Factor of Social Media Adoption for Marketing in Industry: A Literature Review

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Abstract

Social media has allowed people to interact freely with other people and has created a way to market products or services to fellow users who are involved in using social media. The trend of using social media for marketing (SMM) in recent years has increased and has become the choice for many industries to do marketing. Uniquely, on the other hand, the use of social media for marketing has resulted in opportunities and employment opportunities for everyone to be involved as marketing agents (endorsement), which not only provides opportunities for public figures but also for fellow social media users. This paper attempts to conduct a review to see and find out what factors make industry players use social media for marketing to support marketing. To achieve this objective, a thorough literature search was conducted using three reputable databases: IEEE, Science Direct, and Taylor & Francis. From the search results, 25 relevant papers were selected to support this research, providing valuable insight into the factors that influence the adoption of social media for marketing.

Keywords: Industry, Literature Review, Social Media, Social Media Marketing, Marketing Strategy.
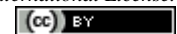
1. Introduction

Developments and advances in the field of information and communication technology, especially the internet, have changed lifestyles and ways for many people, organizations, and industries to communicate, interact, and work. The presence of social media, in addition to communicating and interacting, has an impact in the economic field, especially in the field of marketing. Many people, organizations, and industries use and utilize social media for marketing activities, both product marketing and service marketing, to get a wider reach of consumers. Interestingly, the presence of social media has also had an impact on social media users, especially among the well-known public and the general public, to be involved as marketing agents, which is currently known as endorsement [1].

Social media allows industry players to communicate with their customers and also allows customers to communicate with other customers [2]. Social media has also had an impact on industry players in addition to being able to market, identify potential customers, and maintain relationships with consumers [3]. The increasing research that discusses social media for marketing, the impact of social media on marketing, and the future of marketing using social media in recent years has become something that needs to be known. regarding the use of social media for this marketing. So, the questions in this research (RQ) are:

RQ. What are the factors that make industry players use social media for marketing?

The steps in the research that will be carried out to be able to answer the research questions in this paper are described in Figure 1.

Figure 1. SLR Process

2. Research Method

The initial stage in this research is carried out through five stages, as can be seen in Figure 1. SLR started with determining the field of research so that it was obtained about social media for marketing. After that, the stage of identifying research questions (RQ) is carried out, followed by making search keywords and searching database sources for literature, collecting literature, selecting literature obtained, and making a discussion of the result found.

2.1. Identify Research Question

A lot of marketing content for promotions, offers, and sales on social media platforms is an interesting phenomenon for the author to see why social media

platforms designed for social interaction are used by users to sell, promote, and offer products to social media users. On this basis, a question for the author: why do social media users make social media platforms for marketing? Especially for businesspeople or certain industrial fields. So, this is used as a research question in this study to find out what the contributing factors or driving factors are so that social media is adopted by business actors as a marketing tool.

2.2. Developing Search Strategy

To get a paper that will be used as a research tool, we use 3 database sources to search for literature, namely IEEE, Science Direct, and Taylor and Francis. For literature obtained to be in accordance with what is desired, a search keyword is made so that the appropriate literature can be found. The search keywords for literature are as follows, as contained in Table 1 Search String.

Table 1. Search String

Search String
(TITLE includes "*Social Media Marketing*" or TITLE includes "*SMM*") AND (TITLE includes " *Industry*")

2.3. Literature Collection

The next step is to carry out a search on the database for the literature that has been searched based on predetermined keywords. The results of the review found 25 selected literatures to support this research from 85 literatures obtained in the search.

Table 2. Literature Collection

Publisher	Found	Candidate	Selected
IEEE	21	18	11
Science Direct	29	15	7
Taylor and Francis	35	21	7
Total	85	54	25

Inclusion and exclusion criteria are a process to choose which literature is in accordance with the research objectives. The main criteria in this research are what factors cause industry players to use or adopt social media for marketing.

2.4. Data Extraction

After 85 papers have been collected, the next step is to identify which papers match the research title, inclusion criteria and exclusion criteria for papers at this stage are determined to get papers that match the title in the research. Inclusion criteria were made with 6 criteria and 3 exclusion criteria were made, as is attached in Table 3.

Table 3. Inclusion And Exclusion Criteria

Inclusion	Exclusion
Social media marketing	Outside period time
Social media marketing in industry	Do not use both English and
Primary study	Indonesia language
Social media marketing platform	
Publish between 2013 to 2021	
Full access paper	

3. Result and Discussion

3.1. Result

The next step in this research, after conducting a paper search, is to check the quality of the papers obtained by seeing whether the topic in the paper addresses social media for marketing in the industry and whether the research methodology is clearly explained. Based on the results of the examination, 5 papers were excluded because the methodology described was not clear. From the review of the summary, the results of the study are contained in Table 4.

Table 4. Selected Article Summary Result

Publication Name	Publication Category	Quantity
Services Science	Conference	1
Information Management and Technology	Conference	1
Computational and Computer Research	Conference	1
Telecommunication and Multimedia	Conference	2
Computer Science and Engineering	Conference	1
Computer Science and Education	Conference	1
Tourism Science	Journal	1
Informatic and Creative Multimedia	Conference	1
Tourism and Hospitality Research	Journal	1
Continuing Higher Education	Journal	1
Internet Commerce	Journal	1
Marketing For Higher Education	Journal	1
Air Transport Management	Journal	1
Strategic Innovative Marketing	Conference	2
Agricultural and Forest Science	Conference	1
Information Processing and Management	Journal	1
Business Research	Journal	1
Tourism Research	Journal	1

The results of research on RQ 1, what are the factors that make industry players use social media for marketing, are attached in Table 5.

Table 5. Factors Of Adoption Social Media For Marketing

No	Factors	Reference
1	Campaign	[2]
2	Cost Effectiveness Wider Reach	[4]
3	Customer relationship Hedonic	[5]
4	Innovative Marketing Campaign	[6]
5	Easy Interaction Customer Relationship	[7]
6	Hedonic Building Information	[8]
7	Cost Effectiveness Customer Relationship Research Costumer	[9]
8	Promotion Channel Customer Engagement	[10]
9	Customer Relationship Campaign Customer Research	[11]
10	Promotion Channel Customer Engagement Relationship Building	[12]
11	Customer Relationship Research Costumer Campaign	[13]
12	Wider Reach Customer Relationship Cost Effectiveness Reach New Costumer	[14]
13	Customer relationship Cost Effectiveness Campaign	[15]
14	Increase Brand Campaign	[16]
15	Campaign	[17]
16	Campaign	[18]
17	Campaign Content Sharing	[19]
18	Build Brand Royalty Easy Interactions	[20]
19	Campaign	[21]
20	Customer Relationship Cost Effectiveness	[22]
21	Customer relationship	[23]
22	Customer relationship Easy Interactions	[24]
23	Wider Reach Build brand loyalty Customer Relationship	[25]
24	Build brand loyalty Costumer Relationship	[26]
25	Customer Relationship Wider reach Cost Effectiveness	[27]

Based on the description in Table 6 to answer RQ, various factors make industry players use and adopt social media for marketing. The biggest factor is related to the customer relationship. The second is related to the campaign and the third factor is the cost effectiveness factor.

Table 6. Factor Industry Adoption Social Media To Marketing Summary

No	Factors Adoption	Volume
1	Cost Effectiveness	6
2	Wider Reach	4
3	Customer Relationship	12
4	Hedonic	2
5	Innovative Marketing	1
6	User Interaction	2
7	Building Information	1
8	Research Costumer	4
9	Channel Promotion	2
10	Customer Engagement	2
11	Campaign	10
12	Easy Interaction	2
13	Increase Brand	1
14	Content Sharing	1
15	Build Brand Loyalty	2

3.2. Discussion

In this study, the object of research is still very limited, only examining the factors that encourage industry players to adopt social media for marketing. There is still much that can be done for further research on social media marketing. Previous studies still discuss a lot of general use of social media for marketing. There are still hardly any studies that make social media marketing research that discusses certain industry objects. Most research with certain research objects is only in the field of industry, such as tourism, which looks at how social media can be used to help the industry from the impact of technological advances, how to design promotional content. Very few articles discuss social media marketing in the industry, seen from the factors that encourage its use in marketing by industry players.

With the presence of the social commerce concept that adopts the concepts and features of social media in an e-commerce platform, it makes it possible to communicate and collaborate with potential customers. Of course, there will be many questions about how to challenge social media as a tool that is currently used for marketing and what to do with it that will be carried out by the owner of the social media platform so that its existence can continue to be a platform used by its users for marketing activities in the future. These questions become things that can be done for research by future researchers.

From the results of research that has been done, it shows that social media has had such a large impact on marketing activities. Many industry players use social media for marketing due to factors such as cost-effectiveness, wider reach, and customer relations so that the successful use of social media can be achieved. To be effective, industry players must have a well-organized strategy for the use of social media. It is important for social media platform providers to pay attention to user privacy, for example, as was the case

in the past when Facebook was accused of violating user privacy.

4. Conclusion

The customer relationship factor is the most common factor causing the use of social media for marketing for industry players. This makes a lot of sense as a reason for industry players to maintain relationships with customers. As in the marketing concept, it is known that maintaining relationships with customers is the main key to success in trading to build customer loyalty. The second factor is for campaigns; most industry players use it to create campaigns for certain products, programs, or events that may be related to the marketing industry phenomenon. This can now be felt directly by the authors of the industry players who are so aggressively conducting campaigns, especially related to discounts and others. The third factor is because more effective marketing costs are an option for industry players because using social media for marketing will certainly be cheaper, while in terms of effectiveness, social media is much more effective because social media provides a diverse market for user market segments and is able to provide a wider marketing area.

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