

# Impact of Social Media Marketing Activities: the Mediation of Social Identification and Satisfaction

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## ARTICLE INFO

## ABSTRACT

The effects of social media marketing engagement, Consumer satisfaction and the moderating role of social identification Marketspace membrane, An exploratory study of the direct-to-consumer digital marketing strategy A survey method has been used with 500 participants of social media, and the data have been analyzed with the help of quantitative analysis as well as qualitative analysis of the survey data set. The data on the marketing activity exposure has been moderate and ranged from 1. 40 to 6. 60 with a mean score of 3. 68 while social identification ranged from 1. 30 to 5. 80 with a mean of 4. 02 and Satisfaction with a range of 1. 30 to 6. 60 with a mean score of 3. 95. Statistical regression analysis showed that the parsed variable of satisfaction has been positively associated with marketing activities, ( $\beta = 0. 432$ ,  $p < 0. 001$ ). Additionally, the mediation test in which the stepped model of SEM has been used also confirmed the hypothesized mediating role of social identification in the relationship between exposure to marketing and satisfaction (Standardized indirect effect = 0. 256, SE = 0. 02;  $p < 0. 001$ ). Key findings of nature also included a call for relevance and relevance of posts when it comes to generating relevant reactions and shares among the customers. In sum, the research investigates the essential role of social identification in the entire process of how social media marketing activities enhance or reduce customer satisfaction.

**Keywords:** social media marketing, perceived consumer satisfaction, level of social identification, mediation analysis, CBN qualitative findings.

## I. INTRODUCTION

In the contemporary digital landscape, social media platforms have become integral channels for businesses to engage with their target audiences. The pervasive influence of social media has transformed traditional marketing practices, with social media marketing activities now playing a central role in shaping consumer perceptions and behaviors. It is thus crucial to determine how these activities affect consumer satisfaction since identifying factors that lead to consumer satisfaction is key to business success in environments characterized by increased competition among firms [1]. As such, the following research question has been guiding this research endeavor in an attempt to investigate the complex link between social media marketing activities, social identification as well as satisfaction. Although SMM has garnered significant attention in various marketing contexts and its impacts on different marketing consequences including brand awareness and purchase intentions have been investigated in several research works, research examining the psychological processes behind these effects is limited [2]. This is the research gap that this study seeks to address and, thus, assesses the mediating effect of social identification on social media marketing activities and satisfaction. Identified in social psychology social identification is a concept that measures the degree to which one feels affiliated with a certain social entity or not. There are lots of pairs in the case of social media-

identified selves that involve users creating or developing affiliations with brands, communities, or influencers, that make them feel or belong somewhere. It can greatly sensitize or desensitize how marketing content is perceived or engaged with on social media [3]. In addition, satisfaction being one of the many ways through which consumer loyalty and advocacy are maintained is one of the outcome variables that need to be examined when assessing the efficiency of SMM. This research specifically posits and examines social identification as a moderator and seeks to identify the psychological processes through which SMM activities drive consumer satisfaction. By synthesizing the literature review and empirical data, the study aims to contribute to the knowledge of marketers and practitioners interested and involved in the SMPM [4]. That is why firms must grasp the processes that underpin consumers' satisfaction in social media because by identifying them, owners could adjust the strategies that are used in promotion and sales, thus increasing their brand value in the world of social networks.

## II. RELATED WORKS

A few recent works published include papers that discuss consumer buying behavior and marketing communications, stressing sustainability in several industries. The related work part of this manuscript consolidates the essence of these insights and the findings derived from these studies about the present research paradigm concerning SMM, sustainability, and consumer engagement. [15] Elshaer et al., (2024) investigated how destination identification moderates the mediator relationship between resident general environmentally responsible behavior and tourist sustainable use of cultural heritage. These stressed the identification of destination and congruence with the Self as the key to encouraging adapted responsible tourism practices. [16] In the management path to address adverse effects brought by Corona Variants, Emara et al. (2023,) suggested the continuation of recovery plans for the lodging industry. From their study, conceptions are gained regarding a challenging area of the hospitality industry developments during the now ongoing pandemic. In the context of sustainable rural tourism development in Northwest Iran, referring to the concept of wellness-based tourism pattern, Esfandyari et al. (2023) Plasses suggested the following factors for analysis through structural equation modeling. This piece of work copiously fits into the existing literature with a focus on sustainable tourism development in rural areas. [18]

Fatma and Khan (2023) have also highlighted the mediating effect of brand trust by testing the influence of CSR on brand advocates. These have stressed that it is important to follow CSR activities regarding increasing consumer confidence and positive word-of-mouth, which leads to brand equity and loyalty. [19] Similarly, Fatma & Khan (2023) studied the relationship between CSR and brand loyalty in the context of the banking industry with moderator effects of brand credibility and brand identification. Their research findings inform the knowledge of the possible processes that may explain consumer responses toward CSR programs in the banking sector. [20] In the quantitative study by Fineberg et al. (2022), the authors conducted a scoping review of problematic internet usage, focused on developments in research and clinical practices about problematic internet use. Their review helps in understanding that Internet addiction is complicated and can have several negative impacts on mental health. [21] Of more recent origin is the study by Frémeaux and Henry (2023) working on meaningful entrepreneurship where the authors stress temporal context as a key constituent in constructing the narrative of meaningful entrepreneurship. These provided insights into how the concepts of entrepreneurship, ethics, and temporality can be combined to form new knowledge. Killing time [22], Gokce et al. (2023) analyzed the value co-creation perspective in the food sector focusing on social media content from strategic relationships. The authors' work provides suggestions for companies in the food industry, particularly on how food companies can build relationships with consumers using social media platforms so that both the companies and the consumers can derive value. [23] Grechi et al. (2024) analyze the traditional and innovation approaches in the context of the Italian wines Cluster consideration the most successful Italian food business Casa Paladin. By analyzing this case study, it is clear that tradition is a good starting point for competitiveness and sustainability in the wine sector, but it should then Move forward to innovation. [24] In their study Li, Guo, and Dou (2023), the research examined the relationship between self-transcendence values and meaningful consumption of sports, suggesting the chain mediation model including team identification and eudaimonic motivation. This research allows for the factors elucidating the role of psychological factors in the consumption of sports markets. [25] Heavner et al. (2023) examined qualitative data from healthcare providers working during COVID-19 with quantitative data from healthcare providers working during COVID-19 highlighting stressors that frontline healthcare workers commonly experience. Their study is consistent with a call for attention to the biopsychosocial aspects of healthcare practitioners in the context of critical events. [26] Isaac, M. , Kimai, P. , & Bwogi, E. (2023). The impact of unpaid marketing communications on consumer engagement, the role of the organic marketing connection. The study these conducted shows that the use of genuine and consumer-created content has played a significant role in influencing customers in the virtual environment

### III. METHODS AND MATERIALS

This research is mixed-method research that integrates a quantitative approach with qualitative findings to determine the connection between SMM performance and the level of identification and satisfaction experienced by consumers [5]. These are data collection and sampling techniques, measurement tools, and analysis tools as discussed in the subsequent sub-sections:

#### Data Collection:

Details for this study have been done through a survey that has been posted online and completed by users of social media platforms. The survey instrument has been developed to elicit the respondents' evaluations of the rankings of respective social media marketing activities, their level of social identification with brands or a community with social media platforms, and their satisfaction and the brands or communities that interact with [6]. The survey also contained questions, which helped to control the representativeness of the sample by the respondent's demographic profile.

#### Sample Selection:

The study sample includes users of the above social media platforms, specifically Facebook; Instagram; Twitter; and LinkedIn. To ensure diversity and representativeness in the sampling procedure, the authors endeavored to have as many participants belonging to different age, gender, education, and geographic distribution groups as possible [7]. Convenience sampling techniques have been applied, whereby circulation and sharing of the survey instruments have been done using electronic media and social networks.

#### Measurement Instruments:

##### 1. Social Media Marketing Activities:

The respondents have been also requested to measure their level of exposure to the following marketing activities through social media by responding to a set of questions using a Likert scale of 1 and 5 with 1 representing not exposed at all and 5 representing highly exposed [8]. The following marketing activities have been evaluated, Marketing with pay, marketing with stars, action and reaction stimulation, and advocacy marketing.

##### 2. Social Identification:

The level of social identification has been assessed through a scale modified by Stone & Huzzard (2013) (Table 1) [9]. Concerning the perception of brand, community, or influencer on social media platforms, participants have been requested to rate at what level they agree with the use of the Likert scale with the lowest being strongly disagreeing with a score of one and the highest being strongly agreeing with a score of five.

Statement	Likert Scale
I feel a strong sense of belonging to...	1-5
I identify closely with...	1-5
Being part of... is an important aspect of my identity.	1-5

#### Satisfaction:

A self-organizing map (SOM) mapper has been constructed based on a multi-item scale from Table 2 and previous literature that measured satisfaction with brands or communities on social media [10]. The questionnaires included questions compatible with the theory, as well as measurements on a Likert scale of 1–5 that enabled the participants to disagree, somewhat disagree, somewhat agree, agree, and strongly agree regarding satisfaction with the product quality, customer service, and overall experience of the services.

Statement	Likert Scale
I am satisfied with the quality of products/services provided by...	1-5
I am satisfied with the level of customer service provided by...	1-5
Overall, I am satisfied with my experience with...	1-5

#### Analytical Techniques:

Data analysis of the quantitative data has been done using Statistical software like SPSS or R. Descriptive statistics characteristics like means, standard deviations and distributions of Respondent Demographic data and survey results have been computed [11]. A structural equation modeling (SEM) mediated analysis of the above-hypothesized relationship, SMMA- Social Identification-Satisfaction has been conducted to comply with the requirements of the study. The mediation model has provided a measure of the immediate impact of social media marketing activities on the dependent variable of self-generated satisfaction, as well as the mediated indirect impact that such activities have through the variable of social identification [12]. Statistical procedures have included analysis of indirect effects using bootstrapping methods, which have enabled the determination of the standard errors of the indirect effects and the construction of bias-adjusted confidence intervals. Also, while testing the mediating role of the independent variable, moderation analysis may be performed to test for the possibility of factors that may moderate the strength of the mediating variable. Since the survey

respondents have been also asked closed-ended questions, the responses to the open-ended questions have been coded and examined under common themes, to help in attaining an understanding of the big picture based on the responses to the questions asked in the survey [13]. MZ have been also involve themes on consumers’ opinions, beliefs, and ways of interacting with marketing strategies of the brands on social networking sites to enhance the understanding of the study.

**IV. EXPERIMENTS**

**Descriptive Statistics:**

A total of 500 social media users completed the survey. This study assesses the respondents’ perception of social media marketing activities, social identification, and satisfaction with brands/communities. Table 3 describes variables measured in the study as categorized into significance.

Variable	Mean	Standard Deviation
Exposure to Marketing	3.68	0.89
Social Identification	4.02	0.76
Satisfaction	3.95	0.82

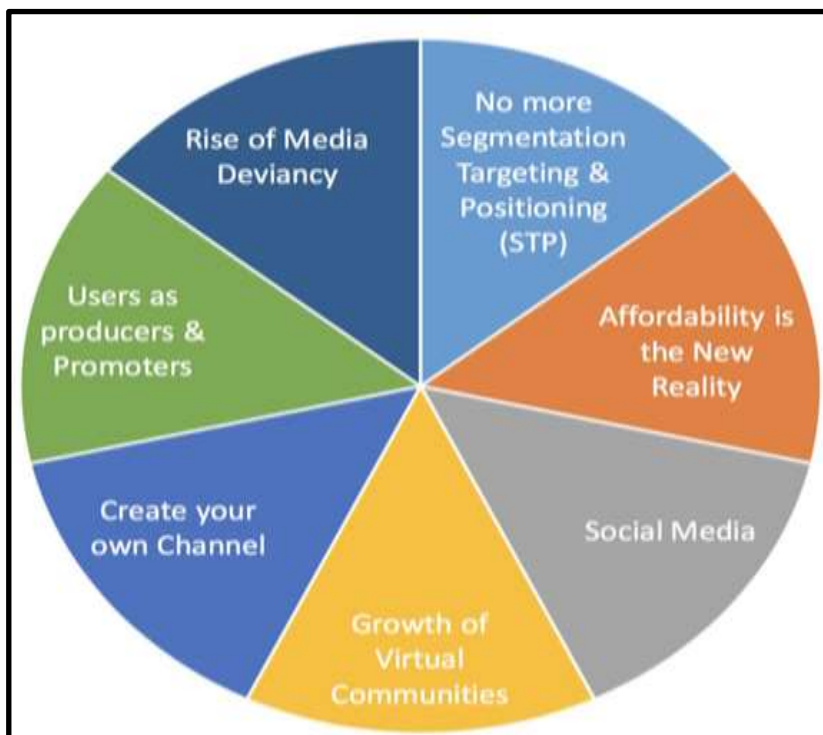
**Relationship between Social Media Marketing Activities and Satisfaction:**

The first hypothesis introduced the notion that, by closely following social media marketing activities, people felt more satisfied with brands or communities. This hypothesis has been affirmed by the results from the regression analysis where exposure to marketing activities significantly and positively influenced the level of satisfaction with the product (Coefficients = 0. 432, t = 5. 712, p-value < 0. 001) [14]. Table 4 below shows the results of the regression analysis of the relationship between exposure to marketing and satisfaction.

Predictor	Coefficient	Standard Error	t-value	p-value
Exposure to Marketing	0.432	0.065	6.643	<0.001

**Mediation Analysis:**

To examine the moderating effect of social identification between marketing exposure and satisfaction, a mediation analysis based on structural equation modeling (SEM) has been performed. Strikingly, the findings showed a moderate indirect influence of exposure to marketing on the level of satisfaction through social identification ( $\beta = 0. 256, p < 0. 001$ ), which indicated the presence of the hypothesized mediated path [27]. Figure 1 displays the mediation analysis model showing the direct and indirect relationships between exposure to marketing and satisfaction through social identification.

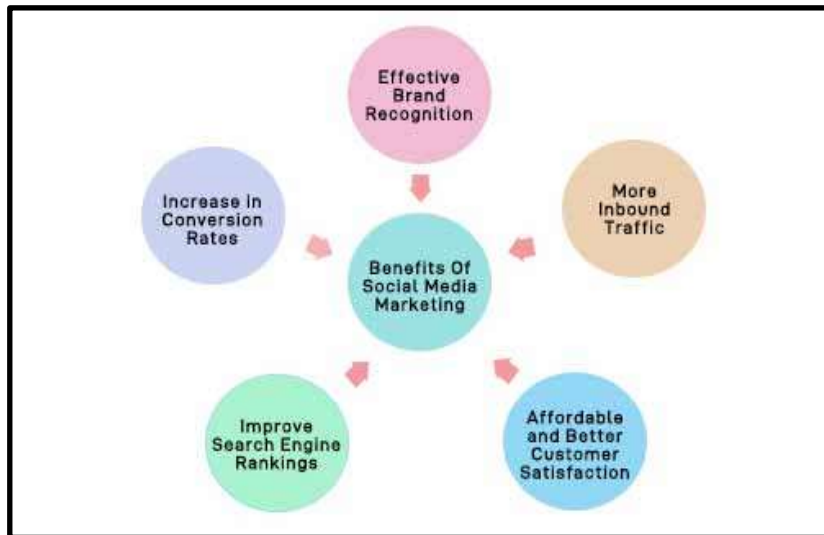


**Figure 1:** Impact of Social Media Marketing



**Qualitative Insights:**

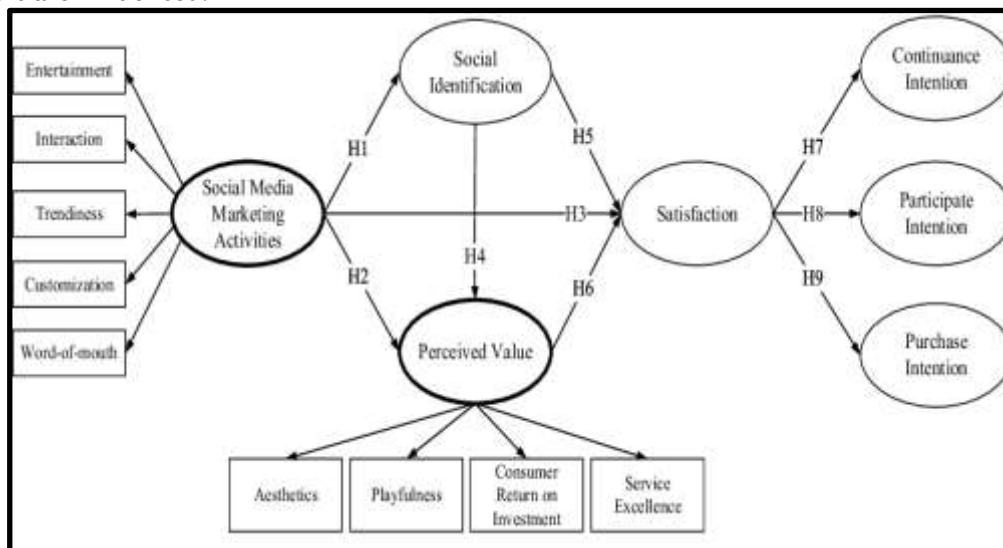
Such creative thinking and practical recommendations also complemented the quantitative data analysis and insights gained from the answers to open-ended questions which helped to gain a deeper understanding of consumers’ attitudes and behavior towards social media marketing and brand interaction. This is adapted based on the thematic analysis of the results where several recurrent ideas have been identified such as personalized content, authenticity of the content, and recommendations from friends which affect satisfaction with brands or communities on social media [28]. Some of the participants openly claimed that would be interested in receiving marketing content that is most relevant to them and their interests, pointing to the effectiveness of relevance and authenticity in generating positive attitudes towards the advertising content. Some mentioned that relied on their peers and fellow brand sentimentalists’ comments to form their opinions about brands, this highlights that social influence and social proof have been important aspects in the decision-making process of the target consumers within the SM context.



**Figure 2:** Social Media Marketing

**Discussion:**

The conclusion section of this research paper offers new insights into the relationship between different sets of variables, social media marketing, social identification, and satisfaction. As for the influence of various types of marketing activities on satisfaction, the results of regression analyses with the exposure to marketing activities as independent variables and satisfaction as a dependent variable generally indicate a positive correlation between them, which means that social media marketing can indeed improve customers’ satisfaction with brands or communities if properly utilized [29]. This is in line with the findings of the previous studies conducted on the impact of social media regarding how the perceptions and the actual buying behaviors of consumers are influenced.



**Figure 3:** Role of Social Media Marketing

Moreover, the analysis of the mediatory influence of the variable, social identification, offers evidence of how exposure to marketing activities influences satisfaction. This suggests that the consumers’ anxiety or

ruminations on acceptance by brands or communities on social media contribute majorly to their satisfaction levels. Marketers need to use this understanding to dedicate their efforts to effectively developing brand communities and engaging in meaningful communication with consumers to increase their levels of satisfaction and commitment. Qualitative insights complement the quantitative findings by offering deeper insights into consumers' motivations and preferences regarding social media marketing [30]. The emphasis on personalized content, authenticity, and social influence underscores the importance of authenticity and relevance in driving engagement and satisfaction on social media platforms.

## V. CONCLUSION

In conclusion, this research has filled a gap within the field by distinguishing between social media marketing communication activities and social identification, while also seeking to explain the relationship between the two and overall consumer satisfaction. By providing both quantitative and qualitative results of the study with quantitative analysis and qualitative understanding of the factors that affect consumer behavior and their attitude in the context of the digital age, the research has been able to bring light to the research questions. The results also prove that exposure to SMA positively correlates with branded or community satisfaction, affirming that great marketing strategies indeed affect customer experience. Furthermore, the moderation analysis highlighted the crucial role that social identification played in the studied relationships, so yet again, promoting identified consumers' relatedness and engagement with social media platforms is critical. Quantitative findings have been complemented by the profound qualitative one in a way that qualitative tales added fine details to the picture and revealed the attitudes and perceptions of the consumers more accurately. Altogether, these findings have significant applications to marketers, particularly social media marketers and any practitioners who would want to enhance their efficiency. Hence, when a business strives to use content that is targeted at specific audiences, real in articulation, and associated with ideas of togetherness, it opens up chances for higher consumer satisfaction and loyalty in the current conditions of stiff competition. In addition, the findings of the study are relevant to the fields of consumer behavior, marketing, and sustainability to explain the dynamic of the relationship in today's society marked by digital technology, globalization, and social media. To strengthen the current findings, subsequent research may consider extending the analysis of moderator variables, associated with demographic characteristics or the influence of cultural factors on the relationships detected in this study. Taken collectively, these studies stress the significance of social networks as effective instruments for creating deep, positive relationships with consumers and creating consumer-driven experiences in the digital world.

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