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## MASTER DISSERTATION

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« Marketing Management »

### The Impact of Social Media Marketing on Customer Experience

Case study: Venture Fly

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## ABSTRACT

In the modern business environment, social media platforms have revolutionized how companies interact with their customers, making social media marketing a crucial tool for enhancing customer experience and satisfaction. This study adopts a quantitative research approach, utilizing an online questionnaire survey to one hundred (100) customers of Ventur Fly. The analysis reveals that effective social media marketing strategies, such as targeted advertising campaigns, active customer engagement, and high-quality content creation, significantly improve customer experience. The results of the study indicated that social media marketing impacts positively on the quality of customer experience. In conclusion, Advertising, active engagement with customers, and high-quality content creation are the keys to enhancing customer experience in the context of social media marketing.

**Keywords:** social media marketing, customer experience, advertising campaigns, engagement with customers, content creation

## RÉSUMÉ

Dans l'environnement commercial moderne, les plateformes des médias sociaux ont révolutionné la manière dont les entreprises interagissent avec leurs clients, faisant du marketing des médias sociaux un outil crucial pour améliorer l'expérience et la satisfaction des clients. Cette étude adopte une approche de recherche quantitative, en utilisant un questionnaire en ligne auprès de 100 clients de Venture Fly. L'analyse révèle que des stratégies efficaces de marketing des médias sociaux, telles que des campagnes publicitaires ciblées, un engagement actif avec les clients et la création de contenus de haute qualité, améliorent de manière significative l'expérience des clients. Les résultats de l'étude indiquent que le marketing des médias sociaux a un impact positif sur la qualité de l'expérience client. En conclusion, la publicité, l'engagement actif avec les clients et

la création d'un contenu de haute qualité sont les clés de l'amélioration de l'expérience client dans le contexte du marketing des médias sociaux.

**Mots-clés :** marketing des médias sociaux, expérience client, campagnes publicitaires, engagement avec les clients, création de contenu

## الملخص

في بيئة الأعمال التجارية الحديثة، أحدثت منصات التواصل الاجتماعي ثورة في كيفية تفاعل الشركات مع عملائها، مما جعل التسويق عبر وسائل التواصل الاجتماعي أداة حاسمة لتعزيز تجربة العملاء ورضاهم. تتبنى هذه الدراسة منهجًا بحثيًا كميًا، باستخدام استبيان استبباني عبر الإنترنت لـ 100 عميل من عملاء شركة فينتور فلاي. ويكشف التحليل أن استراتيجيات التسويق الفعالة عبر وسائل التواصل الاجتماعي، مثل الإعلانات المستهدفة والتفاعل النشط مع العملاء وإنشاء محتوى عالي الجودة، تحسن بشكل كبير من تجربة العملاء. وأشارت نتائج الدراسة إلى أن التسويق عبر وسائل التواصل الاجتماعي يؤثر بشكل إيجابي على جودة تجربة العملاء. وفي الختام، أن الإعلانات و التفاعل النشط مع العملاء وإنشاء محتوى عالي الجودة هي مفتاح تحسين تجربة العملاء في سياق التسويق عبر وسائل التواصل الاجتماعي.

**الكلمات المفتاحية:** التسويق عبر وسائل التواصل الاجتماعي، تجربة العملاء، الحملات الإعلانية، التفاعل مع العملاء، إنشاء المحتوى

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# Table of Contents

<b>ABSTRACT</b> .....	II
<b>RÉSUMÉ</b> .....	II
<b>المخلص</b> .....	III
<b>ACKNOWLEDGEMENTS</b> .....	IV
<b>LIST OF TABLES</b> .....	X
<b>LIST OF FIGURES</b> .....	<b>Error! Bookmark not defined.</b>
Abbreviation list .....	XIV
<b>INTRODUCTION</b> .....	XV
<b>1. Introduction:</b> .....	2
<b>2. The purpose of the study:</b> .....	3
<b>3. Research problem :</b> .....	3
<b>4. Hypothesis:</b> .....	4
<b>5. Research model:</b> .....	4
<b>6. Research field:</b> .....	5
<b>7. Method:</b> .....	5
<b>8. Plan announcement:</b> .....	5

<b>Chapter 01: CUSTOMER</b> .....	7
<b>EXPERIENCE IN THE CONTEXT OF SOCIAL MEDIA MARKETING</b> .....	7
<b>Section 01: Literature Review</b> .....	8
1. <b>E-marketing:</b> .....	8
2. <b>Social Media Marketing:</b> .....	8
3. <b>Online Community</b> .....	13
4. <b>Customer experience</b> .....	14
5. <b>The relationship between social media marketing and Customer experience:</b> 16	
<b>Section 02: Conceptual Framework</b> .....	18
1. <b>Understanding Digital Marketing:</b> .....	18
1.1. <b>Definition:</b> .....	18
1.2. <b>Channels of digital marketing:</b> .....	19
1.3. <b>The importance of Digital Marketing:</b> .....	20
1.4. <b>The difference between traditional and digital marketing:</b> .....	21
2. <b>Social media marketing:</b> .....	23
2.1. <b>Definition:</b> .....	24
2.2. <b>Social media marketing strategies:</b> .....	25

2.3.	<b>The importance of social media marketing</b> .....	26
2.4.	<b>SOCIAL MEDIA MARKETING PLATFORMS</b> .....	27
2.5	<b>Role of Social Media Marketing for the Growth of Business</b> .....	32
3.	<b>Customer experience</b> .....	33
3.1	<b>Definition:</b> .....	33
3.2	<b>Most Popular Customer Experience Metrics</b> .....	34
3.3	<b>The importance of customer experience</b> .....	37
	<b>CHAPTER 02: RESEARCH</b> .....	41
	<b>APPROACH AND ORGANIZATIONAL CONTEXT</b> .....	41
	<b>Section 01: Approach and data collection</b> .....	42
1.	<b>Epistemological Posture</b> .....	42
2.	<b>Methodological approach</b> .....	42
3.	<b>Data collection instruments</b> .....	43
3.1	<b>Documentary study</b> .....	43
3.2	<b>Questionnaire</b> .....	44
4.	<b>Data sampling and analysis</b> .....	45
4.1.	<b>Data sampling</b> .....	45

4.2. Data analysis .....	46
<b>Section 02: Organizational context:</b> .....	46
1. General presentation of Venture Fly .....	46
2. Values and objectives .....	47
3. Organizational structure .....	48
<b>CHAPTER 03: RESULTS AND</b> .....	49
<b>ANALYSIS</b> .....	49
<b>Section 01: Finding and results</b> .....	50
<b>Part 1: Social Media Marketing</b> .....	50
<b>Part 2: Customer Experience</b> .....	57
1.2. Responsiveness to inquiries .....	58
1.3. Relevance of advertisements/sponsored posts .....	59
1.4. Overall ease of interaction .....	60
1.5. The experience with Venture Fly Company .....	65
3. Demographic Information : .....	65
<b>Section 02 : Discussion</b> .....	69
➤ Testing study hypotheses .....	70

<b>CONCLUSION</b> .....	75
<b>1. Summary</b> .....	75
<b>2. Main obtained results</b> .....	75
<b>3. Theoretical implications</b> .....	75
<b>4. Limits</b> .....	76
<b>5. Possible extensions of the study</b> .....	76
<b>Bibliography</b> .....	77
<b>APPENDIX</b> .....	86

## LIST OF TABLES

<b>Table 1:</b> Theoretical anchoring of components constituting the process of developing social media mar-keting strategies.....	11
<b>Table 2:</b> Key empirical insights and resulting managerial lessons derived from studies on social media marketing strategies .....	12
<b>Table 3:</b> Traditional VS digital marketing.....	22
<b>Table 4:</b> Definitions of Social Media Marketing .....	25
<b>Table 5:</b> Aspects of customers experience .....	34
<b>Table 6:</b> Documentary study.....	44
<b>Table 7:</b> Distribution of respondents according to social media platform usage .....	50
<b>Table 8:</b> Distribution of respondents according to duration of following.....	51
<b>Table 9:</b> Distribution of respondents according to perceived relevance of advertisements .....	52
<b>Table 10:</b> Distribution of respondents according to satisfaction with responsiveness ...	53
<b>Table 11:</b> Distribution of respondents according to perception of content value.....	54
<b>Table 12:</b> Distribution of respondents according to preferred content type.....	55
<b>Table 13:</b> Distribution of respondents according to likelihood of sharing content .....	56
<b>Table 14:</b> Distribution of respondents according to likelihood of sharing content .....	57
<b>Table 15:</b> Distribution of respondents according to satisfaction with content quality ...	58

<b>Table 16:</b> Distribution of respondents according to satisfaction with responsiveness to inquiries.....	59
<b>Table 17:</b> Distribution of respondents according to satisfaction with relevance of advertisements/sponsored posts .....	60
<b>Table 18:</b> Distribution of respondents according to satisfaction with overall ease of interaction.....	61
<b>Table 19:</b> Distribution of respondents according to rating of overall speed and efficiency of issue resolution.....	62
<b>Table 20:</b> Distribution of respondents according to ease of finding information.....	63
<b>Table 21:</b> Distribution of respondents according to likelihood of recommending Venture Fly's Insta-gram account .....	64
<b>Table 22:</b> experience with Venture Fly Company .....	65
<b>Table 23:</b> Distribution of respondents according to gender .....	66
<b>Table 24:</b> Distribution of respondents according to age .....	66
<b>Table 25:</b> Distribution of respondents according to occupation .....	67
<b>Table 26:</b> Distribution of respondents according to salary.....	68
<b>Table 27:</b> Result of testing H.1 .....	70
<b>Table 28:</b> Result of testing H.2 .....	71
<b>Table 29:</b> Result of testing H.3 .....	73
<b>Table 30:</b> Hypothesis testing .....	74

## LIST OF FIGURES

<b>Figure 1:</b> social media marketing platforms .....	29
<b>Figure 2:</b> Most popular social networks worldwide as of April 2024 .....	30
<b>Figure 3:</b> Most Popular Customer Experience Metrics .....	37
<b>Figure 4:</b> Positive Customer Experience.....	37
<b>Figure 5:</b> Processes and services with Customer experience .....	38
<b>Figure 6:</b> Spending on customer experience technologies worldwide in 2018;2019;2022 .....	39
<b>Figure 7:</b> Venture Fly's visual identity.....	47
<b>Figure 8:</b> Distribution of respondents according to social media platform usage .....	50
<b>Figure 9:</b> Distribution of respondents according to duration of following .....	51
<b>Figure 10:</b> Distribution of respondents according to perceived relevance of advertisements .....	52
<b>Figure 11:</b> Distribution of respondents according to satisfaction with responsiveness..	53
<b>Figure 12:</b> Distribution of respondents according to the perception of content value...	54
<b>Figure 13:</b> Distribution of respondents according to preferred content type .....	55
<b>Figure 14:</b> Distribution of respondents according to likelihood of sharing content .....	56

<b>Figure 15:</b> Distribution of respondents according to likelihood of sharing content .....	57
<b>Figure 16:</b> Distribution of respondents according to satisfaction with content quality ..	58
<b>Figure 17:</b> Distribution of respondents according to satisfaction with responsiveness to inquiries .....	59
<b>Figure 18:</b> Distribution of respondents according to satisfaction with relevance of advertise-ments/sponsored posts .....	60
<b>Figure 19:</b> Distribution of respondents according to satisfaction with overall ease of interaction.....	61
<b>Figure 20:</b> Distribution of respondents according to rating of overall speed and efficiency of issue resolution.....	62
<b>Figure 21:</b> Distribution of respondents according to ease of finding information .....	63
<b>Figure 22:</b> Distribution of respondents according to likelihood of recommending Venture Fly's Instagram account .....	64
<b>Figure 23:</b> experience with Venture Fly Company.....	65
<b>Figure 24:</b> Distribution of respondents according to .....	66
<b>Figure 25:</b> Distribution of respondents according to age.....	66
<b>Figure 26:</b> Distribution of respondents accord-ing to occupation .....	67
Figure 27:(.): Distribution of respondents accord-ing to occupation.....	67
<b>Figure 28:</b> Distribution of respondents according to salary .....	68

## **Abbreviation list**

**CX:** Customer Experience

**SMMS:** Social Media Marketing Strategies

**SMMA:** Social Media Marketing Activities

**SEO:** Search Engine Optimization

**PPC:** Pay-Per-Click

**NPS:** Net Promoter Score

**CSAT:** Customer Satisfaction Score

**CES:** Customer Effort Score

**SNS:** Social Networking Sites

**KPI:** Key Performance Indicator

**IT:** Information Technology

# **INTRODUCTION**

## **1. Introduction:**

In the contemporary digital landscape, social media has revolutionized the way businesses interact with their customers. The advent of social media platforms such as Facebook, Instagram, Twitter, and LinkedIn has created unparalleled opportunities for businesses to reach, engage, and influence their target audiences. (Ballabh, 2023)

Social media marketing has emerged as an essential tool for businesses seeking to thrive in a highly competitive market. The pervasive reach of platforms like Instagram and Facebook allows brands to connect with a global audience in real time, providing opportunities for personalized and targeted marketing. (Abdelsalam H. Busalim, 2021)

Traditional marketing strategies are being redefined by the digital innovations of social media, highlighting the significance of these platforms in shaping consumer perceptions and behaviors. Effective advertising and marketing campaigns on social media can significantly broaden a company's customer base, driving awareness, interest, and ultimately, customer satisfaction. (Ballabh, 2023)

In today's, social media platforms, with their interactive and user-centric features, stand out as powerful tools for engaging with customers. The ability to share diverse content types, such as images, videos, and stories, allows brands to create compelling and relatable narratives. Additionally, features like comments, direct messages, and live sessions enable real-time interaction, fostering a sense of community and trust between businesses and consumers. This real-time engagement is crucial for addressing customer queries, providing support, and enhancing the overall customer experience. (Dokyun Lee, 2017)

Therefore, the impact of social media marketing on customer experience extends beyond immediate interactions to long-term business growth. Positive customer experiences lead to higher levels of customer satisfaction, loyalty, and advocacy. Satisfied customers are more likely to recommend a brand to others, creating a ripple effect that can significantly enhance a company's market presence and reputation. Furthermore, insights gained from social media interactions can help businesses refine their marketing strategies, tailor their offerings, and stay ahead of market trends. (Chunli Ji, 2021)

## **2. The purpose of the study:**

The study aims to provide a comprehensive understanding of how social media marketing impacts customer experience and to understand the underlying mechanisms that drive these effects. With the rapid growth and pervasive use of social media platforms, businesses are increasingly relying on these channels to connect with their customers, promote their products, and build brand loyalty. This research aims to delve into the specific ways in which social media marketing strategies impact customer experience, focusing on advertising campaigns, engagement with customers, and content quality.

The study seeks to achieve several key objectives:

- Analyze the effectiveness of social media advertising campaigns in reaching and engaging customers and determine how these campaigns contribute to an enhanced customer experience. (Chunli Ji, 2021)
- Explore how active engagement with customers on social media platforms influences their overall experience with a brand. This includes examining the impact of direct interactions, responsiveness, and personalized communication on customer satisfaction. (Siddik Bozkurt, 2020)
- Assess the importance of content quality in social media marketing and its effect on customer experience. This involves evaluating the attributes of content that resonate most with customers, such as relevance, and authenticity. (R. Venkateswaran, 2019)
- Identify the key factors in social media marketing that drive positive customer experiences. This includes understanding the interplay between advertising, engagement, and content quality in shaping customer perceptions and experiences.

## **3. Research question :**

The research question is stated as follows:

*Does social media marketing have a significant impact on the customer experience?*

The main research problem is reformulated into three sub-questions:

**Q1:** Do advertising campaigns reach more customers for a good experience?

**Q2:** What is the impact of engagement with customers on boosting customer experience?

**Q3:** Does content quality impact customer experience?

#### 4. Hypothesis:

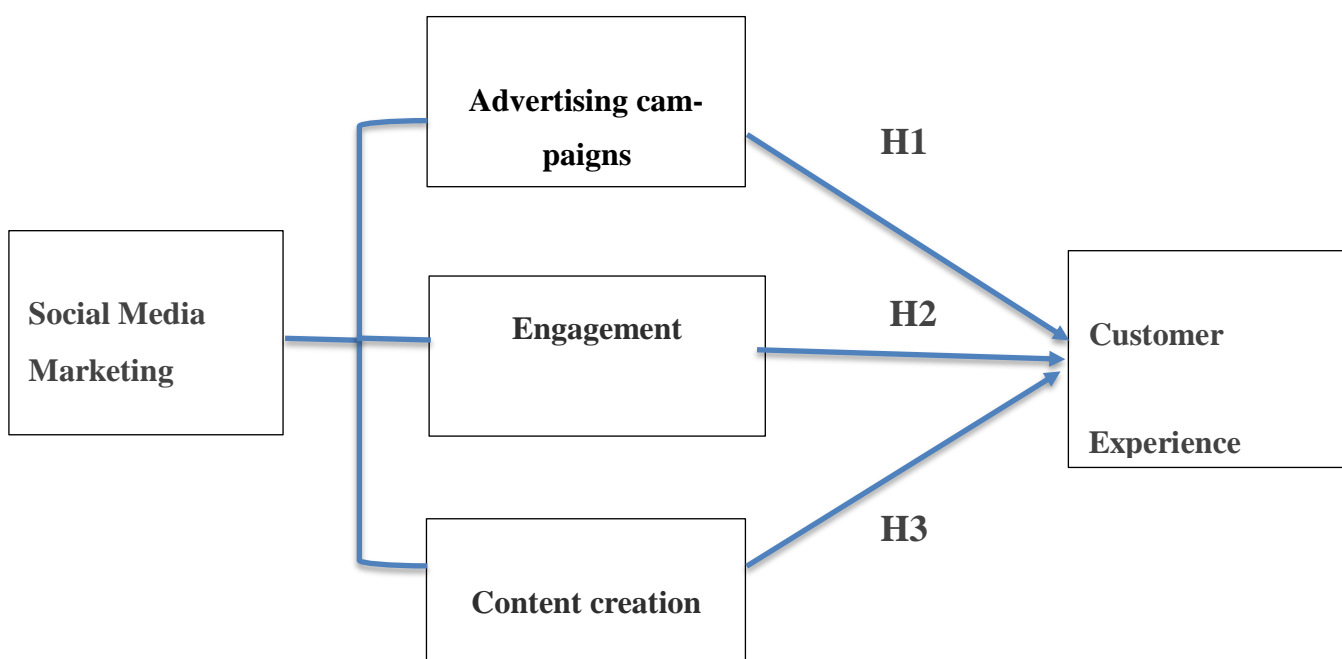
According to the studies of (Asad Ayoub and Ayman Balawi, 2022) (Awan MI, Shamim A and Saleem MS, 2022) (Adisu Fanta and Ayman Balawi, 2022) (Li F. F., 2020), (Chunli Ji, 2021); (Dokyun Lee, 2017) and in order to answer our research question, we have developed three hypotheses, suggesting that there is a link between customer experience and social media marketing

**H1:** Advertising campaigns have a significant impact on reaching more customers for a good experience.

**H2:** Engagement with customers has a positive impact on boosting customer experience.

**H3:** Content quality has a positive impact on customer experience.

#### 5. Research model:



## 6. Research field:

Our host company is Venture Fly, this internship aims to discover the impact of social media marketing on customer experience. So, the marketing department, and more precisely, managing social media platforms and customer service was the most suitable option to carry out this study, since it's the service that interacts the most with costumers, through using social media platforms.

## 7. Method:

This study focuses on a quantitative research methodology, an online questionnaire survey is the main research instrument, which was answered by 100 customers of Venture Fly. The main criteria for accepting answers is the prior experience with Venture Fly Instagram account and their services .

## 8. Plan announcement:

The research is structured as follows: it begins with an introduction providing the motivation behind the chosen topic. It follows by three chapters:

The first one "**Customer Experience in the context of Social Media Marketing**" presents the theoretical framework, it's divided into two sections:

literature review, which contains a brief presentation of related studies, the conceptual framework aims to provide a comprehensive understanding of the research's key concepts.

The following chapter "**Research approach and organizational context**" is about the methodological framework, where the employed methodology, data collection instru-

ments, and data analysis are presented in the first section, the second section provides a general presentation of the host company, including their vision and objectives and organizational structure.

The third chapter” Results **and Analysis**” concerned with the results and discussion of the empirical study.

Finally, the conclusion summarizes the main obtained results, along with theoretical and marketing implications, it clarifies the limits of the study, and it ends with suggesting possible extensions of the study.

**Chapter 01: CUSTOMER  
EXPERIENCE IN THE CONTEXT OF  
SOCIAL MEDIA MARKETING**

## **Section 01: Literature Review**

The following section aims to understand the relationship between social media marketing and customer experience, based on previous literature, begins with an overview of social media marketing, moves on to a brief presentation of the customer experience notion and its importance. It concludes with a discussion of how these two variables are related.

### **1. E-marketing:**

E-marketing, known as digital marketing or web marketing, entails the use of internet-based tools and digital technology to identify and stimulate demand for products and services. It involves a range of practices aimed at accomplishing marketing objectives through a carefully planned strategy. E-marketing takes into account pricing, promotional strategies, and innovative distribution methods to effectively meet consumer needs. By utilizing digital channels such as email, social media, search engines, and websites, businesses can engage with their target demographics and encourage interaction. Techniques such as search engine optimization (SEO), pay-per-click advertising (PPC), content marketing, and social media marketing are employed to enhance visibility and attract online traffic. E-marketing depends on customer data and analytics to evaluate campaign effectiveness and shape future strategies. This approach offers businesses the ability to reach a global audience rapidly and cost-effectively, while also enabling personalized marketing initiatives and fostering customer loyalty. However, businesses must address challenges associated with advancing technology, shifting consumer behavior, and data security. E-marketing has emerged as an essential tool for businesses, allowing them to effectively connect and engage with customers in the digital era, and accomplish their marketing goals. (zahra, 2020)

### **2. Social Media Marketing:**

According to ( Anna Baluch & Kelly Main, 2024), Social media marketing is now important to the marketing mix of many companies: small and large. Ultimately, there are 4.9 billion people who utilize social media globally, so having a presence on social media is beneficial because it allows you to connect with both current and potential customers. Regardless of your industry, social media is beneficial for reaching your intend-

ed audience, enhancing your brand, creating a devoted base of customers, and increasing your revenue.

According to a marketing survey conducted by industry leaders in the US, social media has been identified as a critical touchpoint for companies. Before the pandemic, social media spending represented as much as 23.2% of the marketing budget. However, this figure has decreased to 15.4% in the current climate. Projections indicate that this percentage is expected to rise swiftly, reaching 23.5% within the next five years (Moorman, C., 2022)

Social media enables companies to improve awareness of their brand, connect and interact with their customers (Li, Larimo, & Leonidou, 2020) conducted a study on social media marketing strategies (SMMS) and found that the level of maturity in these strategies can vary in terms of how companies utilize the interactive features of social media. At a lower maturity level, companies primarily focus on sales and view social media as just another advertising platform. However, at a higher maturity level, companies recognize the interactive and collaborative nature of social media and actively engage with customers for feedback and assistance in product development. This valuable information helps in identifying and cultivating loyal customers, as well as gaining insights that can ultimately drive sales growth.

Thus, social media facilitated the way for companies to present and offer their products and services in various ways, e.g. through photos, videos, and in many other ways. Moreover, social media gives customers a huge platform on which they can review their desired products and interact easily with the company (Kim J.-H. B.-Z.-S., 2021)

The research conducted by (Ardy Wibowo, 2020) provides valuable insights for businesses considering social media as a marketing platform. The findings emphasize the significance of developing social media content that influences customer behavior and achieves marketing objectives. Through testing, it was discovered that Social Media Marketing Activities (SMMA) have a substantial impact on the quality of relationships. As a result, marketing managers, who are responsible for organizing SNS marketing content, should prioritize the creation of captivating content that incorporates elements like compelling narratives, music, appealing layouts, or other forms of entertainment.

The ultimate goal is to evoke feelings of happiness, excitement, or amusement among customers when they encounter the company's marketing materials.

As of today, the utilization of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn is integral to the practice of social media marketing, as it enables businesses to effectively connect with potential customers and foster active participation. Nevertheless, enterprises are confronted with various obstacles when it comes to upholding genuineness and openness in their social media presence, overseeing their online standing, and staying abreast of the ever-changing nature of the social media domain. Furthermore, social media promotes the sharing of content, collaboration, and interaction. These social media platforms and apps are diverse in form: social bookmarking, rating, video, pictures, podcasts, wikis, microblogs, social blogs, and weblogs. Social networkers, governmental organizations, and business companies are utilizing social media to communicate, and the use of it is increasing tremendously. (Cheung, 2021)

Social media most commonly refers to internet-based platforms or websites that are designed to be interactive, collaborative, and highly participatory in terms of the content being created and shared by users. (Ferine, 2023)

Social media allow people to build relationships through the sharing of personal information, photos, audio, videos, links, and communication. (Ausat, 2023)

Social media has thus altered how marketing is conducted by giving customers the power to participate in the process and have an influence on brands (Bazi & al, 2020). Consumers now can co-create distributed marketing content and can even engage in behaviors originally performed only by organizations. (Liu, 2021)

The benefit of social media comes from interactions or relationships with other users and the content produced by the organization, company, or individual. A social media marketing strategy is a structured variety of ways, actions, or implementation that transforms social media communication (networks) and relationships (influences) into beneficial strategic resources for obtaining desired marketing goals (Li, Larimo, & Leonidou, 2020) ; that's why Social media has enabled social connections between customers and

companies that have changed the way customers and firms influence each other's decisions and consumption behavior (Chen, 2011).

The data generated from social media can be seen as a strategic resource for companies in marketing decisions and lead to better management of customer relations (Li et al., 2021).

Social media marketing is a new marketing strategy that almost every business is adopting to reach their consumers on virtual networks. If you have an idea and you want it to reach millions, at a very little cost, then social media is the only way out. Entertainment companies were the first to adopt social media as a promotional tool. We have now established that social media is a place that creates opportunities for companies that can be used to improve their business. ( Mohammad Furqan Khan & Anisa Jan, 2015)

**Table 1:**Theoretical anchoring of components constituting the process of developing social media mar-keting strategies

Process	Component	Definition	Applied theory	Supportive Literature
Drivers	Firms' social media marketing objectives	The specific organizational goals to be achieved in social media strategic decisions (Choi and Thoeni 2016; Felix et al. 2017)	Resource Dependence Theory	<ul style="list-style-type: none"> <li>Felix et al. 2017</li> <li>Rydén et al. 2015</li> </ul>
	Customers' social media use motivations	Incentives that drive people's selection and use of media and media content (Muntinga et al. 2011, p.14)	Uses and Gratifications Theory	<ul style="list-style-type: none"> <li>Muntinga et al. 2011</li> <li>Rohm et al. 2013</li> </ul>
Inputs	Firms' engagement initiatives	Firm's deliberate effort to motivate, empower, and measure a customer's voluntary contribution to the firm's marketing functions beyond the core economic transaction (Harmeling et al. 2017, p.317)	Resource Dependence Theory	<ul style="list-style-type: none"> <li>Harmeling et al. 2017</li> <li>Pansari and Kumar 2017</li> </ul>
	Customers' social media behaviors	Consumer activities pertaining to brand-related content on social media platforms (Muntinga et al. 2011, p.14)	Uses and Gratifications Theory	<ul style="list-style-type: none"> <li>Dolan et al. 2016</li> <li>Maslowska et al. 2016</li> <li>Muntinga et al. 2011</li> </ul>
Throughput	Social connectedness	The number of social ties (Goldenberg et al. 2009)	Social Exchange Theory	<ul style="list-style-type: none"> <li>Hinz et al. 2011</li> <li>Verlegh et al. 2013</li> </ul>
	Social interaction	Any actions a nonselling party takes that affect other consumers' valuations for the product or service (Chen et al. 2011, p.239)	Social Exchange Theory	<ul style="list-style-type: none"> <li>Chen et al. 2011</li> <li>Hennig-Thurau et al. 2010</li> </ul>
Outputs	Customer engagement	The intensity of an individual's participation in and connection with an organization's offerings and/or organizational activities, which either the customer or the firm initiates (Vivek et al. 2012, p.127)	Service-dominant Logic	<ul style="list-style-type: none"> <li>Brodie et al. 2011</li> <li>Hollebeek et al. 2019</li> <li>Kumar et al. 2019</li> </ul>

Source: (Li F. F., 2020)

**Table 2:** Key empirical insights and resulting managerial lessons derived from studies on social media marketing strategies

SMMSs	Key empirical insights	Resulting managerial lessons
<p><b>Social commerce strategy</b></p>	<ul style="list-style-type: none"> <li>• Social media as selling, promotion, and advertising platform has a positive impact on customer purchase intentions and financial performance.</li> <li>• Interactiveness, informativeness, entertainment, and credibility of social media advertising positively affect customer behavior and purchase intention.</li> <li>• Social networks and interactions have a strong influence on social media commerce.</li> <li>• Perceived privacy risk and the intrusiveness of social media advertising negatively impact on customer attitudes and purchase intentions.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Use social media carefully and sensibly for the purpose of selling and promoting products/services and this in turn will help increase your customer base and generate more sales.</li> <li>▶ Make sure that your social media ads are exciting, informative, and believable to gain customer trust and stimulate interest to buy your products/services.</li> <li>▶ Leverage social networks and interactions to motivate and engage customers to make purchases through, for example, monetization of social networks.</li> <li>▶ In using social media ads, be sensitive and respectful to issues related to customer privacy and intrusiveness to avoid negative feelings by customers.</li> </ul>
<p><b>Social content strategy</b></p>	<ul style="list-style-type: none"> <li>• Social message strategy (e.g., brand names, functional and emotional appeals, vividness and interactivity, inspirational knowledge and trending topics, content-user fit)</li> <li>• Seeding strategy (e.g., use of highly connected people, different characteristics of relationships, influential)</li> <li>• Context (e.g., B2B, B2C), product characteristics (e.g., low-utilitarian and high-utilitarian), organizational processes and IT tools</li> </ul>	<ul style="list-style-type: none"> <li>▶ To attract customer attention and spread favorable news make your messages lively and attractive, focus on contemporary issues, adjust the content to target customers' interests, and stress the strengths of your products/services.</li> <li>▶ Increase virality of your messages in social media by seeking the assistance of influential individuals who have an extensive network, are opinion leaders, and have the ability to attract and easily connect with other people.</li> <li>▶ Be aware that the popularity impact of your social media content becomes stronger when you have proper design processes in place and use the right automation tools. Your viral marketing approach should be also carefully adapted according to your specific product characteristics.</li> </ul>
	<ul style="list-style-type: none"> <li>• Social monitoring strategy emphasizes the</li> </ul>	<ul style="list-style-type: none"> <li>▶ Listen carefully to the discussions and</li> </ul>

<p><b>Social monitoring strategy</b></p>	<p>importance of social listening and responding to customer needs.</p> <ul style="list-style-type: none"> <li>• Social media have become “listening tools” to observe and analyze customers and firms should adopt different techniques to analyze social media data.</li> <li>• Firms’ active interactions with customers influence customer behaviors.</li> <li>• Different types of responses (e.g., volume and speed), voices (e.g., human and impersonal voice), and styles (e.g., formal and informal) affect customer reactions.</li> </ul>	<p>comments made by customers in social media, identify specific needs and preferences from these, and respond accordingly and quickly with the right company offering.</p> <ul style="list-style-type: none"> <li>▶ In addition to traditional marketing research methods, make sure you also invest adequate time and effort in using social media as a means to gather useful, reliable, and fresh information about customer attitudes/behaviors.</li> <li>▶ Actively interacting with customers using social media should be a never-ending process, which, with proper monitoring and right incentives, can help favorably influence customer behavior.</li> <li>▶ To effectively stimulate positive customer reactions in social media, it is important to respond swiftly and frequently, use different voices/tones, and adapt styles to fit specifically each communication context.</li> </ul>
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Source: (Li F. F., 2020)

### 3. Online Community

An online community encompasses a collective of individuals who make use of a specific internet platform or share membership in a particular online group. These communities are present across various platforms, including social media networks, online forums, or specialized websites, where members connect, interact, and engage based on mutual interests or affiliations. They serve as virtual spaces for communication, collaboration, and information exchange, enabling members to connect with like-minded individuals, seek support, share knowledge, and participate in relevant discussions. Online communities uphold their own set of norms and guidelines to foster a positive and inclusive environment, with moderators overseeing activities and resolving conflicts. Participation in an online community provides advantages such as a feeling of belonging, access to specialized knowledge, networking prospects, and potential business benefits. These platforms represent valuable assets for both personal and professional develop-

ment, facilitating individuals' ability to connect, learn, and collaborate within the digital realm. (Cambridge Dictionary).

#### **4. Customer experience**

Good customer experience takes into account: brand perception, simplified sales process, easy navigation and great customer service. This includes everything from browsing a website to purchasing a product or service to receiving customer support. A happy customer usually indicates positive customer experience while negative customer experience will always produce frustrated customers, leading to lost customers, decreased revenue and damage to your reputation. (Ardy Wibowo, 2020)

The research conducted by (Ardy Wibowo, 2020) found that relationship quality is greatly influenced by CX. Given the significance of CX as a predictor, it is essential to structure SNS marketing content around elements that enhance the CX construct. When crafting content marketing strategies, managers should leverage the five senses possessed by humans to guide them towards making purchases.

(Demmers, 2020) suggests that all customer interactions with a company collectively form a customer journey. These interactions can be viewed as touchpoints through which customers engage with the company and with other customers (De Keyser, 2020). It is crucial to emphasize the creation of a positive customer experience, particularly in digital and social media, in order to cultivate favorable customer behaviors, such as customer loyalty. (Carlson, 2018).

Customer experience highly impacts the buying intentions of customers and the relationship between companies and customers. With the increase of social media users worldwide, social media platforms have become a valuable and inevitable tool in enhancing customer experience. Companies now use social media extensively to enhance the experiences of their customers. (Bate, A., & Balawi, A., 2022)

In research by (Salvietti, 2021) and (Lemon, K.N. & Verhoef, P. C., 2016) focuses on explanatory attempts to measure the experience. It has been said that customer experi-

ence is one of the most researched challenges due to the increase and complexity of customer touchpoints, so creating strong and positive customer experiences will result in improving the customer journey at multiple touchpoints that customer experience can be explained as a multidimensional construct focused on five dimensions being social which refers to how people share, cognitive including what people think, physical how people interact, sensory what people experience and emotional how people feel. Customer experience is one of the essential frameworks that should be considered by the manager to identify and act on opportunities that improve the enterprise's competitive position. (Keiningham, et al., 2020)

Managing customer experience is extremely important because it acts as a mediator between the company and its customers. When making a purchase, customers base their purchase on their previous experiences with the company. Therefore, businesses should focus on what their customers want and how to deliver the products or services they need in a way that engages them, delivers a positive customer experience, and keeps them loyal. (Kim J.-H. B.-Z.-S., 2021)

According to (Zare, M., & Mahmoudi, R, 2020), Customers' cognitive and emotional perceptions during direct or indirect interactions combine to create customer experience (CX). In essence, CX generates customer happiness using the client's experience. Managers may use CX as a framework to help them find opportunities to strengthen the company's competitive position and take appropriate action. (Keiningham, et al., 2020)

Online services and goods are often seen as less gratifying since there is less in-person engagement and no direct communication with service staff. However, businesses must provide incentives for customers to participate in online interactions. These incentives might include giving them accurate information, offering advantages they perceive, and guaranteeing ease of use. (Asad Ayoub and Ayman Balawi, 2022)

The research of (Camila Bascur and Cristian Rusu, 2020) shows that nowadays, an increasing number of businesses are focusing on how they present their products, systems, or services to their customers. Therefore, businesses aim to offer an improved experience by creating products and services tailored to their customers. Many companies prioritize staying up to date with new trends, specifically by taking the customer into

account as a key factor in their decision-making processes. Therefore, the focus is not on the customer being a problem, but on providing value, enabling the company to establish its position and gain recognition in the market. The customer today is not merely a client but also plays a role in the decision-making process within companies. Therefore, there is a growing trend in utilizing the CX concept. Broadly speaking, this idea pertains to the customer's interactions with a company throughout their life cycle, spanning different stages of the customer's journey.

## **5. The relationship between social media marketing and Customer experience:**

(Bate, A., & Balawi, A., 2022) highlight the impact of the current rapid use of social media is affecting all aspects of human life, and the number of active social media users is growing exponentially. One of the fundamental aspects of marketing influenced by social media is customer experience. Customer experience has a significant impact on purchase intention The situation of the customer and the relationship between the company and the customer. With the increase in social media users worldwide, social media platforms have become a valuable and inevitable tool for improving customer experience. Companies now use social media extensively to improve customer experience.

Marketers are becoming more conscious in this digital age that marketing material should emphasize social media connections or seller-buyer interactions in addition to commercially driven components. It is a wise decision to use social media as a marketing tool, provided that the marketing material satisfies the requirements outlined in the SMMA and CX. Therefore, in order to create excellent marketing material that appeals to the target customer's specific preferences, marketers must exercise critical and creative thought. Each of these actions has an effect on the quality of the relationship that exists between the consumer and the business, and maintaining a positive relationship between the two is essential to achieving the marketing goal. In addition, three behavioral outcomes (purchase intention, Loyalty intentions and engagement intentions) will be positively related to the quality of the relationship, which to date has been built through appropriate marketing content. (Ardy Wibowo, 2020)

Through the research by (Asad Ayoub and Ayman Balawi, 2022) businesses can obtain insights into the customer experience. Customers themselves play a significant role in the branding and marketing process by seeking information on platforms such as Facebook and YouTube regarding company offerings, as well as the experiences of fellow customers, both positive and negative. The impact of social media, including adverse comments and unfavorable customer experiences, can strongly influence consumer behavior. Furthermore, the competition among companies leveraging social media has rapidly intensified in order to elevate the customer experience. Businesses can leverage social media to understand and cater to customer preferences and needs. However, the crucial aspect lies in the strategic use of social media platforms to enrich the customer experience and uphold a positive image, steering clear of any detrimental impact on their products or services. To achieve this, organizations require adept professionals with substantial expertise in this domain to manage these channels astutely, efficiently, and consistently devise innovative strategies to elevate customer experience.

Even in this study by Adisu Fanta and Ayman Balawi. (2022), the research provides an extensive understanding of leveraging social media to gain insights into customer experiences, but it acknowledges limitations that can be addressed through further exploration. This can involve studying specific companies to observe how customer experiences evolve across the purchase journey (pre-purchase, during purchase, and post-purchase) and how social media can be used to manage each stage. Key considerations include identifying social media-related factors that influence customer experiences, determining which touchpoints have the most significant impact (brand-owned, customer-owned, independent source, or partner-owned) based on the product type, and devising strategies for effective management on social media.

Customers who engage with a company's social media platform by following the brand and interacting are statistically more inclined to make purchases and develop ongoing loyalty. As a result, the significance of these interactions lies in the necessity to cultivate trust on social media as a means of fostering customer loyalty. Moreover, companies can leverage social media interactions not only to identify and attract new customers but also to retain existing ones, ultimately fostering a dedicated customer base. (Nisar, et al.,2016: Ibrahim & Aljarah, 2021).

Social media marketing explanations take us to the other side of marketing, where building relationships with potential consumers is key to repeat purchases and increasing brand loyalty. Social media is an innovative tool that companies use to build very strong public relations with their customers in virtual networks. Maintaining public relations through social media becomes easy due to the large number of potential consumers on the virtual network. Connecting with consumers via social media is just a few clicks away. Today's customers are more productive and busier; therefore, businesses should be able to reach you at any time through all social media communication channels such as Facebook, Twitter, blogs, and forums. Every company needs to take advantage of the opportunities provided by social media communication channels (Mohammad Furqan Khan & Anisa Jan 2015).

## **Section 02: Conceptual Framework**

This section provides further explanation of the main concepts regarding the research, which are Digital marketing, social media marketing, and customer experience.

### **1. Understanding Digital Marketing:**

Digital marketing is one of the most powerful and effective ways to raise sales, attention, and recognition for your products or services. Digital marketing is done through digital channels, such as social media, websites, email, text messaging, and search engines, as the term suggests.

#### **1.1. Definition:**

Digital marketing includes all marketing activities that utilize an electronic device or the internet. Businesses use online platforms like search engines, social media, email, and their websites to engage with both existing and potential customers. This can also be known as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing involves leveraging various digital strategies and platforms to engage with customers in online spaces where they frequently congregate. From a company's website to its online branding assets like digital advertising, email marketing, and online brochures, there is a range of strategies that are classified under the term digital marketing. Using digital

technologies, specifically on the Internet but also including mobile phones, display advertising, and other digital mediums, digital marketing is the promotion of products or services. (Desai, 2019)

The scope of digital marketing extends far beyond Internet marketing, online marketing, and e-marketing (Al-Shorman, H., Alshawabkeh, R., Aldaihani, F., Aityassine, F., Mohammad, A., & Al-Hawary, S., 2021). (Atshaya, S., & Rungta, S., 2016) have categorized digital marketing into two main types: internet marketing and non-internet marketing. Internet marketing, also referred to as online marketing, encompasses various channels such as mobile marketing, social media marketing, and web banners. On the other hand, non-internet marketing involves offline techniques like MSS marketing and video marketing. Digital marketing offers numerous advantages, including enhanced customer interactivity, improved information quality, precise targeting and segmentation, effective utilization of social media networks, and flexibility (Al-khawaldah, 2022); (Al-Alwan, 2022)

## **1.2. Channels of digital marketing:**

- **Search Engine Optimization (SEO):** This involves improving the website to appear higher in search engine results, which leads to greater organic traffic. SEO can be advantageous for Websites, Blogs, and Info graphics channels. (Desai, 2019)
- **Social Media Marketing:** This strategy aims to boost your brand and content visibility on social media platforms to raise brand awareness, drive traffic, and create potential leads for your company. Potential mediums for social media marketing encompass Facebook, Twitter, LinkedIn, Instagram, Snapchat, and Pinterest. (Desai, 2019)
- **Affiliate Marketing:** This refers to a form of advertising that rewards you with a commission for promoting another person's products or services on your website. Two ways to utilize affiliate marketing channels are by hosting video ads through the YouTube Partner Program and sharing affiliate links on your social media profiles. (Desai, 2019)

- **Marketing Automation:** Marketing automation is the software that automates fundamental marketing tasks. Numerous marketing departments have the ability to streamline routine tasks that they would traditionally carry out by hand, including sending out Email newsletters, scheduling social media posts, updating Contact lists, nurturing leads, and tracking and reporting on campaigns. (Desai, 2019)
- **Pay-Per-Click (PPC):** PPC involves paying a publisher each time a visitor clicks on your ad in order to drive traffic to your website. A popular form of PPC is Google Ad Words, where you can purchase prime spots on Google's search results by paying for each click on your links. Additional platforms for PPC advertising are Paid ads on Facebook, Promoted Tweets on Twitter, and Sponsored Messages on LinkedIn. (Desai, 2019)
- **Email Marketing:** Businesses utilize email marketing to engage with their target demographic. Email is frequently utilized for advertising content, sales, and activities, as well as guiding individuals to the company's website. Possible emails to send in an email marketing campaign are newsletters for blog subscriptions, follow-up emails for website visitors who downloaded content, welcome emails for new customers, holiday promotions for loyalty program members, and informative emails for customer engagement. (Desai, 2019)
- **Inbound Marketing:** Inbound marketing involves the complete process of drawing in, interacting with, and satisfying customers through online content. Every tactic mentioned in the list of digital marketing strategies can be applied in an inbound marketing plan (Desai, 2019).
- **Online PR:** Online PR involves obtaining online exposure through digital publications, blogs, and content-based websites. It resembles traditional PR, but online. Utilize different channels to enhance your PR efforts such as reaching out to reporters on social media, interacting with online reviews of your company, and engaging with comments on your personal website or blog (Desai, 2019).

### **1.3. The importance of Digital Marketing:**

It is the responsibility of digital marketers to increase brand recognition and generate leads across every digital platform. These pathways incorporate social media, the organ-

ization's official website, and search functionality search engine positions, electronic mail, online banner ads, and the blog belonging to the company. The digital marketer concentrates on various aspects to establish a KPI for each channel in order to track performance. It is possible to accurately assess the company's performance through every individual. Digital marketing covers a variety of platforms and channels for marketing positions in the current day and age. In small businesses, a Jack-of-all-trades is needed and could potentially have a variety of digital marketing strategies mentioned simultaneously. In bigger corporations, these strategies are utilized possess numerous experts who specialize in only one or two areas on the brand's online platforms (Desai, 2019).

Top digital marketers understand how each digital marketing campaign contributes to their overall goals. They can enhance larger campaigns with free and paid strategies based on their marketing objectives. Available channels that require payment. For instance, a content marketer could develop a set of blog posts with the purpose of acquiring new potential customers from a recently developed eBook. The social media marketer for the company could potentially aid in boosting the exposure of these blog articles by utilizing both paid and organic posts on the company's social media pages. Maybe the email marketer develops an email campaign to deliver those who get the eBook for further details about the company (Desai, 2019).

#### **1.4. The difference between traditional and digital marketing:**

Digital marketing communicates messages through digital channels accessed through electronic devices, including phones, computers, and tablets, also traditional marketing, such as print ads and direct mail, share the same goal: generating product awareness and influencing purchasing decisions to drive sales. The main difference between traditional and digital marketing is that digital marketing uses internet-connected technologies to communicate and engage with targeted audiences. (Janette Novak and Kiran Aditham, 2024)

The key distinctions between traditional and digital marketing are outlined in the table below:

**Table 3:** Traditional VS digital marketing

<b>Parameter</b>	<b>Traditional Marketing</b>	<b>Digital Marketing</b>
<b>Definition</b>	Traditional marketing is a marketing strategy that promotes a company's products and services through traditional advertising media such as TV, radio, newspapers, magazines, and so on.	Digital marketing is a modern marketing technique that promotes a company's products and services through digital channels such as search engines and social media platforms.
<b>Cost</b>	Traditional marketing costs more.	Digital marketing is a low-cost way of product promotion.
<b>Contact</b>	Traditional marketing only allows for one-way contact between the advertiser and the audience.	Digital marketing allows advertisers and audiences to communicate in both directions.
<b>Trustworthy</b>	Traditional marketing is more trustworthy because it is an old marketing method.	The level of trustworthiness in digital marketing is determined by the content and the channel's dependability.
<b>Engagement</b>	Traditional marketing can only reach a small number of people.	Digital marketing has the potential to reach a vast number of people.
<b>Reach</b>	Traditional marketing is restricted to certain geographical areas.	Products can be promoted abroad through digital marketing.
<b>Communication</b>	Traditional marketing is characterized by delayed communication.	Digital marketing allows for instant communication.
<b>Conversion</b>	The conversion rate for traditional	The conversion rate for digital

	marketing is low.	marketing is really high.
<b>Results</b>	Traditional marketing produces immaterial outcomes.	Digital marketing yields quantifiable outcomes.
<b>Targeting</b>	Traditional marketing cannot micro-segment an audience based on criteria such as interest, behaviors, age, and so on.	Digital marketing allows you to send personalized communications to your target audience based on their age, interests, behaviors, and so on.
<b>Branding</b>	Traditional marketing is more effective in building brands.	In terms of brand building, digital marketing is less reliable.
<b>Time</b>	Traditional marketing takes more time.	Digital marketing requires less time.
<b>Flexibility</b>	Traditional marketing is less flexible in terms of change.	In terms of adaptation, digital marketing provides a significant degree of versatility.
<b>Interaction</b>	Traditional marketing does not allow for direct engagement between the advertiser and the target audience.	Digital marketing facilitates direct engagement between advertisers and their target audiences.
<b>ROI (Return on Investment)</b>	The ROI (Return on Investment) of traditional marketing is minimal.	The ROI (Return on Investment) of digital marketing is high.
<b>Interruptions</b>	It is difficult to avoid adverts because they are tied to the users.	If an advertisement does not attract them, they can just skip over it.
<b>Tweaking</b>	It is not feasible once the advertisement has been placed.	Changes or edits can be made at any time.

**Source:** (The Economic Times, 2023)

## 2. Social media marketing:

## 2.1. Definition:

Social media refers to the internet-grounded operations enforced on Web 2.0 technologies that support stoner-generated content for sharing and uniting with others. Still, the position of sharing, collaboration, and participation is much more advanced than in other media formats (radio, television, print), which implies that social media is the most favored channel for spreading brand information. Social media includes blogs, forums, stoner review spots, social networking spots (for illustration, Twitter, Blogger, LinkedIn, Facebook), etc. (Arrigo, 2018). In this sense, social media are online environments that enable individuals to interact with a broad or narrow audience, gaining gratification from user-generated content and a sense of community, either through synchronous or asynchronous communication (Carr and Hayes, 2015).

(Ardy Wibowo, 2020) have defined social media marketing as “an organization’s integrated activities that turn social media communication (networks) and interactions (influences) into useful strategic means to achieve desired marketing results”.

According to Gordhamer (2009), social media marketing is similar to relationship marketing, in which businesses must go from "trying to sell" to "making connections" with customers. Almost all businesses are implementing social media marketing as a new marketing tactic to connect with customers on online platforms. Social media is your only option if you have an idea and want it to be seen by millions of people for very little money. The social media was originally used by entertainment industries as a marketing tool. As defined by Weinberg (2009), social media marketing is the process that enables people to advertise their websites, goods, or services on online social media platforms and reach a far wider audience than they could have through more conventional means. To put it simply, social media marketing is the process by which businesses leverage social media platforms to drive traffic to their official corporate websites. Not only that, but businesses also use social media platforms to update prospective clients about events inside the company, the introduction of a new model or product, and current company news. ( Mohammad Furqan Khan & Anisa Jan, 2015)

**Table 4:** Definitions of Social Media Marketing

Authors	Definition
Chi (2011)	Social media marketing refers to the “connection between brands and consumers, [while] offering a personal channel and currency for user-centered networking and social interaction”.
Dwivedi et al. (2015)	Social media marketing refers to “a dialogue often triggered by consumers/audiences, or a business/product/service that circulates amongst the stated parties to set in motion a revealing communication on some promotional information so that it allows learning from one another’s use and experiences, eventually benefitting all of the involved parties”.
Tuten and Solomon (2016)	Social media marketing “is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders”
Felix et al. (2016)	Social media marketing “is an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders”.
Yadav and Rahman (2017)	Social media marketing is “a process by which companies create, communicate, and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders’ value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation among stakeholders about existing and trending products and services”.

Source: (Nadia Afroze Disha, 2023)

## 2.2. Social media marketing strategies:

### ❖ Advertising and Marketing campaigns

Social media advertising involves using paid ads to promote products, services, or brand content to a specific target audience. Platforms like Facebook Ads, Instagram Ads, and Twitter Ads allow businesses to customize their ad targeting based on demographics, interests, behavior, and more. Sponsorship refers to collaborating with social media influencers or other brands to promote products or services. Sponsored content can reach a broader audience and benefit from the influencer’s credibility and reach. (Rana, 2024)

### ❖ Engagement

Companies that generate engagement on social media channels may experience an increase in interactions and discussions related to their brand and merchandise. Users will provide feedback and distribute posts, mention the company in their own posts, and even start conversing via the instant messaging features. These kinds of interactions are perfect as they have notifications to notify social media managers. This allows them to improve customer service skills, ultimately enhancing the overall customer experience. (Griffin LaFleur, 2021)

#### ❖ **Content creation**

Creating and distributing valuable, relevant, and informative content is essential in content marketing to attract and engage the intended audience. Various forms in which content can be presented include blog posts, articles, videos, infographics, and other formats. Infographics and other visual content have become extremely popular in the past few years because they can effectively communicate complicated information in a visually attractive and easily understandable format. Designing eye-catching visual content is made easy with platforms, offering a user-friendly tool to create engaging visuals that effectively convey your message. The objective is to position the brand as a leader in its field, create a connection with the audience, and ultimately increase sales. Content marketing is a strategy that prioritizes offering value over direct promotion and is designed for the long term. (Rana, 2024)

### **2.3. The importance of social media marketing**

Social media marketing enables individuals to promote their websites, products, or services through online social networks, reaching a larger audience than traditional advertising methods. Social media puts more focus on the collective rather than the individual. Different types and sizes of online communities are present, where individuals communicate with one another. Social media marketers have the job of leveraging online communities to communicate effectively about product and service offerings. They also have to listen to community members as a business representative and establish relationships with them. (RAVI. B and SUJAYA KUMAR S., 2021).

- a) **Wide access to target customers:** Fast and wide access to target consumers is one of the big advantages of social media marketing. It takes a bit of searching, however, to find the perfect communities on social networking sites and post relevant content (RAVI. B and SUJAYA KUMAR S., 2021).
- b) **Comprehensive marketing:** Marketer gets extensive marketing services when opt for SMM services, many of which also operate with regard to SEO. On social networking sites, video sharing sites and photo sharing sites, etc., the company is promoted. This helps to improve the company's coverage and exposure (RAVI. B and SUJAYA KUMAR S., 2021).
- c) **Improved search engine ranks:** With an increase in traffic to your site due to SMM companies' successful implementation of SMM, along with other strategies that support link building, marketers note website's search engine rank is steadily increasing. Better visibility, better page rating, and better inflow of one-way connections, among many others, are the advantages of greater ranking (RAVI. B and SUJAYA KUMAR S., 2021).
- d) **Quick return time(Maximize Reach):** The turnaround time appears to be lower when marketer approaches potential customers via social media sites. This implies that, as opposed to the time taken by other methods of marketing, marketers will see results in a much shorter time. Although results are not obtained immediately, with regard to greater exposure on the internet, the website continues to gain a gradual advantage (RAVI. B and SUJAYA KUMAR S., 2021).
- e) **Higher conversion rates:** As stated by the Social Media Examiner, 66% of marketers saw improvements in lead generation when they used social media for a minimum of 6 hours weekly. Boosting conversion rates on existing traffic is only achievable by engaging with audiences on platforms where they interact, share, and engage positively. (Shailesh, 2024)

## 2.4. SOCIAL MEDIA MARKETING PLATFORMS

The growth of social media platforms has greatly boosted the level of sharing and communication between businesses and customers, thus amplifying the significance of social media from a corporate point of view (Baghdadi, 2013). Here are some of the most popular social media marketing platforms:

### **a) Facebook:**

Facebook is not only the biggest social media platform in the world but also one of the largest directories for local businesses. Individuals from various age ranges utilize it for connecting with friends and family, engaging in groups and forums, discovering, and visiting nearby businesses, and keeping up with brands.

Facebook is an excellent platform for social media marketing. Companies can establish connections with existing clients and inform them about modifications in operating hours, upcoming events, and significant achievements. Also, engage in conversations and real-time broadcasts.

Facebook's organic reach is restricted. Therefore, the most effective way to generate leads or reach new audiences is through Facebook advertising. (Word Stream, 2024)

### **b) Instagram:**

Even though Instagram was introduced later than LinkedIn and Twitter, it rapidly overtook those platforms and achieved one billion active users per month in 2018. It is well-liked for its wide range of content formats, such as Feed posts, Stories, Lives, Reels, and IGTV. Individuals utilize Instagram to track influencers and brands they purchase from and who align with their personal beliefs. Instagram biography and later utilize it for:

- Shopping in a social environment.
- Marketing by influencers.
- Content created by users.
- Organizational culture.

Instagram ads usually cost more than Facebook ads; however, the positive aspect is that organic reach is also greater. (Word Stream, 2024)

### **c) YouTube:**

YouTube, as a platform for social media marketing, allows users to upload videos, engage with other videos through comments and likes, follow accounts, and view recommended videos on the homepage feed. The main goal of social media marketing on YouTube is to provide value rather than aiming to create viral content. It is most advis-

able for:

- Guides, instructional videos, and videos explaining processes
- YouTube live streams with the ability to make purchases
- Promotional content displayed on the platform includes video ads and display ads.
- SEO (videos are taking over the top search results for "how to" queries!). (Word Stream, 2024)

#### **d) Twitter**

Twitter is a wonderfully intricate web of brief ideas, helpful information, and lively conversations. It is important to be consistently engaged on all social media platforms, with a particular emphasis on this one. Numerous individuals utilize Twitter for news updates, brand following, and customer support. Make sure to share any positive feedback from customers by retweeting and remember to respond to any questions that people may have. To achieve successful social media marketing on Twitter, consider the following strategies:

- Stay connected with influencers to stay updated on current events and popular topics.
- Narrate a story by posting a series of Tweets in a single thread.
- Ready to assist with customer service inquiries and frequently asked questions. (Word Stream, 2024)

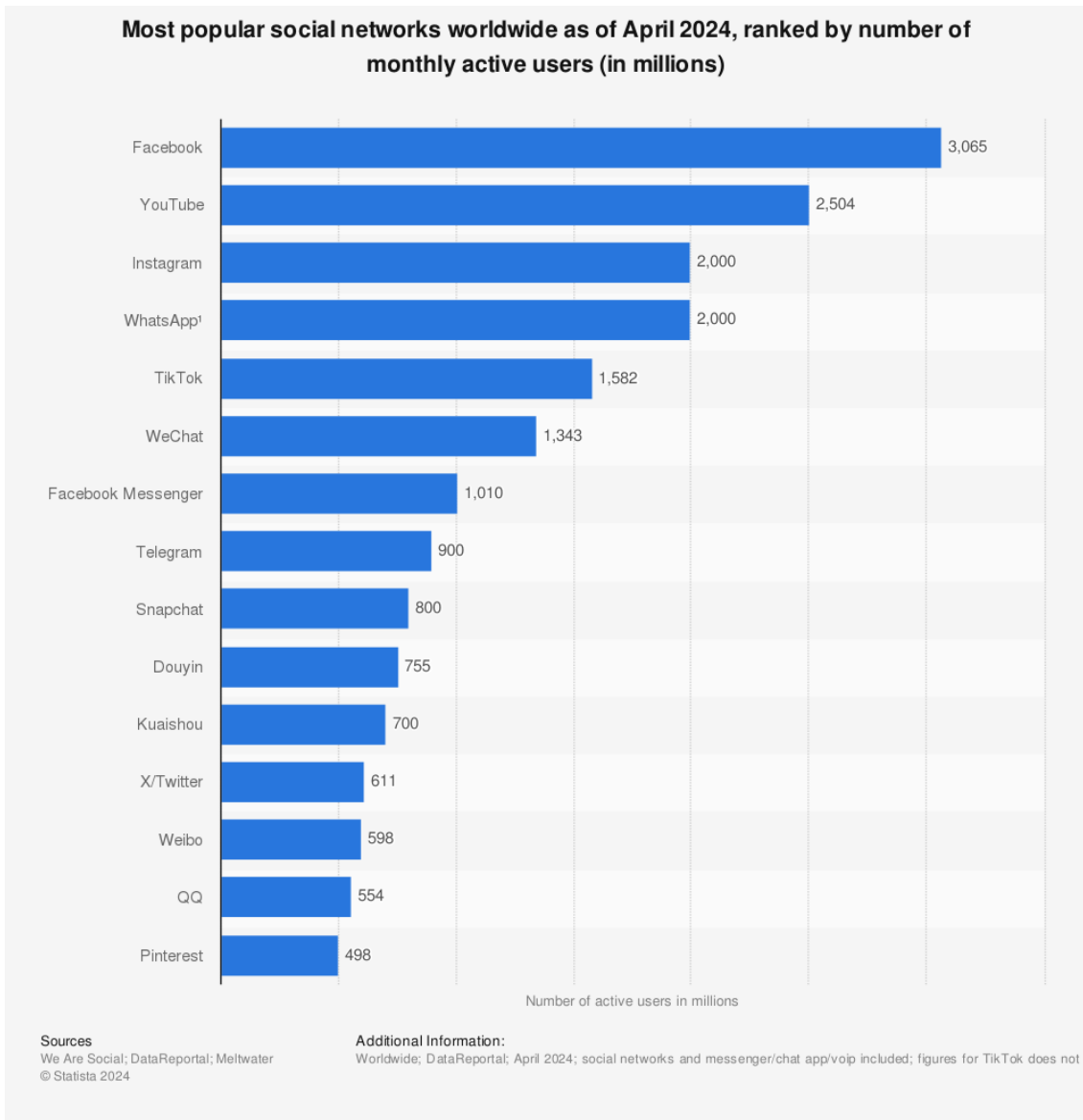
*Figure 1:: social media marketing platforms*

SOCIAL MEDIA MARKETING PLATFORMS				
	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mkting</li> <li>• Advertising</li> <li>• Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Video is resource-heavy</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>
	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• Small ad audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Ad reporting &amp; custom audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>
	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mkting</li> <li>• App mkting</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>



Source: (Word Stream, 2024)

*Figure 2: Most popular social networks worldwide as of April 2024*



**Source:** (Statista, 2024)

This chart displays the most popular social networks worldwide as of April 2024, ranked by the number of monthly active users (in millions).

- **Dominance of Meta Platforms:** Facebook, Instagram, and WhatsApp, all owned by Meta, collectively dominate the social media landscape with a combined total of over 7 billion monthly active users.
- **Video Content Popularity:** Platforms centered around video content like YouTube, TikTok, and Douyin hold significant positions, highlighting the trend towards video consumption.

- **Chinese Platforms:** Several Chinese social networks (WeChat, Douyin, Kuaishou, Weibo, and QQ) are prominent, indicating the large user base and active participation in China's digital space.
- **Messaging Services:** WhatsApp, Facebook Messenger, and Telegram show the popularity of messaging services as part of the social media ecosystem.

Overall, this chart underscores the global reach and user engagement of these platforms, with social media playing a crucial role in communication, entertainment, and information dissemination.

## **2.5 Role of Social Media Marketing for the Growth of Business**

Social media marketing offers a great opportunity to start an online business based on customer data and information. Marketers create and share content on social media to build brand image and attract customers. They post text, photos, and videos promoting the business, make offers, and more. Social media is a quick and easy way for businesses to connect with consumers and clients. It has many benefits for businesses, thanks to digital marketing, online banking, and e-commerce models. The rise of new online business models has led to social media creating marketing strategies focused on customer buying intentions. Businesses can now easily sell their products globally through the Internet, reaching a larger audience at a lower cost. Social media platforms help businesses increase brand awareness, maintain transparency, show responsibility, and build strong relationships with key stakeholders (Baby Sam Samuel, Joe Sarprasatha, 2015).

The study by (Mahwishzafar, 2017) , was done to see the difference in growth between entrepreneurs using social media to promote their products and those not using it. Business growth was measured using various social media tools like Facebook, Twitter, Blogs, YouTube, etc. It was found that those who embraced and utilized social media saw growth in their business. In a study conducted by (PayamHanafizadeh, 2012), the authors classified the applications of social network sites in businesses into six distinct categories: promotion and advertising, information sharing, resources, customer relationship management, electronic commerce, and economic models. Another study by (Nakara, 2012)found that social media holds great promise as tools for Small Medium

Enterprises. The integration of social networks into marketing strategies has resulted in improved market reflection and e-reputation. The advent of social networks has revolutionized how Small Medium Enterprises utilize the web, allowing them to expand their marketing efforts and enhance their visibility in the market. Consumers now have widespread access to social media, Web 2.0 platforms, and user-generated content. Business orientation on social networks involves connecting with friends, actively engaging with like-minded interest groups, and fostering stronger relationships.

### **3. Customer experience**

#### **3.1 Definition:**

Customer experience (CX) is described as a multifaceted concept that encompasses the cognitive, emotional, behavioral, sensory, and social reactions of consumers toward a company's products or services throughout their purchasing process (Lemon and Verhoef, 2016).

Customer experience is how customers internally and subjectively react to interactions with a company, whether through direct or indirect contact. Typically, direct interaction happens during buying, utilizing, and servicing products and is typically started by the consumer. Indirect contact frequently occurs through chance encounters with the presentation of a company's offerings, such as word-of-mouth suggestions, advertising, news articles, reviews, and other forms. (Christopher Meyer and André Schwager, 2007).

Acknowledging that a customer buys an experience to "invest time savoring a sequence of unforgettable occasions that a company organizes... to involve him in a deeply personal manner." However, some other researchers have advocated for a more expansive perspective of the customer journey. Schmitt, Brakus, and Zarantonello (2015) propose that all interactions in service provision result in a customer experience, regardless of their type or format. This broad view sees the customer experience as holistic, taking into account the customer's cognitive, emotional, sensory, social, and spiritual reactions to all interactions with a company. Recent business practice has defined the customer experience as including all aspects of a company's offerings such as customer care quality, advertising, packaging, product and service features, ease of use, and reliability.

Customers' reactions to any form of contact with a company are considered as their internal and subjective response (Meyer and Schwager, 2007).

De Keyser and all (2015) define customer experience as a combination of cognitive, emotional, physical, sensorial, spiritual, and social components present in a customer's interactions with market actors, which ultimately form the customer's overall experience. In a similar fashion, McCarthy, and Wright (2004) view technology through the lens of experience and outline the four threads - the sensual, the emotional, the compositional, and the spatio-temporal - as key aspects to consider.

Verhoef et al. (2009) delineate customer experience within the retailing realm as a multidimensional concept. They emphasize that it is comprehensive and encompasses the customer's cognitive, emotional, affective, social, and physical reactions to the retailer.

**Table 5:**Aspects of customers experience

<b>Aspect</b>	<b>Customer Experience</b>
<b>Description</b>	The general perception a consumer forms of a business from their engagements with the brand.
<b>Impact</b>	Has the potential to affect customer loyalty and retention, as well as the probability of receiving positive word-of-mouth referrals.
<b>Examples</b>	Positive experiences include friendly and helpful customer service, a user friendly website, and fast and efficient delivery. Negative experiences can include long wait times, unhelpful customer service, and difficulty navigating the website.
<b>Importance</b>	Crucial for establishing a loyal customer following and encouraging customer retention, to build a strong customer base.
<b>Methods of Analysis</b>	Customer satisfaction surveys (CSAT), Net Promoter Score (NPS), social media listening, customer feedback forms, customer interviews and focus groups
<b>Factors that can Affect</b>	Quality of customer service, ease of use of the product or service, availability and accessibility of customer support, pricing and value for money, reliability and consistency of the product or service

**Source:** (Dimple Patil and Nitin Rane, 2023)

### 3.2 Most Popular Customer Experience Metrics

Measuring customer experience is crucial for businesses because it helps them determine how satisfied and loyal their customers are, which encourages repeat business and lowers churn. Positive CX creates a competitive advantage, which distinguishes brands, boosts sales, and increases customer lifetime value. (Steingress, 2023).

➤ **Customer satisfaction surveys score (CSAT):**

Customer Satisfaction (CSAT) is a metric used by customer service representatives to measure how customers feel about their most recent interaction. Customer satisfaction can also refer to the overall satisfaction of customers. However, for our purposes, we will limit the definition of CSAT to focus solely on this metric and how customer satisfaction is measured. This is a great way to understand the emotion of the experience for a specific ticket. With this data, you can make sure your customers are satisfied with how you solved their problems. If they rate their experience highly, you know what to look for. If they rate their experience poorly, you know how to fix it. Maybe they like your refund policy, but not your response time. CSAT can help you understand how your customers perceive the quality of your support. CSAT is the most common metric for measuring customer Satisfaction because it is easy to use and easy to understand.

The results can be easily interpreted by everyone in the company. Customers clearly understand their needs. Additionally, because customers can provide feedback with just one click, response rates are higher than with traditional long-term surveys. (NICEREPLY, 2018)

➤ **Net Promoter Score (NPS):**

The Net Promoter Score (NPS) is commonly used by businesses to assess customer attitudes and forecast sales growth by identifying which customers are likely to make future purchases and refer others to the company (Baquero, 2022).

Alterations in how consumers share information can result in the link between customer satisfaction and loyalty becoming less significant. Moreover, advancements in technology enable customers to easily disseminate both positive and negative feedback. Net Promoter Score (NPS) is a metric that assesses how likely a customer is to suggest a company's products or services to someone they know (Baehre, 2022)

Fred introduced the concept of NPS to attain customer loyalty. The book "The Ultimate Question" explores different ways of leveraging NPS to increase profitability. NPS enhances customer experience by incorporating customer feedback to enhance services that can meet and surpass their expectations. (Reichheld, 2003)

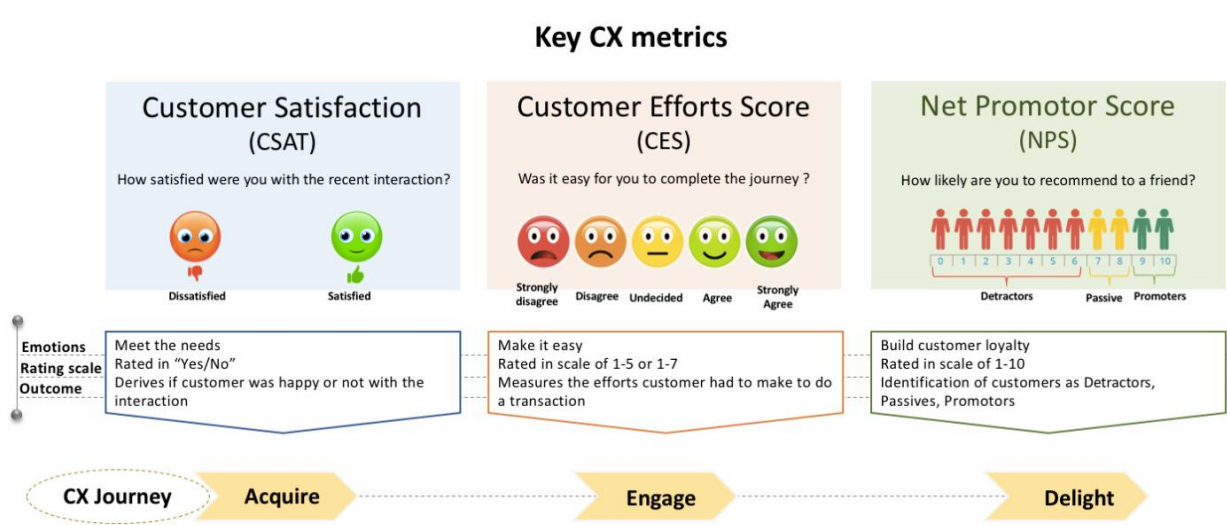
A correlation exists between company expansion and the loyalty of customers. Customers with strong loyalty will have the immediate opportunity to make repeat purchases. An increase in transaction volume will impact the growth of the business according to Korneta (2018). Net Promoter Score measures not just quality, satisfaction, or value, but also how customers refer others through word of mouth. (Keiningham T. L., 2007).

➤ **Customer Efforts Score (CES):**

Customer effort score (CES) is a measure that assesses how much effort customers need to exert in order to complete a particular task while interacting with a brand. It is one of many metrics that quantifies a brand's CX and is often used alongside metrics such as NPS, CSAT, and CCR. (Prakash D. Wagh and Padmakar Shahare, 2024)

*"Jeannie Walters, CEO and chief experience investigator at Experience Investigators stated that clients become annoyed when interacting with your brand becomes a cumbersome or unexpectedly effortful task for them."* The Customer Effort Score (CES) measures the level of effort customers perceive they need to exert when engaging with a brand. CES can be utilized to track a particular touchpoint or transaction effectively. Walters also mentioned that it can be a helpful resource for ranking enhancements to the customer journey. Walters believes that the customer effort score (CES) has become more specifically targeted, which is a positive development. Some customer journeys can be highly intricate, and enhancing customer experience takes time. (Nicastro, 2023)

**Figure 3:** Most Popular Customer Experience Metrics



**Source:** (Rajesh CB, 2020)

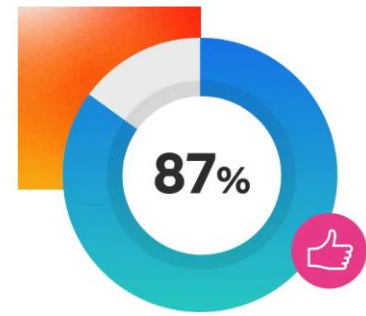
Customer experience metrics are quantitative measures used to evaluate the level of satisfaction customers have with a product or service. These measurements can gauge how well a company is performing with its customers and pinpoint areas that need enhancement. Typical metrics for measuring customer experience include scores for satisfaction, likelihood to recommend, lifetime value, and first contact resolution rates. These measurements can be gathered via surveys, feedback forms, and other methods for collecting customer feedback. By monitoring and assessing customer experience metrics, businesses can obtain valuable information about their customer's preferences and behaviors, which can then be utilized to enhance their products and services. (NICEREPLY, 2018)

### 3.3 The importance of customer experience

More and more frequently we are able to observe that experience is becoming a new paradigm in services, together with the paradigm "look through the customer's eyes, listen to what the customer is saying to you". It can be stated that the two paradigms are correlated and mutually conditioned. They are connected with the customer-orientation, which considers the characteristics of services. (Janoś-Kresło, Anna Dąbrowska and Mirosława, 2019)

**Figure 4:**Positive Customer Experience

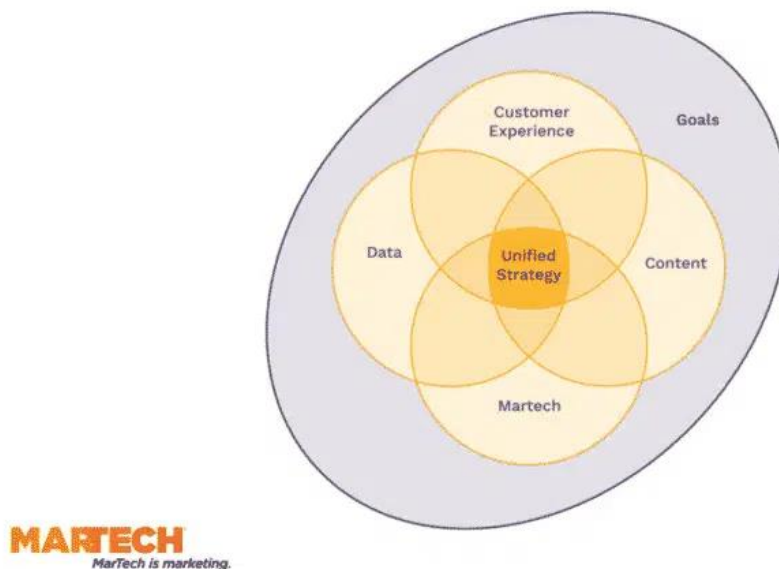
87% of customers are likely to share with others if they have a positive experience.



Source: ( Adobe Experience Cloud Team, 2023)

A satisfying client and positive customer experience may greatly increase your company's revenue. It can support customer retention and motivate them to recommend your business to others. In fact, according to Bright Local's Local Consumer Review Survey, 84% of consumers said they trust online evaluations just as much as personal recommendations. The customer experience has the power to create or destroy a company, so it makes sense for marketers to spend money on products that encourage happy encounters. A positive client experience goes beyond the lack of disconnected components. To encourage higher involvement, companies must proactively and creatively communicate with consumers. (Patterson, 2022).

Figure 5: Processes and services with Customer experience



Source: (Patterson, 2022)

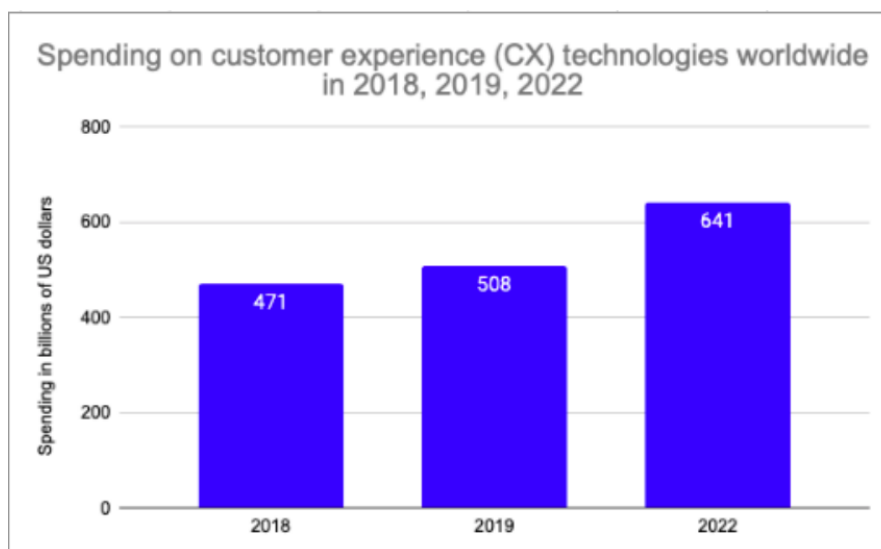
Every company may benefit from better customer experience (CX), and even the most improbable businesses can see an improvement in customer satisfaction through CX. Even if CX is only one component of a successful organization, it is becoming more and more crucial to the prosperity and standing of the contemporary enterprise (Cassidy Jones, 2020).

Experiences are replacing services in the economy. "Our modern economy is powered by experiences...where consumers base their decisions not just on product features but also on the experiences that these products facilitate.". With several possibilities available online, If a company's customer experience falls short of what customers anticipate, they will probably choose another place to do business.

"In a crowded and increasingly digital marketplace, customer experience will continue to be a pivotal piece in how companies do business, gain brand ambassadors, and become memorable for consumers."

Social media and the Internet make it simple to share CX experiences. As a result, a lot of consumers rely on internet comments and reviews when making selections about what to buy. Understandably, many businesses go above and beyond to obtain positive online customer reviews since one bad review has the potential to permanently harm a company's brand. (Cassidy Jones, 2020)

**Figure 6:** Spending on customer experience technologies worldwide in 2018;2019;2022



**Source:** (Cassidy Jones, 2020)

This chart displays global spending on customer experience (CX) technologies for the years 2018, 2019, and 2022. The data is represented in billions of US dollars.

- **Consistent Growth:** The data shows a steady and substantial increase in spending on CX technologies over the years, indicating that businesses are continuously prioritizing customer experience enhancements.
- **Significant Increase by 2022:** The jump from 508 billion in 2019 to 641 billion in 2022 suggests a strong commitment to improving customer experience, possibly driven by the increasing importance of digital interactions and customer satisfaction in competitive markets.
- **Implications for Businesses:** The upward trend in spending highlights that companies recognize the value of investing in technologies that enhance customer experience.

Overall, the chart underscores the growing importance and investment in customer experience technologies, reflecting a broader trend towards prioritizing customer-centric strategies in business operations.

**CHAPTER 02: RESEARCH  
APPROACH AND ORGANIZATION-  
AL CONTEXT**

## **Section 01: Approach and data collection**

The following section clarifies the methodological framework, along with the data collection instruments, the sample, and how the obtained results are analyzed.

### **1. Epistemological Posture**

Epistemology refers to our perception of reality or the truth (Majeed, 2019)

(Blackwell, 2018) argues that positivism is typified by deductivism (generating testable hypotheses), objectivity, and inductivism (knowledge is founded on facts).

According to positivism, causal relationships and hypothesis testing may be used to explain the existence of an objective reality. It was implemented to address socio-economic issues and do away with self-serving interests as the basis for decision-making (Eketu, 2017)

This research is based on a positivism paradigm, which can be justified through quantifiable data collection, statistical analysis, and the objectivity in the data interpretation (Majeed, 2019)

Our study aims to discover the impact of social media marketing on customer experience, using the questionnaire as the primary research instrument, which will allow us to test the hypothesis while staying objective in the process of data treatment and interpretation.

### **2. Methodological approach**

(Apuke, 2017) defines research as *"a scientific and systematic search for pertinent information on a specific topic,"* which include gathering, analyzing, and interpreting data in order to comprehend a particular subject. Creating a research methodology, often known as the comprehensive steps a researcher takes to begin a study, is a crucial first step.

In our research, a quantitative method is used, since it's the most appropriate for large samples, numeral data, and hypothesis testing.

Quantitative research is characterized by the large samples, and quantified data. As for the results, statistics and mathematics are important for the analysis and generalization process .

It can be defined as “*the explaining of an issue or phenomenon through gathering data in numerical form and analyzing with the aid of mathematical methods*” (Apuke, 2017) In other words, quantitative research is concerned with the analysis of numerical data, through the use of mathematics and statistics.

The use of quantitative methods is considered necessary when:

- To verify the hypothesis, based on the analysis of a large amount of measurable data.
- The research is carried out through a questionnaire, including short answers.
- Nothing is certain about the conceptions under consideration.

### **3. Data collection instruments**

Data collection refers to the process of collecting and measuring information about the research variables, in a systematic way which enables answering the questions, testing the hypothesis, and evaluating the outcomes. (kabir, 2016)

#### **3.1 Documentary study**

It's a research method that uses a wide range of topics, it can be combined with other research methods such as interviews and surveys, with the objective of providing more insights to the study phenomena (Ahmed, 2010)

The following table represents the main type of documents used in to conduct this re-search :

**Table 6:**Documentary study

Chapter	Document	Source
<b>Theoretical Framework</b>	Articles  Books	<ul style="list-style-type: none"><li>• Google scholar, Science direct, Elsevier, Researchgate, Emerald, Springer</li><li>• Pdfdrive and ENSM library</li></ul>
<b>Organizational context and finding</b>	Organizational structure	<ul style="list-style-type: none"><li>• Internal documents</li></ul>

**Source:** Made by the researcher

### 3.2 Questionnaire

The purpose of the questionnaire is to collect information based on a series of questions, it's considered as a cost-effective research instrument that allows the researcher to gather and analyze data rapidly, and scientifically (kabir, 2016)

There are several types of questions which can be used in the questionnaire:

- **Multiple choice questions** a question with numerous response options; however, the respondent have to select only one answer.
- **Dichotomous** it is a statement that has just two response options.
- **Checklist** numerous response options, the respondent can select all that apply.
- **Rating scale** providing a question with a continuum of response options.
- **Likert scale** provides a statement with several response options which indicates the level of agreement.

In order to conduct our research, and test the hypothesis, a questionnaire was elaborated based on the studies of (Asad Ayoub and Ayman Balawi, 2022) (Awan MI, Shamim A and Saleem MS, 2022) (Adisu Fanta and Ayman Balawi, 2022) (Li F. F., 2020) using

Google Forms. The data collection took place from the 02nd May till 27th May. It was done by contacting customers via Instagram and Direct messages.

The questionnaire is divided into three sections with eighteen questions in total, the structure of the questionnaire is described as follows:

It starts with a brief presentation, which aims to describe the purpose of the survey and to inform the respondents that the answers will be treated confidentially, only for academic purposes.

The first section contains social media marketing for the respondent (customers use social media platforms, advertising ... etc.) using various question forms such as multiple-choice questions, checklists, rating scales, and Likert scale questions.

The second section is about customer experience factors, it's divided into 6 questions that express the degree of agreement using a Likert scale (from 1 to 5).

The last section contains the profile of respondents (gender, age...etc.).

#### **4. Data sampling and analysis**

##### **4.1. Data sampling**

Sampling refers to the process of selecting a number of individuals from a large population. The population represents all the elements of the study, whereas the sample is the number of individuals narrowed down from the population (leavy, 2017)

Since the customer experience is affected by social media marketing in this study, the dependent variable is customer experience, whereas the independent variable is social media marketing. The population of our study are the customers of Venture Fly who have experience through their Instagram account, which is located in Cheraga To determine our sample size, a non-probabilistic method was used since the sample wasn't selected randomly (Kim K.-S. , 2022), due to the absence of accurate information about the number of our population. I use [Sample size calculator - CheckMarket](#) to Calculate the number of respondents needed in a survey.

Population size	<b>200</b>
Margin of error	<b>5%</b>
Confidence level	<b>95%</b>
Required sample size	<b>Between 100-132</b>

## **4.2. Data analysis**

The process of analyzing data is done with Microsoft EXCEL for the graphs and descriptive analysis, and the IBM SPSS software program, in order to carry out the other tests, it is considered as an effective software in quantitative data analysis.

Firstly, preliminary analysis was done to ensure the suitability of data, the descriptive analysis, which was crucial to understand each variable, and lastly, we used **Chi-Square** to test the hypothesis.

## **Section 02: Organizational context:**

This section aims to provide a general presentation of the company, including the objectives and values, the organizational structure.

### **1. General presentation of Venture Fly**

Venture Fly is a dynamic company working in the field of incubation through training, founded in 2023. The company operates under the auspices of the Ministry of Commerce.

Specializing in incubation through training, they provide budding entrepreneurs with the tools, resources, and knowledge they need to turn their ideas into successful businesses. With training programs designed to guide and support our members at every stage of their entrepreneurial journey, from idea to market.

The following figure represents the company's visual identity:

**Figure 7:** Venture Fly's visual identity



**Source :** Document interne

## **2. Values and objectives**

Venture Fly's core values are direct to the point, efficient and effective, and investing in the project owner.

**Direct to the point:** Promoting clarity and efficiency in its communications and actions.

**Effective and efficient:** using resources wisely to maximize productivity and performance.

**Invest in project leaders:** Provide project leaders with the resources, tools, and opportunities they need to develop their skills, build their confidence, and turn their ideas into reality.

The company's **main objectives** are as follows:

- **Encourage innovation:** Stimulate the creation of innovative companies by providing an environment in which new ideas and concepts can flourish.
- **Train skilled entrepreneurs:** Offer comprehensive and specialized training programs to develop skills and competencies.
- **Provide practical support:** Accompany entrepreneurs throughout the process of creating and developing their business, offering personalized support and expert advice.
- **Foster networking:** Create opportunities for networking and collaboration between entrepreneurs, mentors, investors, and potential partners, to promote the exchange of ideas, resources, and business opportunities.
- **Foster the entrepreneurial ecosystem:** Collaborate with other players in the entrepreneurial ecosystem, such as universities, public institutions, and private organizations, to strengthen the entrepreneurial ecosystem and create an environment conducive to innovation and business success.

### **3. Organizational structure**

Venture Fly's organizational structure is designed to foster operational efficiency, internal collaboration, and the achievement of the company's strategic objectives. Under the direction of the Managing Director, the management team is headed by a General Manager who oversees the main functional departments, including Sales, Marketing, Operations, and Quality. Each department is made up of highly qualified and dedicated professionals, who provide specialized expertise in their respective fields. The Sales Department is responsible for developing strong commercial relationships and promoting Venture Fly's services to potential customers. The Marketer leads marketing and communications efforts, implementing innovative strategies to increase the company's visibility and attract new customers. The Operations Department ensures the effective implementation of.

# **CHAPTER 03: RESULTS AND ANALYSIS**

The objective of the research is to discover in which ways social media marketing contributes to customer experience. In order to achieve this objective and answer our research question, an internship was done at Venture Fly, where an online questionnaire survey was distributed to their customers.

Based on the collected data, this section aims to demonstrate the obtained results, starting with an overview about Social media marketing and customer experience in Venture Fly, moving on to the descriptive analysis, and Chi-Square Tests .

## Section 01: Finding and results

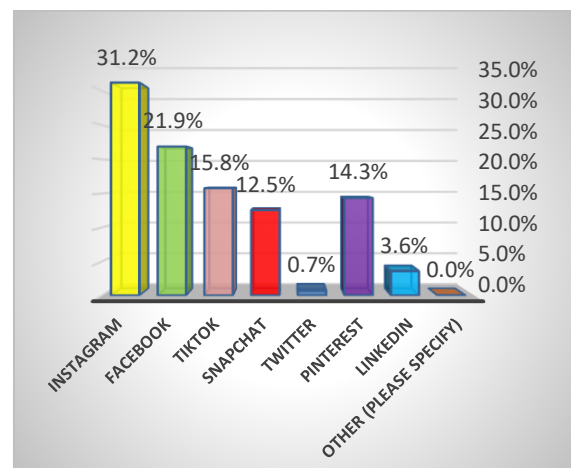
### Part 1: Social Media Marketing

**Table 7:** Distribution of respondents according to social media platform usage

Answer	Frequency	Percent%
Instagram	87	31,2
Facebook	61	21,9
Tiktok	44	15,8
Snapchat	35	12,5
Twitter	2	0,7
Pinterest	40	14,3
Linkedin	10	3,6
Other (please specify)	0	0,0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 8:** Distribution of respondents according to social media platform usage



Source: Based on the EXCEL program

The data reveals that Instagram is the most frequently used social media platform among respondents, with 31.2% indicating regular use. This is followed by Facebook (21.9%), TikTok (15.8%), Pinterest (14.3%), and Snapchat (12.5%). Twitter and LinkedIn have significantly lower usage rates, at 0.7% and 3.6%, respectively. This distribution highlights the popularity of visual and interactive platforms among Venture Fly's customer base, which can inform targeted marketing strategies.

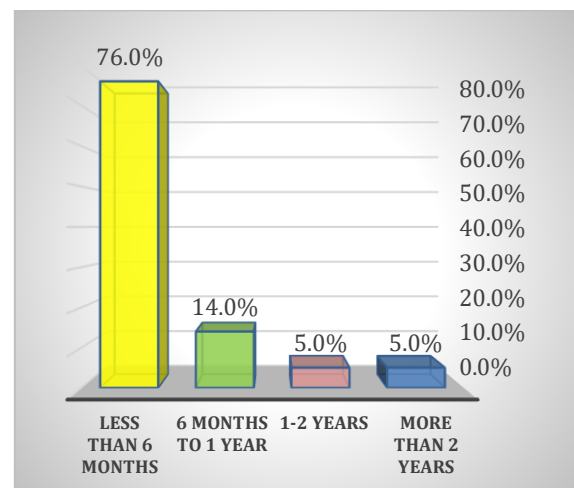
The prominence of Instagram as the most used platform underscores its critical role in Venture Fly’s social media marketing strategy. As a visually-driven platform, Instagram is ideal for showcasing products, engaging with customers through stories and posts, and leveraging influencer partnerships. Facebook, while less dominant, remains a significant platform, suggesting a broader reach and the potential for diverse content strategies. The popularity of TikTok and Snapchat indicates that short-form, engaging video content is also a key preference among users. The relatively high usage of Pinterest suggests an interest in visual inspiration and discovery, which can be leveraged for product ideas and aspirational content.

**Table 8:** Distribution of respondents according to duration of following

Answer	Frequency	Percent%
Less than 6 months	76	76,0
6 months to 1 year	14	14,0
1-2 years	5	5,0
More than 2 years	5	5,0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 9:** Distribution of respondents according to duration of following



Source: Based on the EXCEL program

The data reveals that a significant majority (76%) of respondents have been following Venture Fly’s Instagram account for less than 6 months, with 14% following for 6 months to 1 year. A smaller portion, 5%, has been following for 1-2 years, and another 5% for more than 2 years. This distribution indicates that Venture Fly has recently attracted a large number of new followers, which could be due to effective recent marketing campaigns or a growing interest in the brand. The predominance of new followers suggests that Venture Fly's recent social media marketing strategies have been successful in drawing attention and gaining new followers. This influx of new followers might

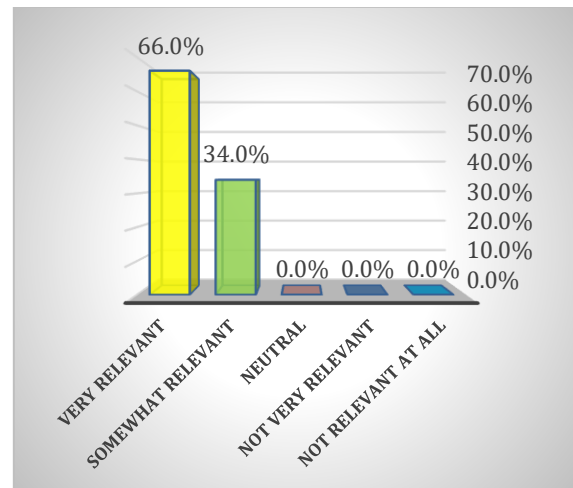
indicate effective use of promotions, influencer partnerships, engaging content, or successful advertising campaigns. The smaller percentage of long-term followers, however, suggests a need to focus on retention strategies to maintain and engage these followers over a longer period.

**Table 9:**Distribution of respondents according to perceived relevance of advertisements

Answer	Frequency	Percent%
Very relevant	66	66,0
Somewhat relevant	34	34,0
Neutral	0	0
Not very relevant	0	0
Not relevant at all	0	0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 10:**Distribution of respondents according to perceived relevance of advertisements



Source: Based on the EXCEL program

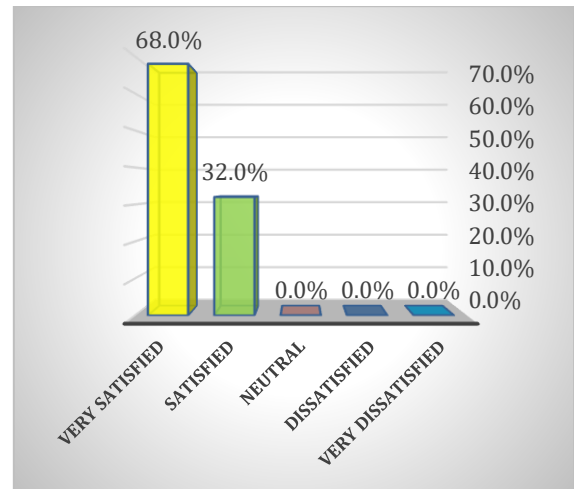
The data reveals that all respondents find the advertisements on Venture Fly’s Instagram account to be relevant, with 66% rating them as "very relevant" and 34% as "somewhat relevant." This indicates a high level of alignment between the advertisements and the interests and needs of the followers. The absence of neutral or negative responses further emphasizes the effectiveness of the advertisement content. The perceived high relevance of the advertisements is a strong indicator of successful targeting and content creation strategies. It suggests that Venture Fly understands its audience well and can create advertisements that resonate with their interests, thereby increasing the likelihood of engagement and conversion.

**Table 10:** Distribution of respondents according to satisfaction with responsiveness

Answer	Frequency	Percent%
Very satisfied	68	68,0
Satisfied	32	32,0
Neutral	0	0
Dissatisfied	0	0
Very dissatisfied	0	0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 11:** Distribution of respondents according to satisfaction with responsiveness



Source: Based on the EXCEL program

The data indicates that all respondents are satisfied with Venture Fly's responsiveness to comments, messages, or inquiries on Instagram. Specifically, 68% are "very satisfied" and 32% are "satisfied." This high level of satisfaction suggests that Venture Fly is effectively engaging with its audience on Instagram, addressing their questions and concerns in a timely and satisfactory manner.

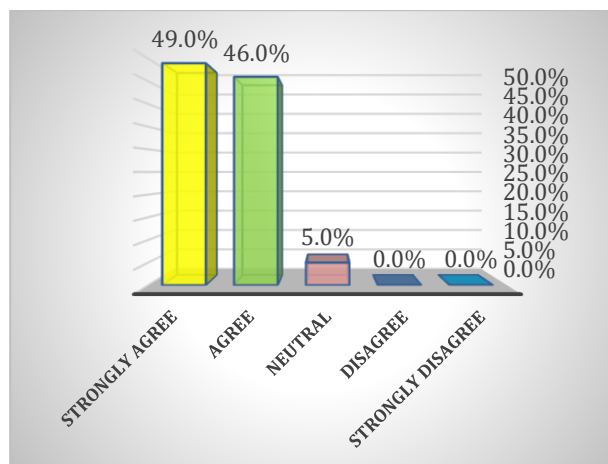
The high level of satisfaction with responsiveness indicates that Venture Fly values and prioritizes customer interaction on Instagram. This proactive approach to communication fosters positive relationships with followers, enhances brand perception, and potentially leads to increased loyalty and advocacy.

**Table 11:** Distribution of respondents according to perception of content value

Answer	Frequency	Percent%
Strongly agree	49	49,0
Agree	46	46,0
Neutral	5	5,0
Disagree	0	0
Strongly disagree	0	0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 12:** Distribution of respondents according to the perception of content value



Source: Based on the EXCEL program

The data indicates that a majority of respondents perceive Venture Fly's Instagram account to consistently provide valuable content. Specifically, 49% "strongly agree" and 46% "agree" that the content is valuable. Additionally, 5% remain "neutral" on this aspect. The absence of any respondents disagreeing with this statement suggests a high level of satisfaction with the content offered by Venture Fly.

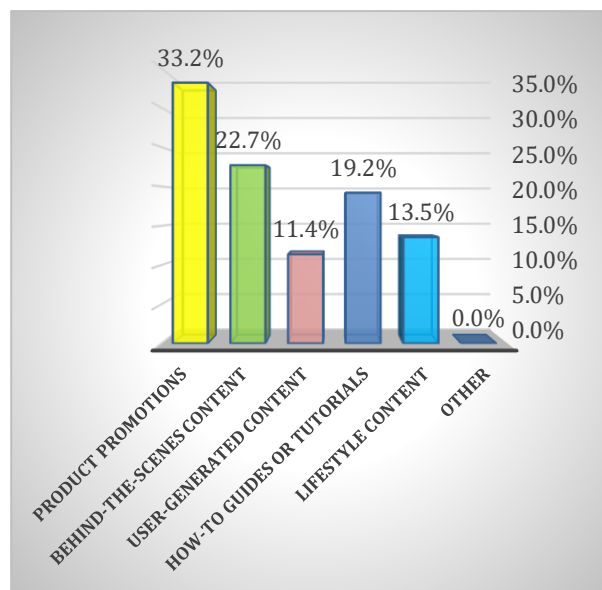
The overwhelmingly positive perception of content value underscores the effectiveness of Venture Fly's content strategy on Instagram. Consistently delivering valuable content enhances engagement, fosters trust, and strengthens brand loyalty among followers. This positive perception can lead to increased interaction, shares, and ultimately, conversions for the business.

**Table 12:** Distribution of respondents according to preferred content type

Answer	Frequency	Percent%
Product promotions	76	33,2
Behind-the-scenes content	52	22,7
User-generated content	26	11,4
How-to guides or tutorials	44	19,2
Lifestyle content	31	13,5
Other	0	0,0
<b>Total</b>	<b>229</b>	<b>100,0</b>

Source: Based on the EXCEL program

**Figure 13:** Distribution of respondents according to preferred content type



Source: Based on the EXCEL program

The data reveals that respondents find various types of content attractive on Venture Fly's Instagram account, with product promotions being the most preferred (33.2%), followed by behind-the-scenes content (22.7%), how-to guides or tutorials (19.2%), user-generated content (11.4%), and lifestyle content (13.5%). The absence of responses for "Other" suggests that the provided options encompass the majority of preferences among respondents.

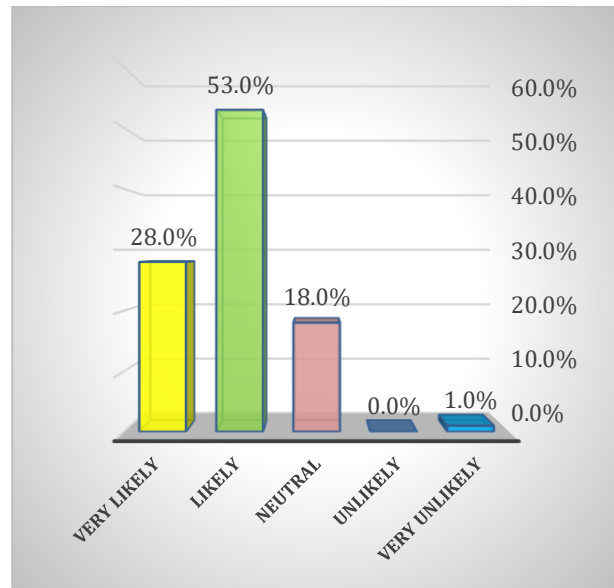
The distribution of preferred content types provides valuable insights into the content preferences of Venture Fly's Instagram audience. Understanding these preferences can guide content creation and curation strategies, ensuring that the brand delivers content that resonates with its followers and maximizes engagement and conversion opportunities.

**Table 13:** Distribution of respondents according to likelihood of sharing content

Answer	Frequency	Percent%
Very likely	28	28,0
Likely	53	53,0
Neutral	18	18,0
Unlikely	0	0
Very unlikely	1	1,0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 14:** Distribution of respondents according to likelihood of sharing content



Source: Based on the EXCEL program

The data indicates that the majority of respondents are likely to share or repost content from Venture Fly's Instagram account with their followers. Specifically, 28% are "very likely," and 53% are "likely" to share content. Additionally, 18% remain "neutral" on this aspect, while only 1% are "very unlikely" to share content. The absence of respondents indicating "unlikely" responses suggests a generally positive inclination towards sharing Venture Fly's content.

The high likelihood of sharing content reflects positively on the appeal and engagement of Venture Fly's Instagram content among its audience. The willingness of followers to share content with their own networks indicates a strong sense of brand affinity and advocacy, which can significantly amplify the reach and impact of the brand's marketing efforts.

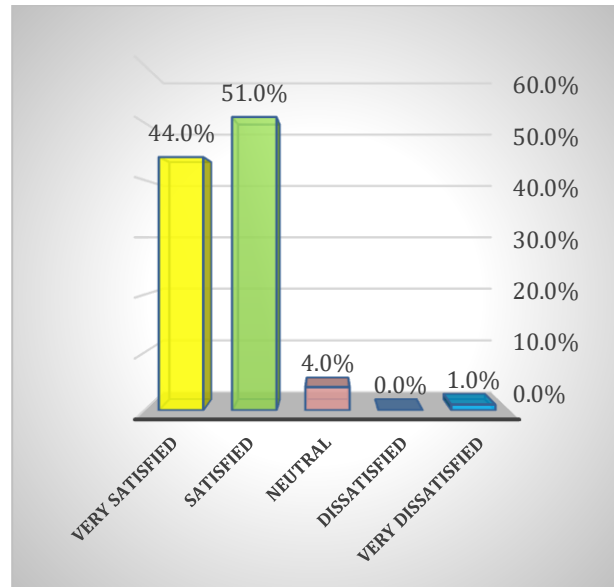
## Part 2: Customer Experience

**Table 14:** Distribution of respondents according to likelihood of sharing content

Answer	Frequency	Percent%
Very satisfied	44	44,0
Satisfied	51	51,0
Neutral	4	4,0
Dissatisfied	0	0
Very dissatisfied	1	1,0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 15:** Distribution of respondents according to likelihood of sharing content



Source: Based on the EXCEL program

The data indicates that a majority of respondents are inclined to share or repost content from Venture Fly's Instagram account with their followers. Specifically, 44% are "very satisfied," and 51% are "satisfied" with the likelihood of sharing content. Additionally, 4% remain "neutral" on this aspect, while only 1% express being "very dissatisfied" with the likelihood of sharing content. The absence of respondents indicating "dissatisfied" responses suggests a generally positive inclination towards sharing Venture Fly's content.

High satisfaction with the likelihood of sharing content reflects positively on the appeal and engagement of Venture Fly's Instagram content among its audience. The willingness of followers to share content with their own networks indicates a strong sense of brand affinity and advocacy, which can significantly amplify the reach and impact of the brand's marketing efforts.

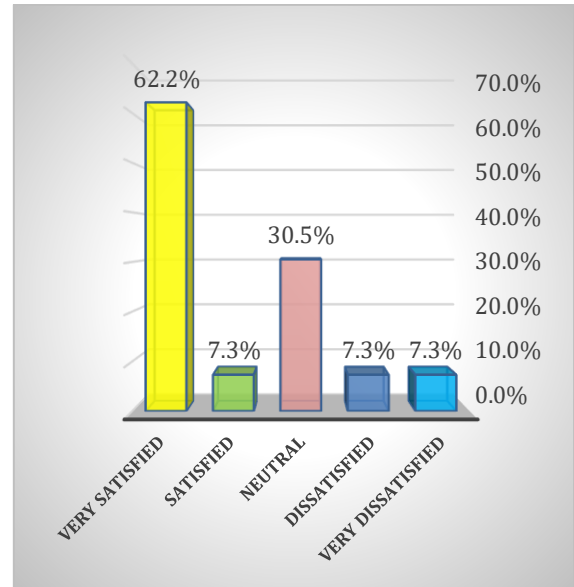
### 1.1. Quality of content

**Table 15:** Distribution of respondents according to satisfaction with content quality

Answer	Frequency	Percent%
Very satisfied	39	39,0
Satisfied	55	55,0
Neutral	6	6,0
Dissatisfied	0	0
Very dissatisfied	0	0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 16:** Distribution of respondents according to satisfaction with content quality



Source: Based on the EXCEL program

The data indicates that a majority of respondents are satisfied with the quality of content on Venture Fly's Instagram account. Specifically, 39% are "very satisfied," and 55% are "satisfied" with the quality of content. Additionally, 6% remain "neutral" on this aspect, while no respondents express being "dissatisfied" or "very dissatisfied" with the quality of content. This overwhelmingly positive response suggests that the content provided by Venture Fly is well-received by its audience.

The high satisfaction with the quality of content reflects positively on the effectiveness of Venture Fly's content strategy on Instagram. Quality content plays a crucial role in engaging followers, building brand trust, and driving desired actions, such as likes, comments, shares, and ultimately, conversions. The positive perception of content quality is likely to contribute to increased follower loyalty and advocacy for the brand.

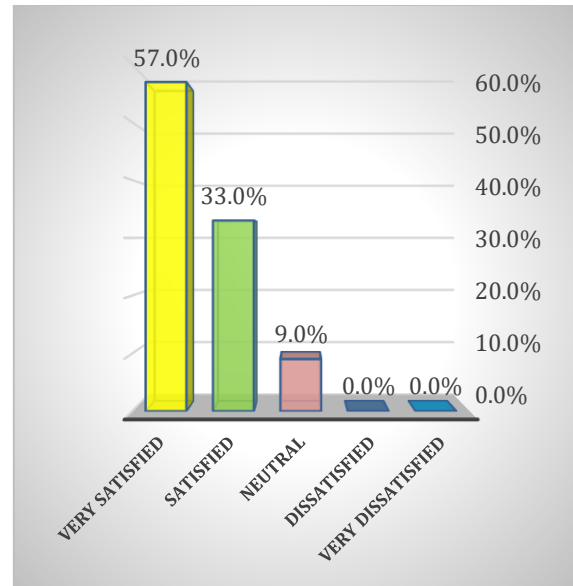
## 1.2.Responsiveness to inquiries

**Table 16:** Distribution of respondents according to satisfaction with responsiveness to inquiries

Answer	Frequency	Percent%
Very satisfied	57	57,0
Satisfied	33	33,0
Neutral	9	9,0
Dissatisfied	0	0
Very dissatisfied	0	0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 17:** Distribution of respondents according to satisfaction with responsiveness to inquiries



Source: Based on the EXCEL program

The data reveals that a majority of respondents are highly satisfied with the responsiveness to inquiries on Venture Fly's Instagram account. Specifically, 57% are "very satisfied," and 33% are "satisfied" with the responsiveness to inquiries. Additionally, 9% remain "neutral" on this aspect, while no respondents express being "dissatisfied" or "very dissatisfied" with the responsiveness. This overwhelmingly positive response indicates that Venture Fly effectively addresses inquiries from its audience on Instagram.

The high satisfaction with responsiveness to inquiries underscores Venture Fly's commitment to customer service and engagement on Instagram. Timely and helpful responses to inquiries demonstrate attentiveness to customer needs, enhance brand trust, and contribute to overall customer satisfaction. The positive perception of responsiveness is likely to strengthen customer loyalty and advocacy for the brand.

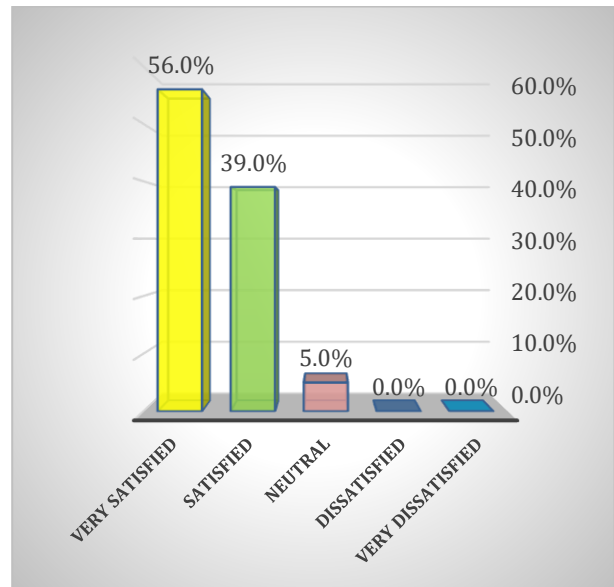
### 1.3. Relevance of advertisements/sponsored posts

**Table 17:** Distribution of respondents according to satisfaction with relevance of advertisements/sponsored posts

Answer	Frequency	Percent%
Very satisfied	56	56,0
Satisfied	39	39,0
Neutral	5	5,0
Dissatisfied	0	0
Very dissatisfied	0	0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 18:** Distribution of respondents according to satisfaction with relevance of advertisements/sponsored posts



Source: Based on the EXCEL program

The data indicates that the majority of respondents are highly satisfied with the relevance of advertisements and sponsored posts on Venture Fly's Instagram account. Specifically, 56% are "very satisfied," and 39% are "satisfied" with the relevance of advertisements and sponsored posts. Additionally, 5% remain "neutral" on this aspect, while no respondents express being "dissatisfied" or "very dissatisfied" with the relevance. This overwhelmingly positive response suggests that Venture Fly effectively delivers targeted and relevant advertising content to its audience on Instagram.

The high satisfaction with the relevance of advertisements and sponsored posts reflects positively on Venture Fly's advertising strategy on Instagram. Targeted and relevant advertising content enhances user experience, increases engagement, and improves the effectiveness of advertising campaigns. The positive perception of advertisement relevance is likely to contribute to higher ad engagement and conversion rates.

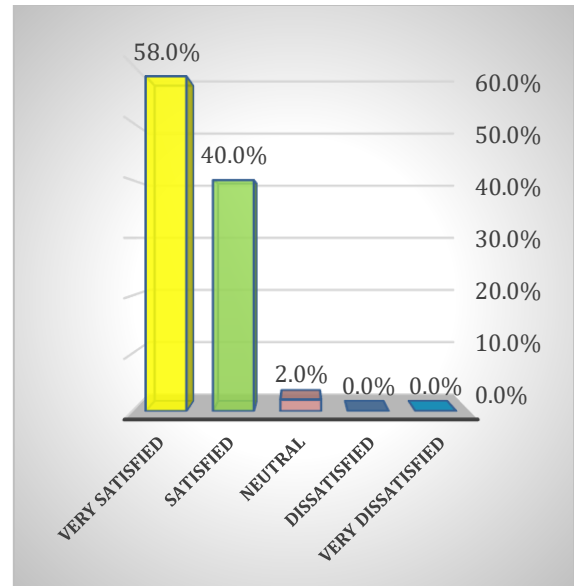
#### 1.4. Overall ease of interaction

**Table 18:** Distribution of respondents according to satisfaction with overall ease of interaction

Answer	Frequency	Percent%
Very satisfied	58	58,0
Satisfied	40	40,0
Neutral	2	2,0
Dissatisfied	0	0
Very dissatisfied	0	0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 19:** Distribution of respondents according to satisfaction with overall ease of interaction



Source: Based on the EXCEL program

The data indicates that the majority of respondents are highly satisfied with the overall ease of interaction on Venture Fly's Instagram account. Specifically, 58% are "very satisfied," and 40% are "satisfied" with the overall ease of interaction. Additionally, 2% remain "neutral" on this aspect, while no respondents express being "dissatisfied" or "very dissatisfied" with the overall ease of interaction. This overwhelmingly positive response suggests that Venture Fly has successfully facilitated seamless and user-friendly interaction experiences for its audience on Instagram.

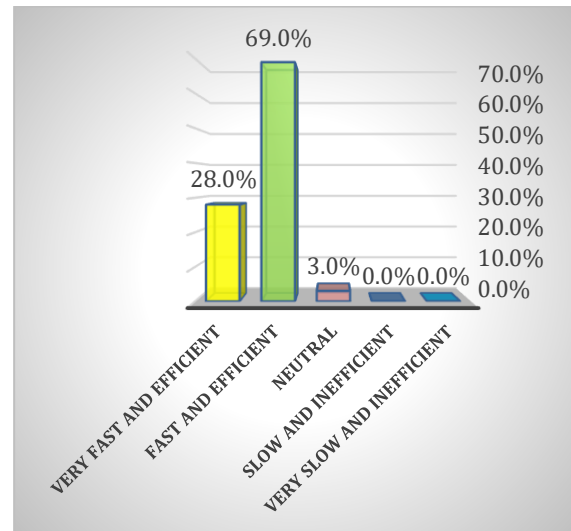
The high satisfaction with the overall ease of interaction reflects positively on Venture Fly's efforts to create a user-friendly and accessible interaction environment on Instagram. A seamless and effortless interaction experience enhances user engagement, fosters positive brand perceptions, and strengthens customer relationships. The positive perception of ease of interaction is likely to contribute to increased engagement, loyalty, and advocacy among followers.

**Table 19:** Distribution of respondents according to rating of overall speed and efficiency of issue resolution

Answer	Frequency	Percent%
Very fast and efficient	28	28,0
Fast and efficient	69	69,0
Neutral	3	3,0
Slow and inefficient	0	0
Very slow and inefficient	0	0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 20:** Distribution of respondents according to rating of overall speed and efficiency of issue resolution



Source: Based on the EXCEL program

The data reveals that a majority of respondents perceive the overall speed and efficiency of issue resolution on Venture Fly's Instagram account positively. Specifically, 28% rate it as "very fast and efficient," while 69% rate it as "fast and efficient." Only 3% remain "neutral" on this aspect, while no respondents consider the resolution process "slow and inefficient" or "very slow and inefficient." This overwhelmingly positive response indicates that Venture Fly demonstrates promptness and effectiveness in addressing issues raised by users on Instagram.

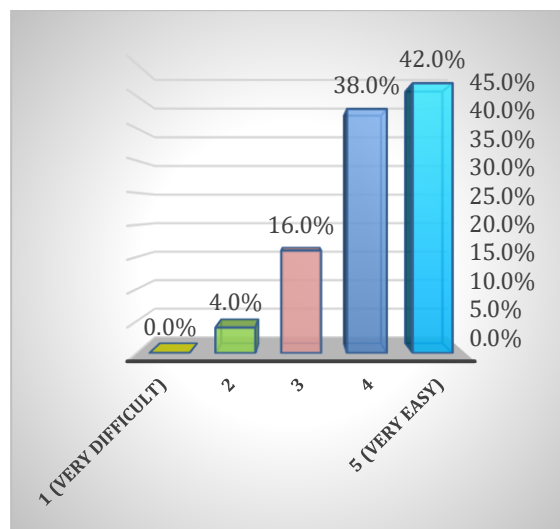
The high rating for the speed and efficiency of issue resolution reflects positively on Venture Fly's commitment to customer service excellence on Instagram. Timely resolution of issues demonstrates attentiveness to customer needs, enhances brand trust, and contributes to overall customer satisfaction. The positive perception of issue resolution speed and efficiency is likely to strengthen customer loyalty and advocacy for the brand.

**Table 20:** Distribution of respondents according to ease of finding information

Answer	Frequency	Percent%
1 (Very difficult)	0	0
2	4	4,0
3	16	16,0
4	38	38,0
5 (Very easy)	42	42,0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 21:** Distribution of respondents according to ease of finding information



Source: Based on the EXCEL program

The data indicates that the majority of respondents found it relatively easy to find the information they were looking for on Venture Fly's Instagram account. Specifically, 42% rated it as "very easy," and 38% rated it as "easy" (4 on the scale). Additionally, 16% rated it as "moderate" (3 on the scale), while only 4% rated it as "difficult" (2 on the scale). Importantly, no respondents found it "very difficult" (1 on the scale) to find information. This distribution suggests that the majority of users had a positive experience with information accessibility on the Instagram account.

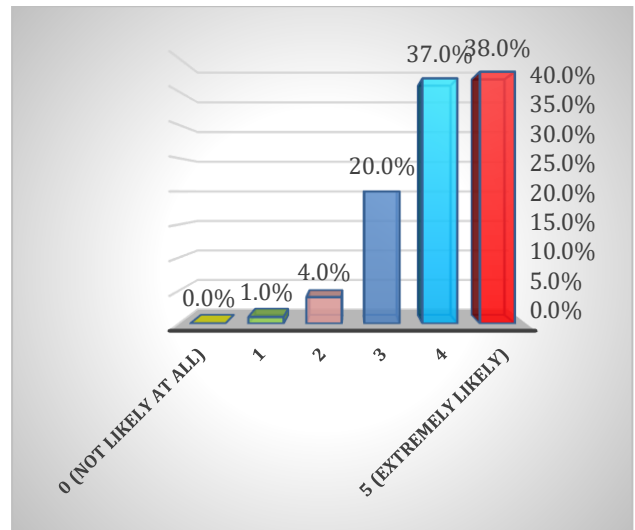
The high rating for ease of finding information on Venture Fly's Instagram account is indicative of effective information organization and presentation. A user-friendly information structure enhances user experience, increases engagement, and fosters positive brand perceptions. The positive perception of information accessibility is likely to contribute to increased user satisfaction and loyalty.

**Table 21:** Distribution of respondents according to like-lihood of recommending Venture Fly's Insta-gram account

Answer	Frequency	Percent%
<b>0 (Not likely at all)</b>	<b>0</b>	<b>0</b>
<b>1</b>	<b>1</b>	<b>1,0</b>
<b>2</b>	<b>4</b>	<b>4,0</b>
<b>3</b>	<b>20</b>	<b>20,0</b>
<b>4</b>	<b>37</b>	<b>37,0</b>
<b>5 (Extremely li-likely)</b>	<b>38</b>	<b>38,0</b>
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 22:** Distribution of respondents according to like-lihood of recommending Venture Fly's Instagram account



Source: Based on the EXCEL program

The data indicates that the majority of respondents are likely to recommend Venture Fly's Instagram account to a friend or colleague. Specifically, 38% rated their likelihood as "extremely likely" (5 on the scale), and 37% rated it as "4." Additionally, 20% rated it as "3," while 4% rated it as "2," and only 1% rated it as "1." Importantly, no respondents indicated that they were "not likely at all" (0 on the scale) to recommend the Instagram account. This distribution suggests a high level of satisfaction and advocacy among users.

The high likelihood of recommendation for Venture Fly's Instagram account reflects positively on the brand's reputation, content quality, and engagement efforts. Positive word-of-mouth recommendations are indicative of satisfied customers and can significantly contribute to brand awareness, growth, and customer acquisition. The willingness of users to recommend the Instagram account underscores its value and appeal to the target audience.

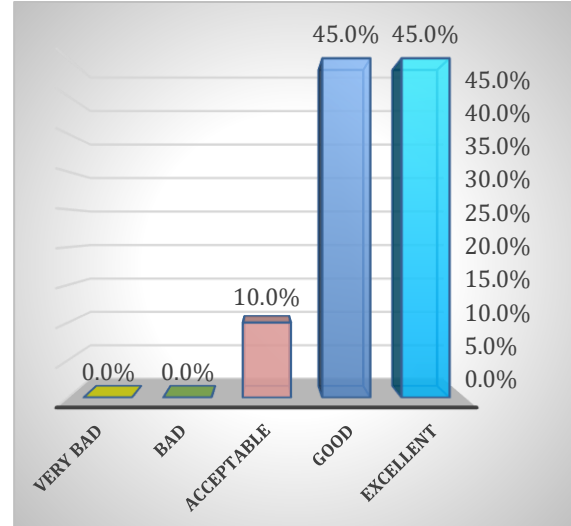
## 1.5.The experience with Venture Fly Company

**Table 22:**experience with Venture Fly Company

Answer	Frequency	Percent%
Very bad	0	0
Bad	0	0
Acceptable	10	10,0
Good	45	45,0
Excellent	45	45,0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 23:**experience with Venture Fly Company



Source: Based on the EXCEL program

The data indicates that respondents have overwhelmingly positive experiences with Venture Fly company. Specifically, 45% of respondents rated their experience as "good," and another 45% rated it as "excellent." Additionally, 10% rated their experience as "acceptable." Importantly, no respondents rated their experience as "bad" or "very bad." This distribution suggests a high level of satisfaction and positive sentiment among respondents regarding their experience with Venture Fly company.

The high rating for experience with Venture Fly company reflects positively on the brand's overall performance, customer service, and product/service quality. Positive experiences contribute to customer satisfaction, loyalty, and advocacy, which are essential for long-term success and growth. The absence of negative ratings indicates that Venture Fly company effectively meets or exceeds customer expectations, fostering trust and confidence among its customer base.

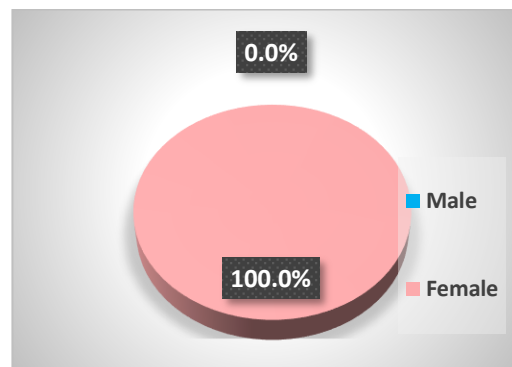
### 3. Demographic Information :

**Table 23:**Distribution of respondents according to gender

Answer	Frequency	Percent%
Male	0	0,0
Female	100	100,0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 24:**Distribution of respondents according to gender



Source: Based on the EXCEL program

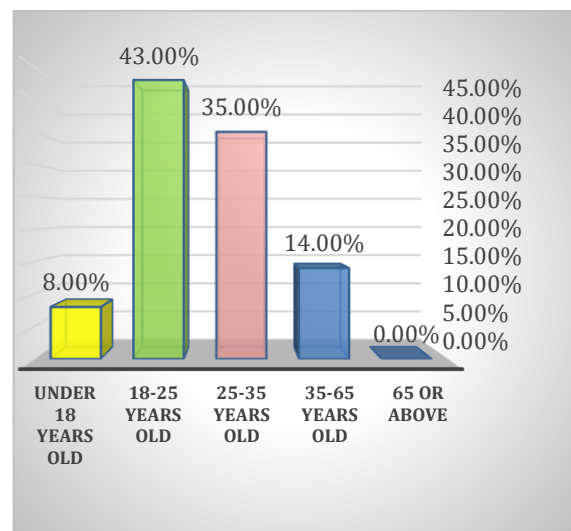
- From the analysis of the results, it is evident that all participants in the study are female, with a percentage of 100%.

**Table 24:**Distribution of respondents according to age

Answer	Frequency	Percent%
Under 18 years old	8	8,0
18-25 years old	43	43,0
25-35 years old	35	35,0
35-65 years old	14	14,0
65 or above	0	0,0
Total	100	100,0

Source: Outputs of the SPSS program.V 25

**Figure 25:**Distribution of respondents according to age



Source: Based on the EXCEL program

From the analysis, it is apparent that the largest group of respondents falls within the 18-25 age range, comprising 43% of the sample, followed by 35% in the 25-35 age range. This distribution suggests that the majority of Venture Fly's Instagram customers are young adults, with a significant portion also being early adults. The under-18 demo-

graphic represents 8% of the respondents, while the 35-65 age group constitutes 14%. Notably, there are no respondents aged 65 or above, indicating a minimal engagement from older age groups.

**Table 25:** *Distribution of respondents according to occupation*

Answer	Frequency	Percent%
Student	49	49,0
Employed	38	38,0
Unemployed	13	13,0
<b>Total</b>	<b>100</b>	<b>100,0</b>

Source: Outputs of the SPSS program.V 25

**Figure 26:** Distribution of respondents according to occupation

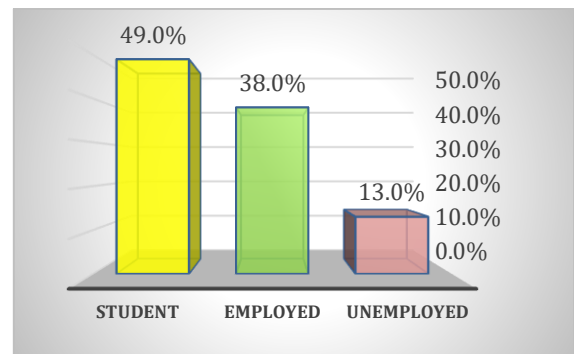


Figure 27:(.): *Distribution of respondents according to occupation*

Source: Based on the EXCEL program

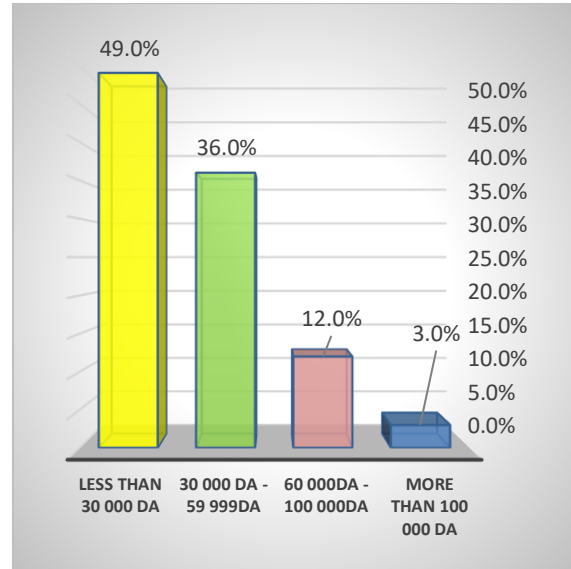
The data indicates that nearly half of the respondents (49%) are students, followed by 38% who are employed, and 13% who are unemployed. This distribution provides valuable insights into the occupational status of Venture Fly's Instagram customers and highlights key segments of the customer base .

**Table 26:**Distribution of respondents according to salary

Answer	Frequency	Percent%
<b>Less than 30 000 DA</b>	<b>49</b>	<b>49,0</b>
<b>30 000 DA - 59 999DA</b>	<b>36</b>	<b>36,0</b>
<b>60 000DA - 100 000DA</b>	<b>12</b>	<b>12,0</b>
<b>More than 100 000 DA</b>	<b>3</b>	<b>3,0</b>
<b>Total</b>	<b>100</b>	<b>100,0</b>

**Source:** Outputs of the SPSS program.V 25

**Figure 28:**Distribution of respondents according to salary



**Source:** Based on the EXCEL program

The salary distribution of respondents indicates that the majority (49%) earn less than 30,000 DA, followed by 36% who earn between 30,000 DA and 59,999 DA. A smaller proportion of respondents earn between 60,000 DA and 100,000 DA (12%), while only 3% earn more than 100,000 DA. This distribution provides significant insights into the income levels of Venture Fly's Instagram customers and highlights the economic diversity within the customer base.

## Section 02 : Discussion

The discussion of the study's findings is structured around testing the three primary hypotheses developed to understand the impact of social media marketing on customer experience.

**Hypothesis 1:** Advertising campaigns significantly impact reaching more customers for a good experience.

The results indicate a strong affirmation of this hypothesis. According to Table 27, 99% of the respondents agreed that advertising and marketing campaigns significantly impact reaching more customers, as evidenced by a large positive residual value. The chi-square value ( $p < .001$ ) reinforces the significant association between advertising campaigns and customer reach.

**Hypothesis 2:** Engagement with customers has a positive impact on boosting customer experience.

The study also supports this hypothesis. Table 28 demonstrates that a majority of respondents rated the overall speed and efficiency of issue resolution on Instagram positively, with significant satisfaction levels regarding responsiveness to comments, messages, or inquiries. The Pearson Chi-Square and likelihood ratio tests further validate the significance of customer engagement on enhancing customer experience.

**Hypothesis 3:** Content quality has a positive impact on customer experience.

This hypothesis was also validated. The analysis indicates that high-quality, relevant content significantly impacts maintaining customer interest and fostering a positive brand perception. The data collected shows a correlation between content quality and customer satisfaction, confirming the hypothesis.

### ❖ Implications for Social Media Marketing Strategies

The findings highlight the critical role of advertising, engagement, and content quality in shaping customer experiences on social media platforms. For businesses, this underscores the importance of strategic investment in these areas to enhance customer satisfaction and loyalty.

1. **Strategic Advertising:** Effective advertising campaigns on social media platforms can significantly increase customer reach and engagement. Businesses should focus on creating targeted, visually appealing, and relevant advertisements to attract and retain customers.
2. **Customer Engagement:** Active engagement with customers through prompt responses to inquiries and interactions on social media can greatly enhance the customer experience. Businesses should ensure that their social media teams are trained to manage customer interactions efficiently and positively.
3. **Content Quality:** The quality of content shared on social media platforms plays a vital role in customer perception. High-quality, relevant, and engaging content can help maintain customer interest and foster a positive brand image. Businesses should focus on creating and sharing content that resonates with their audience.

➤ **Testing study hypotheses**

**Table 27:**Result of testing H.1

	Observed N	Expected N	Residual
Yes	99	50,0	49,0
No	1	50,0	-49,0
Total	100		
Chi-Square	96,040 <sup>a</sup>		
df	1		
Asymp. Sig.	,000		

**Source:** Outputs of the SPSS program 25

The observed frequencies reveal that the overwhelming majority of respondents (99 out of 100) agree that advertising and marketing campaigns have a significant impact on reaching more customers for a good experience. This is evident from the large positive residual value for the "Yes" response category (49.0), indicating a surplus of respondents compared to the expected frequency.

Conversely, only 1 respondent disagrees with the statement. This is reflected in the large negative residual value for the "No" response category (-49.0), indicating a deficit of respondents compared to the expected frequency.

The significant chi-square value ( $p < .001$ ) suggests that the association between advertising and marketing campaigns and reaching more customers for a good experience is not due to chance.

The findings affirm the hypothesis that advertising and marketing campaigns play a crucial role in reaching more customers for a good experience. This underscores the importance of strategic marketing initiatives in influencing customer perceptions and behaviors. Organizations should continue to invest in effective advertising and marketing strategies to enhance customer experience and drive business success.

**Table 28:**Result of testing H.2

			How would you rate the overall speed and efficiency of issue resolution on our Instagram account? (e.g., response time to messaging, inquiries, resolution of complaints)			Total
			Neutral	Fast and efficient	Very fast and efficient	
How Satisfied are you with our responsiveness to comments, messages, or inquiries on Instagram?	Satisfied	Count	3	24	5	32
		%	9,4%	75,0%	15,6%	100,0%
	Very satis-	Count	0	45	23	68

	ified	%	0,0%	66,2%	33,8%	100,0%
Total	Count		3	69	28	100
	%		3%	69,0%	28,0%	100,0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9,194 <sup>a</sup>	2	,010
Likelihood Ratio	9,937	2	,007
Linear-by-Linear Association	6,618	1	,010
N of Valid Cases	100		

**Source:** Outputs of the SPSS program. V 25

The observed frequencies suggest that customers who rated the overall speed and efficiency of issue resolution as "Fast and efficient" or "Very fast and efficient" were more likely to be satisfied or very satisfied with the responsiveness to comments, messages, or inquiries on Instagram. Conversely, those who rated the resolution speed as "Neutral" were less likely to express satisfaction with responsiveness.

The chi-square test result ( $p = .010$ ) indicates that the association between customer satisfaction with responsiveness and their rating of issue resolution speed is statistically significant. This suggests that there is a relationship between engagement (responsiveness) and customer experience (resolution speed) on Instagram.

The findings support the hypothesis that engagement, specifically responsiveness to comments, messages, or inquiries on Instagram, has a positive impact on boosting customer experience, as reflected in their perception of issue resolution speed and efficien-

cy. Organizations should prioritize responsive communication on social media platforms to enhance customer satisfaction and overall experience.

**Table 29:**Result of testing H.3

			How Satisfied are you with our responsiveness to comments, messages, or inquiries on Instagram?		Total
			Satisfied	Very satisfied	
How would rate your experience with Venture Fly company	Acceptable	Count	8	2	10
		%	80,0%	20,0%	100,0%
	Good	Count	15	30	45
		%	33,3%	66,7%	100,0%
	Excellent	Count	9	36	45
		%	20,0%	80,0%	100,0%
Total		Count	32	68	100
		%	32,0%	68,0%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13,603 <sup>a</sup>	2	,001
Likelihood Ratio	13,043	2	,001
Linear-by-Linear Association	11,072	1	,001
N of Valid Cases	100		

**Source:** Outputs of the SPSS program.V 25

The observed frequencies suggest that customers who were very satisfied with the responsiveness on Instagram were more likely to rate their overall experience with Venture Fly company as "Good" or "Excellent." Conversely, those who were only satisfied with responsiveness tended to rate their experience as "Acceptable."

The chi-square test result ( $p = .001$ ) indicates that the association between customer satisfaction with responsiveness and their overall experience with Venture Fly company is statistically significant. This suggests that there is a relationship between engagement (responsiveness) and customer experience with the company.

The findings support the hypothesis that engagement, specifically satisfaction with responsiveness on Instagram, has a positive impact on boosting overall customer experience with Venture Fly company. Organizations should prioritize responsive communication on social media platforms to enhance customer satisfaction and overall experience, which in turn can contribute to customer loyalty and positive brand perception.

Finally, in order to test our hypothesis, Chi-Square Tests was conducted, the following table summarizes the whether the hypotheses are validated or rejected:

**Table 30:**Hypothesis testing

<b>Hypothesis</b>	<b>Confirmation</b>
<b>H01:</b> Advertising campaigns have a significant impact on reaching more customers for a good experience.	Validated
<b>H02:</b> Engagement with customers has a positive impact on boosting customer experience.	Validated
<b>H03:</b> Content quality has a positive impact on customer experience.	Validated

**Source:** Made by the researcher, based on regression analysis

Therefore, the results of this study show that social media marketing positively impacts customer experience through advertising campaigns, engagement with customers, and quality of content.

# CONCLUSION

## 1. Summary

This dissertation explores the impact of social media marketing on customer experience, focusing on the case study of Venture Fly. In today's digital era, social media platforms such as Facebook, Instagram, Twitter, and LinkedIn have become essential tools for businesses to reach, engage, and influence their customers. The pervasive use of these platforms has redefined traditional marketing strategies, highlighting the significance of personalized and interactive engagement with customers.

The study aims to understand the specific ways in which social media marketing affects customer experience. Key objectives include analyzing the effectiveness of social media advertising campaigns, the impact of active customer engagement, and the role of content quality in shaping customer perceptions. A quantitative research methodology was adopted, utilizing an online questionnaire survey distributed to 100 customers of Venture Fly, who have prior experience with the company's Instagram account.

## 2. Main obtained results

Based on the answers of the 100 customers, we can confirm the first hypothesis which claims that Advertising campaigns have a significant impact on reaching more customers for a good experience. We have also validated the second hypothesis, which says that engagement with customers has a positive impact on boosting customer experience. The third hypothesis concerning content quality was validated, and improving that high-quality, relevant content is key to maintaining customer interest and fostering a positive brand perception.

## 3. Theoretical implications

This dissertation enriches the theoretical landscape by providing empirical evidence on the interplay between social media marketing and customer experience. It validates existing theories while offering new insights that emphasize the importance of advertising engagement, and content quality in digital marketing strategies. These contributions provide a robust foundation for future research and practical applications in the field of social media marketing.

#### **4. Limits**

The study's findings are constrained by the limited sample size of only 100 customers who were familiar with Venture Fly's Instagram account. It is important to note that this small and specific sample may not accurately reflect the larger customer base or be applicable to different industries or geographic regions. As a result, the generalizability of the findings is limited.

The study utilized self-reported data obtained from online surveys as its primary source of information. It is important to note that this approach is not without its limitations, as it may introduce certain biases, including the social desirability bias, where participants may feel inclined to provide responses that they perceive as more socially acceptable or desired. Furthermore, the accuracy of self-reported data can be influenced by factors such as memory and perception, which may impact the reliability of the information gathered.

#### **5. Possible extensions of the study**

To gain a comprehensive understanding of the impact of social media marketing strategies on customer experience, future research could consider employing a longitudinal design. This would allow for the observation of how engagement, content quality, and advertising influence customer satisfaction and loyalty over an extended period of time. By adopting this approach, valuable insights into the long-term effects of these factors can be obtained.

To gain a more holistic comprehension of the impact of various social media platforms on customer experience, it is imperative to broaden the analysis to encompass a range of platforms, including Facebook, Twitter, LinkedIn, TikTok, and emerging platforms. By conducting comparative studies, we can discern platform-specific strategies and evaluate their efficacy in enhancing the overall customer experience.

By integrating qualitative approaches like conducting in-depth interviews, organizing focus groups, and analyzing case studies, it is possible to obtain more comprehensive and intricate understandings of customer perceptions and experiences. These qualitative methods would enhance the quantitative findings by providing a profound comprehension of the underlying motivations and emotions that influence customer behavior on social media platforms.

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# APPENDIX

## **The impact of Social media marketing on customer experience (Case study: Venture Fly “instagram customers”)**

Hello, I am a second year master's student in « Marketing Management » at the National School of Management (ENSM). As a part of our PFE , we are carrying out a survey aimed at understanding the impact of Social Media Marketing on consumer experience. We would be grateful if you take a few minutes of your time to answer this questionnaire. Your responses will be used for academic purposes only and will be processed in a strictly confidential manner.

### **\*\*Part 1: Social Media Marketing \***

1. Which social media platforms do you use regularly ?

- Instagram
- Facebook
- Tiktok
- Snapchat
- Twitter
- Pinterest
- Linkedin
- Other (please specify)
- .....

2. How long have you been following our Instagram account?

- Less than 6 months
- 6 months to 1 year
- 1-2 years
- More than 2 years

3. Have you ever made a purchase from our business after seeing an advertisement or sponsored to a post on our Instagram account?

- Yes
- No

4. How do you rate the relevance of the advertisements on our Instagram account?

- Very relevant
- Somewhat relevant
- Neutral
- Not very relevant
- Not relevant at all

5. How satisfied are you with our responsiveness to comments, messages, or inquiries on Instagram?

- Very satisfied
- Satisfied
- Neutral

- - Dissatisfied
- - Very dissatisfied

6. Do you feel that our Instagram account provides valuable content consistently?

- - Strongly agree
- - Agree
- - Neutral
- - Disagree
- - Strongly disagree

7. What type of content do you find most attractive on our Instagram account? (multiple answers allowed )

- Product promotions
- Behind-the-scenes content
- User-generated content
- How-to guides or tutorials
- Lifestyle content
- Other (please specify)
- .....

8. How likely are you to share or repost content from our Instagram account with your followers?

- 0 (Not likely at all) to 5 (Extremely likely)

0            1            2            3            4            5

**\*\*Part 2: Customer Experience \*\***

1. How satisfied are you with your overall experience interacting with Venture Fly on Instagram?

- 0 (Very dissatisfied) to 5 (Very satisfied)

0            1            2            3            4            5

2. Please rate the following aspects of your experience on our Instagram account based on your satisfaction level:

	Very Dissatisfied	Dissatisfied	Neutral	satisfied	Very satisfied
Quality of content					
Responsiveness to inquiries					
Relevance of advertisements/sponsored posts					
Overall ease of interaction					

3. How would you rate the overall speed and efficiency of issue resolution on our Instagram account? (e.g., response time to messaging, inquiries, resolution of complaints)

- Very fast and efficient
- Fast and efficient
- Neutral
- Slow and inefficient
- Very slow and inefficient

4. On a scale of 0-5, how easy was it to find the information you were looking for on our Instagram account?

- 0 (Very difficult) to 5 (Very easy)

0            1            2            3            4            5

5. On a scale of 0-5, how likely are you to recommend Venture Fly Instagram account to a friend or colleague?

- 0 (Not likely at all) to 5 (Extremely likely)

0            1            2            3            4            5

6. How would rate your experience with Venture Fly company :

- Very bad
- bad
- Acceptable
- good
- excellent

**\*\*Demographic Information : \*\***

1. Age:

- Under 18
- 18-24
- 25-35
- 35-65
- 65 or above

2. Gender:

- Male
- Female

3. Your occupation ?

- -student
- -employed
- -unemployed

#### 4. Your salary ?

- -less than 30 000 DA
- -30 000 DA - 59 999DA
- -60 000DA - 100 000DA
- -more than 100 000 DA