al., 2019)	Interaction	Facebook	Vodafone and MTN
(Owino et al., 2016)	Not specified	N/A	N/A
(Llopis-Amorós et al., 2019)	WOM, Interaction,	All	Festival attendee
(Stojanovic et al., 2019)	Customization, WOM	N/A	Tourist destination
(Severi et al., 2014)	WOM	N/A	N/A
(Rachna, 2017)	Not specified	Facebook	Retail brand
(Cheung et al., 2020)	Not specified	N/A	Laptop-Pc and sportswear
(Coulter et al., 2012)	Not specified	N/A	Tourism, Telecommunication
(Vinh et al., 2019)	Customization, WOM,	Facebook	Cinemas
(Wright et al., 2017)	Trend, Customization,	Facebook	Fitness
(Nobar et al., 2020)	Customization, WOM,	N/A	Leather industry
(Ebrahim, 2020)	Customization, WOM,	N/A	Telecommunication
(Chahal & Rani, 2019)	Interaction, Entertainment	N/A	Multinational corporations
(Godey et al., 2016)	Customization, WOM,	Facebook	Luxury brand
Khajuria (2017)	Not specified	Facebook	Beauty, & fashion products
Sadek et al. (2018)	Customization, WOM,	Facebook	N/A
Colicev et al. (2018)	Not specified	N/A	Retail
Sánchez-Casado et al. (2018)	Entertainment, WOM	Facebook	N/A
Schivinski and Dabrowski (2015, 2016)	Not specified	Facebook	Beverages, clothing, and
Schivinski and Dabrowski (2015, 2016)	Interaction, WOM	Facebook	Beverages, clothing, and
Dwivedi et al. (2019)	Customization	N/A	Various brands
Sehar et al. (2019)	Customization, WOM,	N/A	Online store
Seo and Park (2018)	Customization, WOM,	N/A	Airline industry
Koay et al. (2020)	Customization, WOM,	Facebook	N/A
(Sharma & Sahni, 2019)	Interesting, Impressive,	N/A	Fashion

Regarding platforms that have been used in included studies showed that majority of papers tested Facebook platforms (Amoako et al., 2019; Khajuria, 2017; Rachna, 2017; Sadek et al., 2018; Sánchez-Casado et al., 2018; Schivinski & Dabrowski, 2015, 2016; Vinh et al., 2019; Wright et al., 2017). Further, Twitter was examined in two studies with Facebook (Godey et al., 2016; Koay et al., 2020). The remaining studies have left the choice to consumers based on the platforms they use (see table 2).

A large number of researches have examined one type of industry in most of the articles. However, in this article, we intend to add a classification for the industry examined in each article as shown in table 2. Some studies have tested more than one industry, for example, Coulter et al. (2012) examined tourism, telecommunications, pharmaceuticals, similarly, Colicev et al. (2018) investigated Supermarket, restaurant, clothing, pharmacy, electronics retail, and Nonalcoholic beverages, clothing and mobile network operators was

presented in two studies (Schivinski & Dabrowski, 2015, 2016). Further, evidence was found for Fashion (Khajuria, 2017; Sharma & Sahni, 2015), the airline industry (Seo & Park, 2018), Online store (Sehar et al., 2019), luxury brand (Godey et al., 2016), multinational corporations (Chahal & Rani, 2017; Nusairat, Rashid & Rembielak, 2015), telecommunication (Amoako et al., 2019; Ebrahim, 2020), leather industry (Nobar et al., 2020), fitness (Wright et al., 2017), cinema (Vinh et al., 2019), tourist destination (Stojanovic et al., 2018), festival attendee (Llopis-Amorós et al., 2019). It worth noting that several studies kept open choice for respondents to choose the brand that they follow (Koay et al., 2020; Owino et al., 2016; Sadek et al., 2018; Sánchez-Casado et al., 2018; Severi et al., 2014).

Discussion

This paper has summarized and synthesized the academic literature about the impact of SM marketing on brand equity that was conducted between 2008 and 2021 and has enabled a categorization of the keys research themes and offering a rich indication of SM marketing studies on brand equity. According to all included studies, SM marketing activities successfully increase value proposition by offering a unique value to businesses and consumers.

Aaker (1991) CBBE model gives an accurate measure of brand strength, and how customers perceive, feel and act in regards to the brand. Aker CBBE model is very simple that the process of building CBBE starts at the bottom with creating brand identity, then build brand knowledge that people will like, trust and which will ultimately achieve goals. The model provides companies with beneficial understandings about consumers' preferences, customers' needs and wants, and purchase intention, the brand choices indicate individual favourable responses to elements of the brand when comparing with other brands, which allow companies to achieve the benefits of brand equity. The success of marketing activities is largely depending on customers' response, which in turn, depends on the knowledge that has been printed in customers' minds about brands. Building brand equity process must build step by step starting from building awareness to establishing a unique association, appeal functional and emotional concern and ended by achieving consumers loyalty.

Previous literature largely focused on the effect of SM marketing on brand equity, in addition to the properties and attributes of SM. The dimensions of SM (entertainment, trendiness, interaction WOM, and customization) could be further highlighted and investigated to understand how each element can be managed to advance the usage of such mechanisms and how could contribute to building brand equity. Those dimensions are in need more explorations in term of understanding the factors that motivate consumers to post and share opinions, how to adopt new trends within the existing scenario, how to communicate a piece of customized information that directly corresponds to the taste and consumers preferences, how to create contents relates to entertaining elements.

Results of this study indicating that SM platforms and their content revealed a significant relationship with CBBE for entire types of industries. According to Carranza (2015), SM has shown the impact of seven industries; which include entertainment, real estate, marketing, retail, education, restaurants, and fashion. The result of included studies reported and a piece of evidence that influenced industries by SM of extra, that's is, festival attendee, tourist destination, laptop-Pc, tourism, telecommunications, pharmaceuticals, leather industry, multinational corporations, beauty, & fashion product, airline industry. It can be beneficial for the research agenda to test more industries so results can be generalized.

SM platforms offer a chance for users to socialize and interact, connect with countless groups, fan pages, and gaining a sense of community in a virtual world. SM Platforms enhanced opportunities allow firms to interact with consumers and gain feedback about their brands, understand their needs and wants. There are many SM platforms online, the most popular are Facebook, Instagram, YouTube, Linked In, QZone, Tumblr, WhatsApp, Twitter, Weibo, TikTok, Snapchat. It worth noting that Facebook has quickly become the most popular as well the most used by private users and businesses. Facebook marketing is one hot topic that gains the interest of researchers in a way that has never been bigger before. This review showed that Facebook was the dominant platform. This could be related to the fact that Facebook is the most popular platform with the highest number of users, as well as the largest for SM marketing expenditures (Stelzner, 2018).

By carefully reviewing the previous literature on the impact of SM marketing on brand equity (26 studies), researchers found out that there are numerous marketing implications in this field. The value of this paper derives from its uniqueness in providing an extensive overview of current research undertaken on this topic and a critical systematization of the emerging key research sub-topics. Academic literature systematic review about SM marketing activities brand equity is very limited, thus, the provided systematic literature review contributes in filling this gap some ways; an empirical assessment of the influence of several SM platform activities outcomes on CBBE. furthermore, this study classified the impact of SM dimensions (entertainment, interaction, trendiness, word of mouth, and customization) on brand equity elements as well as the type of industry which have not been done previously. Further, this paper contributes to the academic literature by providing an updated critical mapping and systematization of present studies of how SM influence brand equity elements, also, to identify the gaps of the prior studies in this topic. by exploring the state of academic research of SM marketing studies and brand equity, this could promote future interest in brand equity and SM marketing academic research and directs a potential further research development.

The results also provide firms with a comprehensive understanding of SM activities outcomes and how it could benefit brands, and how it can be used in managing SM more effectively. Most firms worldwide are looking forward to advancing SM to attract new consumers or to improve loyal consumers experience to increase profit and sales. SM is an innovative and cost-effective media, enable to interact with consumers, customize, and personalize with consumers. consequently, this will assist firms to complete their marketing strategies more professionally and successfully. This study provides evidence of how using SM could contribute to the position of organizations. Further, brand managers, who need extensive market knowledge to relate with customers, can gain insights into how previous studies formulate a SM marketing strategy informing and determining a firm's brand equity.

Conclusion

SM has advanced to become a challenging and useful instrument in the marketing field and brand communication. Consequently, SM marketing is significantly assisting businesses and consumers find new communication channels. Brands increase their communication with the target audience and enhance customer loyalty constantly. As a major component of IMC, SM marketing activities successfully boost CBBE by providing a value proposition to consumers compared with traditional media. Evolving brand equity is very important because it enables businesses to more successfully engage with their consumers in a way that boosts brand loyalty and allowing the business to continually grow. On-line brand social presence can be an asset that builds brand equity and adding value to the consumer and the brand.

Limitation and Future research

The emphasis of this paper to examine the whole previous literature related to the impact of SM marketing on brand equity. However, this study has some limitations. First, the current paper ignored a large part of studies that have examined some elements of CBBE components. Therefore, future researches it may consider these papers that conducted over different context. Second, although this research contributes by searching, classifying, and synthesizing the main body of literature, it could be more beneficial to perform statistical evidence by conducting meta-analysis research, particularly there are several quantitative studies that have conducted over the area of SM marketing and brand equity.

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