

Applying Bibliometric and PRISMA approaches for understanding the advertising effectiveness of social networking sites (SNS).

¹Jyotsna Rai *

Research Scholar

IFTM University, Moradabad, U.P. (India)

²Rakesh Kumar Yadav

Professor

IFTM University, Moradabad, U.P. (India)

³Gyan Prakash Yadav

Assistant Professor,

U.P. Rajarshri Tandon Open University, Prayagraj, U.P. (India)

Abstract

Background/ Purpose: Global economies are on the verge of the Fourth Industrial Revolution, in which social media platforms, artificial intelligence, and cutting-edge technology, among other things, will alter how we experience and interact with the world around us. As a result, this article aims to present a comprehensive assessment of the literature and a bibliometric summary of research on the advertising efficacy of social networking sites.

Design/methodology/approach: This study examines the most prolific authors, nations, and most cited keywords, theoretical frameworks, factors and publication trends of articles using the Scopus database and reputed publishers: Sage, Springer, Science Direct, Taylor and Francis, Elsevier and Inderscience. The investigation used the PRISMA technique and bibliometric indices to describe bibliographic data from 2010 to 2020, including the total number of publications and citations. Furthermore, the paper creates a graphical picture of the bibliographic material by mapping keywords, countries and authors with bibliographic coupling and co-citation analysis utilising the visualisation of similarities viewer software.

Findings: The U.S.A, China and U.K are the most collaborative contributors. American authors are most cited closely, followed by South Korean and Spanish authors. The USA is the most prominent contributor to the SNS advertising field, followed by India and South Korea. Despite being on the list with a specific publication number, developing nations confront difficulties in publishing and attracting academic citations. Along with this, the results also present an invaluable compendium of elements that influence SNS advertising effectiveness and their antecedents and consequences.

Practical implications: This article is helpful to any researcher in the field of social media advertising to understand questions such as the vital factors of understanding the effectiveness of advertising on SNS and contribution to Scopus in terms of, for example, authors/ contributors nations, theoretical frameworks and keywords.

Keywords: SNS advertising effectiveness, attitude towards Ad, click through intentions, security concerns, systematic literature review, bibliometric analysis, VOSviewer, PRISMA

1. Introduction

With almost half of the world using social media platforms and billions of users surfing Facebook or viewing Youtube videos, social media has established itself as a part of our daily lifestyle. The global accessibility of the Internet and social media has helped reshape the advertising horizons for marketers and reflected a significant change in information dissemination, increasing consumers' negotiating power. Social media comprises all web-based applications built on the conceptual and technical backgrounds of Web 2.0 that allow users to create and discuss their information (Kaplan and Haenlein 2010; Rai and Yadav 2019).

A social networking site (SNS) or virtual platform is an electronic service, medium, site, or media by individuals or groups who share common interests, attitudes, likings, cultures, or life relationships (Alalwan et al. 2017). Studies have witnessed marketers

utilizing social networking platforms to attract their prospective audience. There is a good realization among the advertisers that SNS is a valuable source for seeking consumers' attention, improving the viewership of their brands online, and enhancing overall marketing efforts (Sinha and Singh 2020).

(Toch, Wang, and Cranor 2012) explains SNS as a vast depository of user information, and with its likelihood of colossal development, it would subvert the impact of business through collaborative online associations. Usage statistics based on region depict Asia leading with a growth of 16.98% in 2019-2021, followed by Africa and South America (Dean 2021). Therefore, there exists a need to analyze the effectiveness of advertising through SNS (Knoll 2016); his research on social media innovation has motivated researchers for exploratory analysis in this field. Despite the many adoption and popularity of SNS globally, marketers could not implement effective advertising campaigns on a larger scale. Though academicians have given considerable importance to advertising research on social media and social networking platforms, selected studies involve a systematic literature review.

An overview analysis of social media studies based on the frequency and share across advertising, marketing, communication and public strategy was presented (Khang, Ki, and Ye 2012). Their study had a broader horizon of social media, discussing instant messaging, discussion platforms, and personal home pages of social networking sites. Most of their research was from the communication area. (Paquette 2013) defined the various social media terminologies used for communication and discussed four significant themes: "virtual brand communities", "consumer attitude and motives", "user-generated content", and "viral advertising".

(Knoll 2016) steered a literature review on papers related to social media advertising, analyzed 51 studies, and organized the finding based on themes. (Gensler et al. 2013; Alalwan et al. 2017) Their studies segregated social networking sites into four categories: "brand communities", "electronic word of mouth", "network analysis", and "product-harm crisis". It was observed that researchers (Knoll, 2016; Alalwan et al., 2017) continued to have a gap in an organized review approach that appropriately considers vital factors of the social networking platform marketing scenario. This research tries to fill in the gaps in the literature by providing a panoramic view of historical patterns, bibliographic analysis and a list of critical elements determining the efficacy of social media advertising.

2. Research objective

This study aims to systematically evaluate the literature on the efficacy of social media advertising from many perspectives and give a list of preceding factors and outcomes.

Based on our study's objective, the following research questions were framed to understand better the study (Fauzi 2019; Sinha and Singh 2020).

1. How has advertising effectiveness emerged as a notion in previous works of literature between 2010 and 2021?
2. To explore the previous studies' orientations about citations, indexing, co-occurrence, occurrence patterns, factors, and theoretical research approaches.
3. To examine the factors that affect SNS advertising effectiveness from previous literature and act as antecedents and conclusions of the study.

3. Literature review methodology

The authors adopted the Preferred Reporting Items for Systematic Reviews and Meta-analysis (PRISMA) technique that offers a roadmap to study systematic reviews objectively, clearly and transparently (Moher et al. 2009). PRISMA technique assists as a checklist that visibly explains the requirement for a specific context. It adds to the forthcoming avenues prioritizing the vital aspect of SNS and advertising effectiveness (Rehman, Baharun, and Salleh 2019; Huang, Chen, and Liu 2020; Fauzi et al. 2020)

3.1. Literature search blueprint

(Knoll, 2016) Social media site advertising is unparalleled and pervading development. It is a multi-disciplinary study, and to extract reliable studies concerning social media advertising effectiveness comprehensive literature search has been performed. The research literature collection was done from reputed and authentic databases and publishing sources. Six publishers were considered: Sage, Springer, Science Direct, Taylor and Francis, Elsevier and Inderscience, and reputable academic search engines: Google Scholar, Scopus and Crossref.

3.2. Literature selection criteria

• PRISMA identification

The selection of research articles was the first step. The time frame of the selected papers was from January 2010 to December 2021. One of the following keywords had to be present in each of the research papers chosen for the study: "social media", "social networking site advertising", "social web", "social media advertising", "SNS advertising effectiveness", "advertising effectiveness analysis", "Facebook advertising", "Twitter" or "YouTube", "SNS advertising WOM". This search criterion ensured that the selected literature referenced social media. The initial screening found that 542 articles were published in Social Media Advertising Effectiveness during the selected time frame. Subsequent screening with desired keywords generated 260 articles. After using the PRISMA approach for screening, the final applicable research selected for review were 54.

• PRISMA screening

The "inclusion" and "exclusion" principles were applied to screen the searching articles before reviewing the literature. Considering the article type as the basis, we selected only articles restricted to empirical data. Book chapters, conference proceedings and review articles were not included. The literature search includes answers to at least one of the research questions. Two hundred sixty papers were openly accessible. These articles were then further limited to SNS advertising effectiveness in marketing and online consumer

buying related terminology. Articles from other contexts and disciplines were excluded. A summarization of the criteria for this review is exhibited in Table 1.

Table 1 about here

- **PRISMA eligibility**

The final 54 articles made up to this stage (Figure I). This stage required the screening of peer-reviewed journals and included article titles, abstracts, and subject search fields. This second stage ensured that the research papers included were based on social media advertising effectiveness and related studies.

Figure I about here

3.3. Bibliometric methodology

Bibliometrics is a branch of the library and information science that uses quantitative approaches to study bibliographic content. Bibliometrics is a popular method for aggregating the most representative findings from a collection of bibliographic documents (Svensson, 2010; Martínez-López et al., 2018). Like those (Saad 2010), numerous bibliometric studies in marketing examined elite authors using the h-index. (Moussa and Touzani 2010) used Google Scholar to create a rating of marketing journals, and (Martínez-López et al. 2018) presented a bibliometric overview of the accomplishment of 50 years of the European Journal of Marketing.

The total number of coupling and citations are among the bibliometric metrics used to describe the bibliographic data in this study. Coupling is used to measure productivity, whereas citations measure influence.

4. The paradigm of social networking platform's advertising effectiveness

The advertising has shown persistence everywhere, ranging from mass user platforms like Facebook and Twitter to blogging forums, WordPress and video content sharing sites like Youtube. (Mangold and Faulds 2009) insisted that social media should be a crucial part of the company's promotion strategy. Social networking platforms provide an interface that quickly replicates users' demographic, geographic, and psychographic profiles (Boerman, Kruijemeier, and ZuiderveenBorgesius, 2017). Marketers use various data collection and analysis techniques to compile and interpret users' online activities, interests and preferences to deliver customized advertisements. As social media is drenched with numerous promotions, personalization is the only way to escape the chaotic environment (Högberg, 2017; Jung, 2017).

Measuring the SNS advertising drives effectiveness is difficult; quantifying the criteria range of popular social networking platforms such as likes, views, shares, subscribers, comments, etc., can provide a cognitive insight (Hassan et al. 2018). Traditionally marketers measured the success of advertising campaigns through the extent of change in sales compared to the cost of streaming the ad campaigns. (Sinha and Singh 2020) argues that traditional techniques of measuring advertising effectiveness do not present a comprehensive view. It portrays advertising's role in targeting customers, which is affordable and accessible via online platforms.

Visual advertisements are the primary revenue generator for social networking platforms. Marketers focus on increasing visual campaigns' persuasiveness to generate customer loyalty for their brands. The customer's purchase journey starts with recognizing the purchase and post-purchase experience. Therefore, marketers and scholars realize that customers' intentions to buy online and their loyalty are vital indicators of the persuasive effectiveness of SNS. Positive word of mouth is also an essential indicator of previous advertising effectiveness studies. Loyal customers and positive WOM are vital elements for understanding social media platforms' advertising effectiveness (Belanche et al., 2019). Visual advertising offers a platform for target advertising; with the sophistication of demographic advertising and behavioural targeting techniques, advertisers can view users' data based on their previous online activity. Indeed, this access to demographic data has raised privacy concerns for users and questioned social media platforms' authenticity (Goldfarb and Tucker 2015).

5. Results and discussion of the literature

5.1. Graphical analysis of literature with VOSviewer & Nvivo:

This part uses VOSviewer and QSR Nvivo software to create a graphical mapping representation of the selected articles for a better bibliometric knowledge of the literature.

The VOS viewer gathers bibliographic information and presents graphical maps of bibliographic coupling, co-citations, co-authorship, and co-occurrence of author keywords (Galvagno 2017). The term 'bibliographic coupling' refers to when two documents quote the same third document. This approach may be used to assess authors, institutions, and nations.

(Sharma and Gupta 2021) a word cloud is created using a word frequency query to assist in locating commonly used words and phrases. It is a useful final product and a valuable tool for figuring out what is going on with the presented data. Word cloud represents the vital and critical areas of discussion. Figure II shows that the focus of the study revolves around keywords like social media, advertising, brands, and online and consumer markets.

Figure II about here

The keywords for the literature are analyzed in Figure III. With a threshold of five existences and the 50 most illustrative co-occurrence linkages, it depicts authors' co-occurrence for published articles in the Scopus database. Author-keywords are the terms shown beneath the abstract section to help find the major points of the work. Social media has been the most generic buzzword with the most extensive network during the past decade. Facebook, marketing, advertising, social networking, social media marketing, and buying intents are important words to understand.

Figure III about here

Figure IV analyses the overlay network map of the cited keywords between 2017 to 2019. The emphasis has moved from simple advertising, perception, Facebook, and online advertising to behavioural research using social media, information use and risks, social media platforms, and consumer attitudinal research. Figure V illustrates the overlay map of potential researchers in social media and SNS advertising between 2015-2020. Zang, Chou, and Lee are the new contributors to the study area. With a threshold of 10 documents and fifteen links, Figure VI evaluates the bibliographic coupling of nations for publishing. The United States is the most visible country on the map, with the most extensive network connections; China and the United Kingdom are close behind.

Figure IV about here

Figures V & VI about here

To summarise the graphical and citation results, Table II presents the 31 most productive nations that published their research work under the Scopus database between 2010-2021. The U.S.A. is the most prominent contributor to SNS advertising effectiveness, followed by India, South Korea, and the UK. The citation results of the USA are highest with maximum collaborative research with 30 countries. Though India and China are attracting decent academic collaborations South Korea, followed by Spain, tops the total citations. The USA has again claimed the h-index rating, followed by South Korea, Australia, the UK and China. Developing countries face a challenge in publishing or attracting scholarly citations, although they can appear in the list with a specific publication number.

Table II about here

5.2. Categorization based on the year of publication:

As per a recent publication trend of research articles in various reputed journals, academicians' efforts to contribute to research flourished. The year 2005-2010 viewed the emergence of social

Media platforms gradually gained immense acceptance and hammered the mainstream. Therefore, the timeline selected for the literature review is from 2010 to 2021. Figure VII displays the yearly distribution of articles; from 2011 to 2014, there was a significant growth trend in publications until 2015. From 2010 to 2015, the average annual output was 29. While the average publication from 2015-to 2020 was 68. Additionally, 2017-2019 witnessed the highest contribution in SNS advertising, whereas 2020-21 saw a dip as the entire world was battling the Covid-19 pandemic. Hence, it is reflected from accumulated data that SNS research's effectiveness was different and has added momentum in the last five years.

Figure VII about here

5.3. Theoretical framework-based categorization

The concept of advertising on social media is a multi-disciplinary phenomenon. It connects its roots to three significant disciplines (Khang et al., 2012): marketing and advertising, information communication and technology (ICT), and social psychology. SNS advertising is a domain where the theoretical frameworks applied to the studies in developing functioning models are distinct yet overlapping.

Table III about here

As illustrated in Table III and figure, all studies included applied at least a theory or an integration of more to understand SMA effectiveness and model building better. Social Processing Information has often been used with other frameworks from different disciplines. The most frequently applied theories were "Uses and gratification Theory", followed by the "Technology acceptance model" and "Attitude towards the ad theory". (Boateng & Okoe, 2015) insisted that social psychology's discipline is positively related to social media. It contributes most to theoretical frameworks as SNS are associated with creating, exchanging, and influencing others through user-generated content.

Most of the studies have combined interdisciplinary theoretical frameworks for investigating the impact of SNS advertising on users and have relied on frameworks developed for pre-online technological revolution stage (Pentina et al., 2012; Ahmad & Khan, 2015). Still, decent scholarly efforts are needed to entail new facets of SNS advertising effectiveness, foreseeing technological advancement and expounding theories.

Figure VII about here

5.4. Categorization based on factors identified.

The effectiveness of SNS advertising is reliant on numerous aspects. These aspects frequently act as restraining agents to stimulate social media users. In reviewing the selected literature, we identified a specific segment of elements as per the study's utility. We

bifurcated them into six under mentioned categories, and Table IV to table IX (Fauzi 2019) exhibits the list of antecedents of SNS advertising effectiveness.

- i. Online socio-behavioural
- ii. SNS advertising content
- iii. SNS security concerns
- iv. SNS platform related
- v. Brand related/Market-related
- vi. Consequences of SNS. Advertisement effectiveness

Table IV summarises SNS users' online social behaviour, and these aspects are related to perceptions and behavioural effects. These factors gradually affect the SNS advertising effectiveness. Users' behaviour and preferences are collectively affected by their culture and environment, and their motivators are undoubtedly diverse (Muk 2007; Azeem 2012). The related social behaviour factors are categorized under this table and dealt with within the literature. The advertisement's content is frequently researched deeply since timeworn in different media like TV, radio, newspaper, etc. Advertisements with changing content pave the way for different degrees of user connection (Boerman et al., 2017). Entertainment, attention and emotion display a more substantial stimulus on SNS user's attitudes towards advertisements than just information (Taylor, Lewin, and Strutton 2011; Pozharliev, Verbeke, and Bagozzi 2017; Komodromos 2017). We grouped similar factors (Table V) under the 'S.N.S. advertising content' related factors by understanding these literary contributions.

According to (Tan, Kwek, and Li 2013a; Aguirre et al. 2015; Bang and Wojdyski 2016), extending "data-based knowledge" and "web-based data tracking" for orders to create greater advertisement relevancy has a significant impact on SNS advertising. Digital cookies have helped advertisers understand users' browsing behaviour, access their past search preferences and location, and convert them into future marketing strategies. The feature of digital cookies in the environment of SNS asks for a variable that positively influences the effectiveness of SNS advertising by increasing users' privacy concerns or making advertisements more relevant to them (Li, 2015). The ethical aspects of the SNS environment are often debatable. Users have the least control over the proportion and extent of their personal information being openly communicated and accessed by others. Therefore, it gets needful to segment factors like (Table VI) "ad scepticism", "perceived vulnerability", "invasiveness concern", "pseudonymous personalization", etc., under a single antecedent "SNS security concerns".

Earlier measuring advertising effectiveness was done with the "recall value", "brand selection", and "final sale of the product" in response to an Ad. However, these metrics reveal little about how individuals respond and feel about advertising and interaction with information. This necessitates the development of a set of factors that invokes new examples of favourable social media advertising significance. The existing works have been sorted to distil reliant factors that can rethink how advertising effects are measured. The most commonly used variables to quantify SNS advertising success in the selected research area "ad novelty", "relevance", and "click-through intentions" (Maria Soares & Carlos Pinho, 2014; Sinha & Singh, 2020). As a result, Table IX summarises the antecedents that are consequences of the efficiency of SNS advertising.

Table IV - XI about here

6. Entailment

6.1. Academic entailment

This study used the PRISMA method to analyze 54 of the most important pieces of literature in order to identify potential features of SNS advertising success. First, it outlines how advertising efficiency has grown as a notion in previous research and clarifies how it conceptualizes social media advertising effectiveness. Second, it shows drifts and outlines in previous studies' bibliographic patterns, yearly publications, theoretical frameworks, and research techniques.

This research delves deeper into how research on SNS advertising effectiveness has progressed globally. Finally, there comes the accumulated list of antecedents and outcomes.

6.2. Managerial entailment

The Industrial revolution 4.0 brings forward cutting-edge technology, social media platforms, and AI. Consumers will continue to use social media sites like "Facebook", "Twitter" etc., to discover, share, and obtain information. Corporations, businesses, and social media platforms attempt to improve the information-searching process to promote resource amalgamation among peers and social vendors. They will have a better grasp of the process due to this research. After using a rigorous review process, the authors did an SLR on SNS advertising effectiveness to assist scholars and practitioners in looking at the development path and antecedents impacting the success of SNS advertising.

Marketers may boost their brand worth in social media groups by emphasizing the vital roles of recognized elements that accelerate SNS advertising success. Customers can now connect, speak, and broadcast with ease. Companies are challenged to manage the accessible data due to users exchanging their thoughts on SNS. There is much information in the new place, and we will be forced to deploy highly personalized communications if advertisers use highly personalized user information. Henceforth, access to personalized information implies it alleviates users' privacy concerns.

7. Concluding views

This study tried a novel merger of bibliometric analysis and SLR for its research from 2010 to 2021. The work examines various issues using bibliometric indicators such as the most cited papers, the yearly citation structure, citing publications, and the most

prolific authors, nations and keywords. The results indicate that The United States of America, China, and the United Kingdom are the most collaborative contributors. Authors from the United States are the most often referenced, followed by South Korean and Spain authors. The United States of America is the most significant contributor to the SNS advertising area, followed by India and South Korea. Despite having a publication number on the list, developing countries have challenges publishing and garnering scholarly citations. The effort creates a graphical analysis using the VOS viewer programme to deepen the findings. The study considers co-citation, bibliographic coupling, citation, co-authorship, and author keyword co-occurrence. The results are consistent with the table results. The essential advantage of this technique is that it shows how the different variables are related to one another based on various criteria.

The study also brought forth a summary of numerous studies on SNS advertising effectiveness antecedents. Click-through intents, Ad relevance, audience reach, media affinity, and SNS security-related criteria are powerful techniques for determining the effectiveness of SNS advertising. Few researchers suggested conducting longitudinal studies, group experiments, causal studies or control groups to distinguish the effect of SNS advertising on consumers' online behaviour and intentions (Rehman et al., 2019).

The current study report makes certain recommendations for further research. Firstly, the function of product reviews and customer connection development in user-generated content on social networks that aid online business promotion requires further examination. Secondly, potential moderating variables that can influence the relationship between antecedents and SNS ad effectiveness factors include “click-through intentions”, “banner ad-clicking behaviour”, “purchase intentions”, “attitude toward advertising”, “ad novelty”, “ad attention”, and “ad relevance”. Thirdly, though social media has penetrated the grassroots levels, many individuals, especially females, are hesitant to sign up for SNSs because of cultural constraints and indulge in online buying. It is suggested as another possible area to investigate why people across different cultural grounds are hesitant to utilize social media. Fourthly, there is a huge opportunity to find SNS advertising in various cultures, countries, and industries. Furthermore, business concerns such as “client retention” and “brand equity” necessitate more focus on SNS advertising. Finally, studies should use and explore network graph and other qualitative methodologies in this context.

To conclude, it must also be noted that the information is derived from the Scopus database. As a result, the limitations of such a database may apply to this study as well. Scopus, for example, employs comprehensive counting when handling bibliographic content. For instance, instead of a fractional unit based on the number of co-authors, these databases supply one publishing unit to each co-authoring participant. As a result, documents with numerous co-authors are more significant in the analysis than work with a single author. The approach employs fractional counting in the mapping analysis with the VOS viewer to tackle this problem. Because the findings from full and fractional counting are so close, the inference is that there is no substantial difference between the two counting systems.

Other limitations might be considered in the investigation. Nevertheless, in general, the goal of this study is to conduct a systematic review of the articles on the effectiveness of advertising on SNS along with trends based on particular bibliometric indices. As a result, researchers get a general perspective of the vital antecedents, consequences and bibliometric data from the Scopus database from 2010 to 2020. However, it must be noted that these results are dynamic and may change when current popular themes emerge and certain factors increase or decrease their place in the literature.

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Table I Inclusion and Exclusion criteria

“Inclusion criteria”	“Exclusion criteria”
Article full text available	Article full text not available
English as a language	Non- English
Within the domain of Social Media Advertising Effectiveness and other related terminology	Qualitative study
Time frame 2010 to 2020	

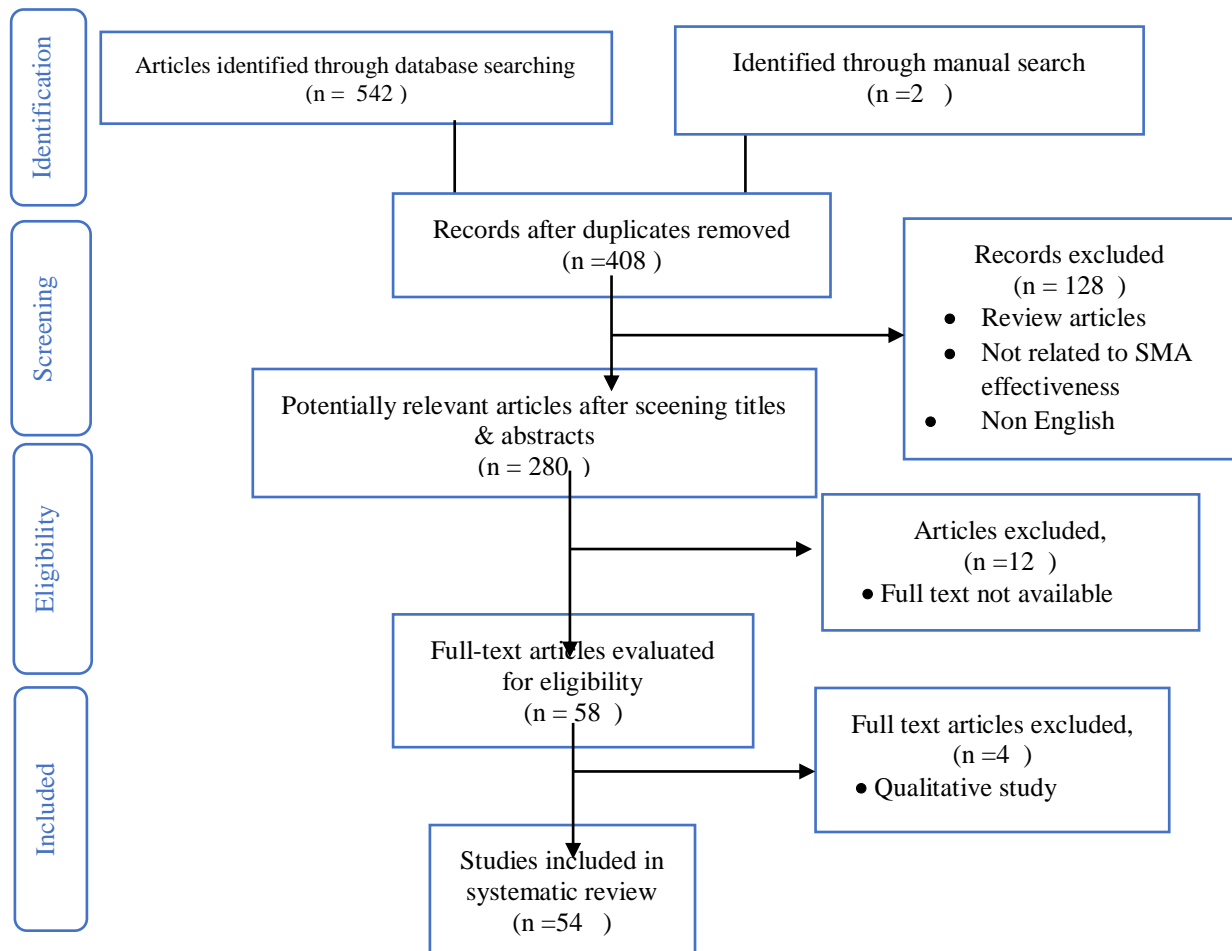


Figure I: The four-phased PRISMA diagram of the literature selection procedure



Figure II: Word Cloud, Representing the 100 words with greater than five letters frequently used in the research literature review. Source: Authors compilation using QSR NVivo 10 Trial Version.

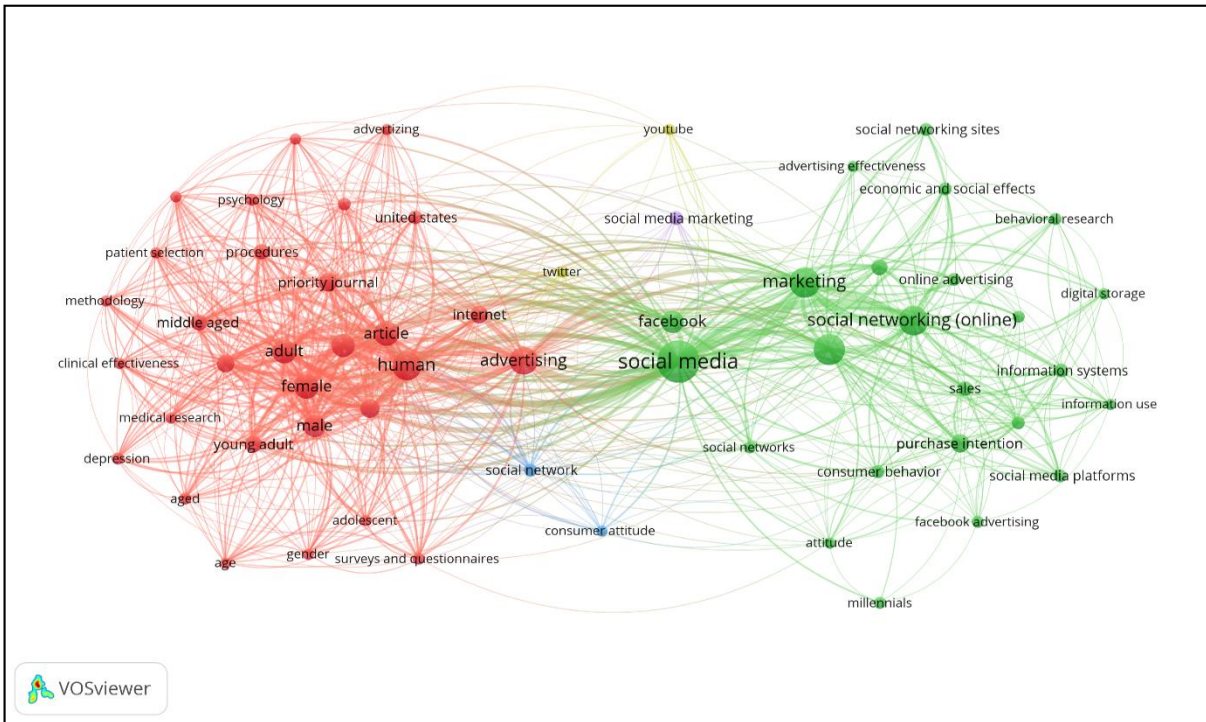


Figure III: Co-occurrence of authors' keywords of articles published in the area. Source: Authors compilation using VOSviewer (free version 1.6.15)

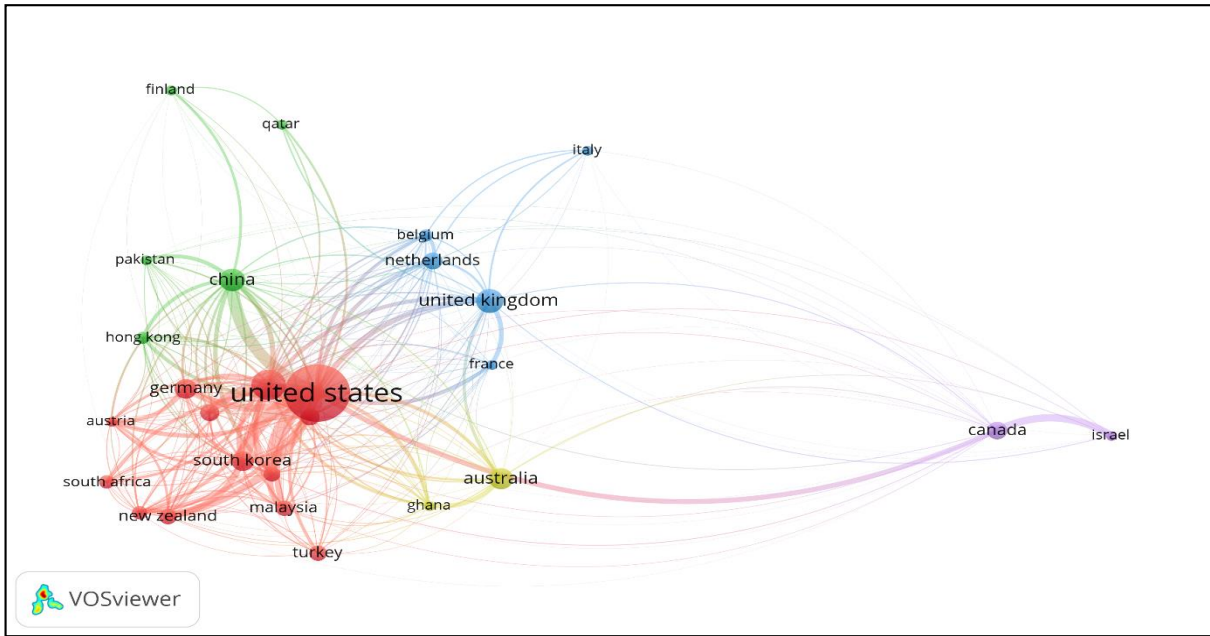


Figure VI: Bibliographic coupling of countries for publication between 2010-2021. Source: Authors compilation

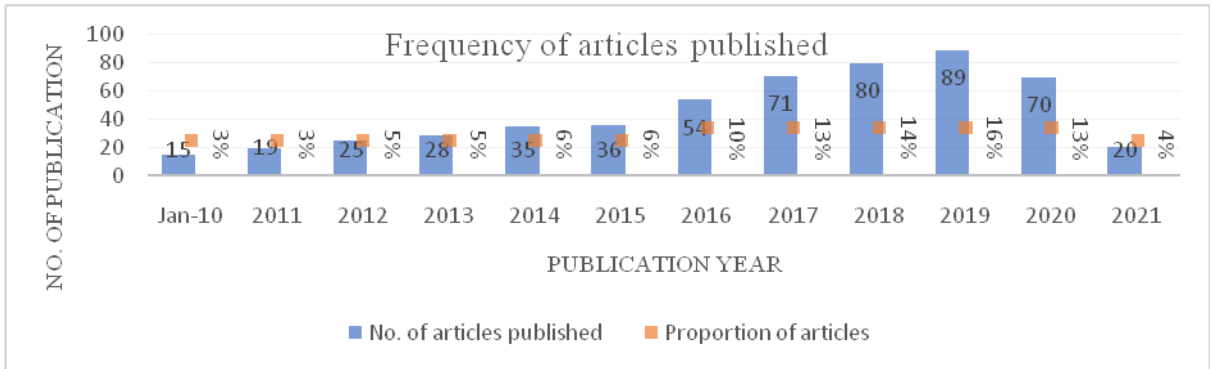


Figure VII: Trend of publication of Social media sites and advertising research articles and percentage proportion of items. Source: Author’s compilation as of December 2021 from Scopus database using MS Office 2016

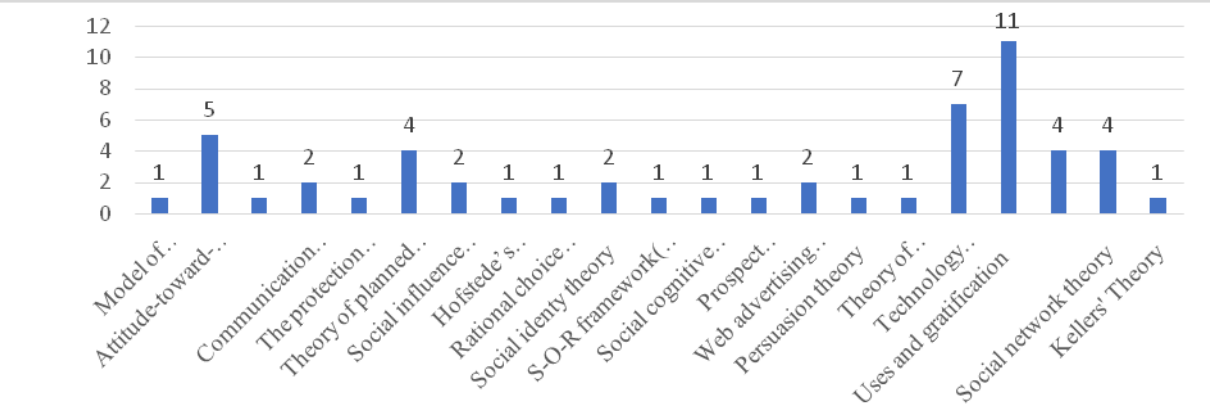


Figure VIII: Graphical representation of theoretical framework applied. Source: Authors compilation using MS Office 2016

Table II: The most productive and influential nations in Scopus database 2010-2021

R	Country	TP	TC	H	C/P	≥ 50	≥ 10	≥ 1	TLS
1	United States	93	2054	15	22.08602	7	35	50	30
2	South Korea	20	330	10	16.5	8	5	7	10
3	Spain	8	170	8	21.75	1	1	6	2
4	Netherlands	8	167	2	20.875	1	0	7	6
5	Australia	16	162	10	10.125	3	3	9	3
6	South Africa	5	159	3	31.8	1	0	4	1
7	Taiwan	8	154	5	19.25	1	1	6	1
8	Canada	9	154	6	17.11111	0	1	7	6
9	United Kingdom	18	150	10	5.769231	3	2	13	4
10	India	26	145	5	8.055556	2	5	17	15
11	Ghana	5	80	2	16	0	0	2	2
12	UAE	6	77	2	12.83333	0	1	5	7
13	Malaysia	7	58	5	8.285714	0	1	4	1
14	New zealand	7	44	3	6.285714	1	1	3	7
15	France	3	41	2	13.66667	1	1	1	2
16	Belgium	4	31	1	7.75	0	2	1	4
17	China	14	30	10	2.142857	2	1	7	10
18	Germany	11	23	5	2.090909	1	1	9	4
19	Austria	3	19	1	6.333333	0	1	2	5
20	Indonesia	5	17	3	3.4	1	1	3	1
21	Israel	3	17	2	5.666667	0	0	1	3
22	Hong kong	4	13	2	3.25	0	1	2	1
23	Finland	3	11	1	3.666667	1	0	1	2
24	Pakistan	3	9	0	3	0	1	2	1
25	Turkey	7	5	2	0.714286	1	1	4	0
26	Qatar	3	4	1	1.333333	1	0	1	4
27	Brazil	2	3	0	1.5	0	0	2	0
28	Italy	3	3	1	1	0	0	3	5
29	Kenya	2	3	1	1.5	0	0	2	1
30	Romania	3	2	0	0.666667	0	0	3	0
31	Thailand	2	2	1	1	0	0	2	0

Notes: R= rank, TP= total papers, TC=total citations, H= h-index, C/P= citation per paper, ≥ 50 ≥ 10 ≥ 1 =number of papers with equal or more than 50,10 and 1 citations; TLS= total linking strength. Source: Authors compilation

Table III List of theoretical frameworks based on the area of study.

Area of study	Theoretical framework	Contributors	
Social Psychology	i.	The protection motivation theories	R.W.Rogers
	ii.	Theory of planned behaviour	Icek Ajzen
	iii.	Kellers’ Theory (ARCS MODEL)	John Keller
	iv.	Social influence theory	Kelman
	v.	Hofstede’s individualism/collectivism	Geert Hofstede
	vi.	Rational choice theory	Adam Smith
	vii.	Social identity theory	Henri Tajfel and John Turner
	viii.	S-O-R framework(Response model)	Mehrabian and Russell
	ix.	Social cognitive theory	Albert Bandura
Marketing & Advertising	i.	Model of Online Advertising Avoidance	Cho and Cheon’s
	ii.	Attitude-toward-the-ad theory	Mitchell and Olsen & Shimp
	iii.	Prospect theory/loss-aversion theory	Daniel Kahneman and Amos Tversky
	iv.	Web advertising attitudes model	Briggs and Hollis
	v.	Persuasion theory	Carl I. Hovland
	vi.	Biased competition theory	John Duncan
	vii.	Theory of Involvement	Krugman
Information Technology & Communication	i.	Technology acceptance model	Fred Davis
	ii.	Uses and gratification	Elihu Katz
	iii.	Communication privacy management (CPM.)	Sandra Petronio
	iv.	Theory of reasoned action	Martin Fishbein and Icek Ajzen
	v.	Social network theory	Wenlin Liu,

Source: Authors compilation

Table IV: Summary of online socio-behaviour as an antecedent of SNS advertising effectiveness studies

Antecedent category	Author&Year	Country	Study description	Theory(ies)/ framework	Related factors
Online Socio-behavioural factors	(Taylor et al. 2011)	Already covered			Peer Influence
	(King, Burns, and Jai 2013)	USA.	The study examined consumers’ judgment of online shopping experiences, and the perception of repurchase intention was biased when informed about behavioural tracking practices.	S-O-R framework(Response model)	Perceived Risk, Perceived Benefit, Unfairness, Repurchase Intention
	(Hersinta, and Albert 2013)	Indonesia	The study explains the factors affecting young users online shopping via SNS.	Technology acceptance model	Perceived product-type

(Ghosh, Varshney, and Venugopal 2014)	India	This paper explores the role of crucial SM WOM antecedents: “perceived risk”, “source credibility”, “social media”, “perceived product knowledge”, and “involvement level”.	Technology acceptance model	Perceived knowledge & involvement with product
(Aguirre et al. 2015)	UK.	This study used three tests to show that a retailer's method of acquiring customer information from OSNs is critical in how people react to online customized advertising.	Psychological ownership theory	Cookie knowledge statements
(Sidharth and Rita 2015)	USA.	The study proposed and evaluated a theoretical model of social media buying behaviour that linked "engagement" as a "motivation" and "peer communication" to "shopping behaviour."	Technology acceptance model	Group norms
(Zhu and Chang 2016)	Taiwan	The study looked at the function of "relevance" in "personalized advertising" and came before continuous "advertising usage intents."	psychological ownership theory + Social information – processing model (SIP.)	Self-awareness, intentions
(Sharma, Alavi, and Ahuja 2017)	Already covered			Recognition, intention
(Toler Jr. 2017)	U.SA	The research tried to determine the most “effective video advertising on an SNS to increase consumer attitude and engagement”.	Theory of involvement + S-O-R framework(Response model)	Self-brand congruity
(Ahmed and Raziq 2018)	Pakistan	Consumer beliefs and motivational structures that influence consumer attitudes and underlying behavioural intentions were conceptualized by the researchers.	Uses and gratification + theory of reasoned action	Credibility, invasiveness
(Alam, Wang, and Rafique 2018)	China	This study investigated the relationship between “SNS and social applications on consumers online purchase behaviour”.	Theory of planned behaviour + Technology acceptance model + Theory of reasoned action	Perceived Knowledge
(Kim, Kandampully, and Bilgihan 2018)	USA.	The researchers focused at a model of social network factors related to the social site and their link to customer attitude evaluations.	Social network theory	Homophily, Tie strength

(Hussain et al. 2018)	Pakistan + China	The study looked at "e-WOM motivations" in order to examine food product purchase aspects linked to "consumer engagement."	Technology acceptance model +Theory of reasoned action	Perceived risk, Perceived severity
(Sammansu and Tantuway 2018)	India	The study understands the influence of SNS on women buying behaviour on buying fashion goods from online stores.	Social network theory	
(Sanne and Wiese 2018)	South Africa	The study focussed on whether the TPB could be applied to predict and understand consumer engagement with Facebook advertising.	Theory of planned behaviour	Consumer engagement, Intentions
(Sundström, Hjälm-Lidholm, and Radon 2019)	Sweden	The study focussed on online shopping and consumer impulse purchases of fashion products.	Social influence theory	Impulsiveness
(Gupta and Shome 2020)	India	The study's goal was to determine what elements impacted working women's internet shopping habits.	Uses and gratification	Consumer engagement, Intentions
(Peña-García et al. 2020)	Colombia +Spain	The goal of the study was to use social psychology to better understand the major characteristics that influence e-commerce adoption. It pioneered the study of non-traditional features in internet buying and comparing interactions across cultures.	Technology acceptance model	Self-efficacy, Impulsiveness

Source: Authors compilation

Table V: Summary of SNS advertising content related factors as antecedents of SNS advertising effectiveness.

Antecedent category	Author & Year	Country	Study description	Theory(ies)/ framework	Related factors
SNSs Advertising content	(Mohamed and Ahmad 2012)	Malaysia	The research provided an insight into "information privacy concerns" and "privacy measures." use in SNS advertising.	Social Cognitive + Protection Motivation Theory	Perceived severity, Self-efficacy, Perceived vulnerability
	(Bang and Wojdyski 2016)	Already covered			Absolute visual attention, informativeness
	(Aydin 2018)	Turkey	The study examined the consumer's attitude towards SNS and mobile advertising in Turkey, which they revealed was negative.	Uses and gratification theory	Informativeness
	(Ertugan 2017)	North Cyprus	The goal of this study was to see if there was a link between the efficacy of Facebook advertising and the advantages derived from it.	Web advertising attitudes model	Absolute visual attention,
	(Jung 2017)	Already covered			Informativeness

	(Pozharliev et al. 2017)	Already covered			Attention, Emotion
	(Sharma et al. 2017)	Already covered			Informativeness
	(Jin 2018)	South Korea	The impacts of "celebrity brand endorsements" placed on a friend's "Facebook page", "source credibility perception," and "ad efficacy" were investigated by the researcher.	Social identity theory + Uses and gratification	Celebrity endorsement, social identification, involvement.
	(Rehman et al. 2019)	Malaysia + Pakistan	The study provided a detailed account of the "perceived risk" factors, "risk-reducing" strategies, and future research potential in the SNS domain	Theory of planned behaviour + Technology acceptance model	Perceived risk reducer

Source: Authors compilation

Table VI: Summary of SNS platform related factors as an antecedent of SNS advertising effectiveness

Antecedent category	Author & Year	Country	Study description	Theory(ies)/ framework	Related factors	
SNS platform related	(Demangeot and Broderick 2010)	UK.	The study explored the shopper's awareness of online shopping and SNS advertising using the TAM.	Technology acceptance model	Perceived usefulness of SNS.	
	(Wirtz, Schilke, and Ullrich 2010)	Germany + USA.	The study identified the Web 2.0 phenomenon from an internet business perspective.	Internet business model + Prospect theory	Virtual WOM, Social identity, Social trust, Customer power	
	(Nikolova 2012)	Already covered				social media usage, engagement in SM activities
	(Toch et al. 2012)	Israel + U.S.A.	The study investigated users "attitudes towards security and personalization of SNS advertising", also on technologies that can help reduce "security concerns."	Configurable User Modelling	privacy risk, Pseudonymous personalization	
	(King, et al. 2013)	Already covered				Knowledge about cookies
	(Kim and Park 2013)	South Korea	The study presented the vital factors in e-commerce, characteristics influencing S Korean consumers trust in e-commerce.	Theory of reasoned action	SNS website	
	(Bleier and Eisenbeiss 2015)	Already covered				Duration of visits on SNS.
	(Chikezie Emmanuel Uzuegbunam 2015)	Already covered				Duration of visits on SNS.

Source: Authors compilation

Table VII Summary of SNS security concern factors as an antecedent of SNS advertising effectiveness

Antecedent category	Author & Year	Country	Study description	Theory(ies)/ framework	Related factors
S.N.S.s Security concerns	(Mohamed and Ahmad 2012)	Already covered			Perceived severity, Self-efficacy, Perceived vulnerability
	(Aguirre et al. 2015)	Already covered			Privacy concerns
	(Bergström 2015)	Already covered			Privacy concerns, Perceived Trust
	(Li 2015)	China + U.S.A.	The study brings subsequent experiments demonstrating how online advertising effectiveness can be hampered by location-based personalization and how it can instigate a feeling of vulnerability	Communication privacy management (CPM.)	Perceived vulnerability
	(Aydin 2018)	Turkey	By expanding the "advertising value model" to incorporate the "personalization" component, the study was able to comprehend better "user attitude."	Attitude-toward-the-ad theory	Personalization
	(Anjum, Thomas, and Prestin 2020)	Already covered			Perceived Trust
	(Gupta and Shome 2020)	Already covered			Perceived risk, trust

Source: Authors compilation

Table VIII: Summary of brand-related/Marketer perspective factors as an antecedent of SNS advertising effectiveness

Antecedent category	Author & Year	Country	Study description	Theory(ies)/ framework	Related factors
Brand related	(Demangeot and Broderick 2010)	U.K.	The study explored the customer's insight of online shopping and SNS advertising using the TAM.	Technology acceptance model	Brand engagement in self-concept
	(Taylor et al. 2011)	Already covered			Self-Brand Congruity
	(Nikolova 2012)	Netherlands	The author investigated how successful social media is in forming a "brand attitude" and how "SNS affects brand supporters."	Kellers' Theory	Brand loyalty, brand claim recognition
	(Massa 2013)	Already covered			Attitude towards brand
	(Dehghani 2013)	Already covered			Brand category

	(Tan, Kwek, and Li 2013b)	Already covered			Attitude towards brand
	(Chikezie Emmanuel Uzuegbunam 2015)	Nigeria	This study investigated the awareness of Facebook advertising among Nigerian youths and brings out some attention challenges they face.	Uses and gratification theory + Social cognitive theory	Attitude towards brand
	(Smith and Offodile 2016)	Already covered			Corporate reputation
	(Kudeshia and Kumar 2017)	India	This study looked at how user-generated positive social eWOM on Facebook affects brand perception and purchase intent. The strong presence of companies on the web has had an impact on customers' growing patterns.	Attitude-toward-the-ad theory + Web advertising attitudes model	Attitude towards a brand, brand category
	(Sharma et al. 2017)	India	The drive of the work was to see how the Facebook content of five online clothes businesses affected online customer trust.	Uses and gratification	Attitude towards brand
Marketer perspective	(Wirtz et al. 2010)	Already covered			User-added value, Interaction orientation, Customization/personalization
	(Pentina et al. 2012)	USA.	The research uncovered a "technology acceptance model" utilized by small and medium businesses to investigate the "function of social factors" in "SNM and SNS advertising."	Technology acceptance model	Intention to adoption

Source: Authors compilation

Table IX Summary of consequences of SNS advertising effectiveness from studies.

Consequences	Author & Year	Country	Study description	Theory(ies)/ framework	Related factors
Factors related SNSs advertisement effectiveness	(Kelly, Kerr, and Drennan 2010)	Australia	The study looked at the characteristics that cause "advertising avoidance on online social networking sites," paving the way for the creation of a model.	Cho and Cheon's (2004) Model of Advertising Avoidance Online	Ad attention, ad avoidance, customer audience
	(Taylor et al. 2011)	USA.	The paper elaborated that SNS advertising is very effective if users can accept it, overcoming the perception of excessive commercialization.	Uses and gratification theory	Informativeness, Entertainment,

(Massa 2013)	USA	A study of Hispanic Americans' "social media engagement" in conjunction with "acculturation" characteristics was done.	Uses and gratification theory	Pastime stimulation by advertisement
(Dehghani 2013)	Cyprus	The study investigated "social media" "advertising enhancing dialogue" between advertisers and consumers, adding "brand image" and "brand equity".	Uses and gratification theory	Contextual content
(Tan et al. 2013b)	Malaysia	The research looks at the efficiency of interactive advertising in the context of social media and consumer attitudes about it.	Attitude-toward-the-ad theory	Attitude toward Ad, Time exposed to Ad, Purchase Intention
(Maria Soares and Carlos Pinho 2014)	Portugal	"Perceived pleasure" was found to be a forecaster of both "social identity" and "group norms" in the research. According to the study, social identification and group aim positively influence "advertisement relevance" impression.	Social identity theory	Click through intentions, Ad relevance
(López and Sicilia 2014)	Chile + Spain	The research looked at the influence of "e-wom" on a person's decision-making abilities. It asserts that opinion leaders' perceptions of source trustworthiness are a key component in eWOM influence.	Theory of planned behaviour + Social information-processing model (S.I.P.)	E-WOM, Source trustworthiness
(Bergström 2015)	Sweden	The study examined the "online privacy concerns" that restrict customers from sharing personal information with others. The results depicted trust in other people as a single most vital factor behind SNS usage. The more people trust others less they have security concerns.	Social exchange theory	Rewards
(Bleier and Eisenbeiss 2015)	USA + Germany	The study revealed even though "personalization" can considerably augment "ad banner effectiveness", but its impact relies on its "synergy with timing" and "placement elements."	The consumer choice theory	Perceived usefulness of advertisement, affinity, online audience, perceived innovativeness
(Boateng and Okoe 2015)	Ghana	The link between consumers' "attitude toward SMA" and their behavioural reactions was investigated in this study, as well as the moderating influence of "company reputation" in this process.	Attitude-toward-the-ad theory	Attitude towards advertising

(Dehghani and Tumer 2015)	Italy + Cyprus	The study results showed that Facebook advertising Prominently affected brand image and brand value, both of these factors contributed to a change in consumer purchasing intention.	Uses and gratification	Purchase Intention
(Bang and Wojdyski 2016)	USA.	This study examined the effects of “personalization in banner advertising” on “visual attention to the advertisement”.	Biased competition theory	Perceived advertisement value, Consumer response, relevance
(Smith and Offodile 2016)	USA.	The study investigated the “effects of SNS advertisements” on “customers acceptance of the advertising” system and its “effect on their purchases”.	Uses and gratification theory	Information adoption, User engagement level
(van Reijmersdal et al. 2017)	Netherlands	The authors studied the effects of “profile targeting” on “Children’s brand responses”.	Communication privacy management (CP M.)	Ad liking
(Jung 2017)	USA.	The current study examined the influence of “perceived ad relevance” and “privacy concern” on “social media ads”.	Uses and gratification	Perceived ad relevance, Perceived risk
(Pozharliev et al. 2017)	Italy + Netherlands + U.S.A.	The goal of the study was to learn more about how social platforms affect consumers' neurophysiological reactions to electronic advertising messages.	Persuasion theory	Rewards
(Alam et al. 2018)	Already covered			Purchase Intention
(Dong et al. 2018)	China	This study explored the relationship between “SNS and social platforms” on consumers “online purchase intentions”.	Technology acceptance model	Purchase Intention, Source credibility
(Colliander and Marder 2018)	U.K.	The study examined the effectiveness of publicity through social media applications.	Uses and gratification	E-WOM intention
(Hussain et al. 2018)	China	The study examined the effects of “brand engagement” on hotels’ “visual display advertising” effectiveness.	Theory of reasoned action	Click through intentions
(Anjum et al. 2020)	India	The research explored the constructs of online marketing strategies on aspects like exploring the different online marketing strategies related to youngsters.	Social network theory + Technology acceptance model	Audience reach

	(Wiese, Martínez -Climent, and Botella-Carrubi 2020)	South Africa + Spain	This cross-country study investigated advertising on Facebook platforms. It explores the relationship between numerous constructs.	Social influence theory	Attitude toward Ad, Time exposed to Ad, Intention
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Source: Authors compilation