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МАРКЕТИНГ І ЛОГІСТИКА
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**МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ ЕФЕКТИВНОСТІ СОЦІАЛЬНИХ
МЕРЕЖ У ФОРМУВАННІ БРЕНДУ ПІДПРИЄМСТВА**

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Анотація. Стаття присвячена маркетинговим дослідженням ефективності соціальних мереж як стратегічного інструменту формування бренду сучасного підприємства. Актуальність теми зумовлена стрімкою цифровізацією маркетингових комунікацій, зростанням проникнення соціальних медіа та зміщенням каналів взаємодії брендів зі споживачами у цифрове середовище. Метою статті є теоретичне обґрунтування та проведення комплексного маркетингового дослідження ефективності використання соціальних мереж у процесі формування й розвитку бренду підприємства. У межах дослідження застосовано комплекс методів: системного аналізу та синтезу для узагальнення теоретичних підходів; порівняльного аналізу для зіставлення можливостей платформ соціальних медіа; кабінетного дослідження для аналізу вторинних даних; польового маркетингового дослідження методом анкетного опитування здобувачів вищої освіти, а саме студентів першого, другого, третього та четвертого курсів бакалаврату, магістрантів і аспірантів, за обсягу вибірки 384 респонденти та граничної похибки, що не перевищує п'яти відсотків за довірчої ймовірності дев'яносто п'ять відсотків; аналізу метрик цифрової аналітики платформ; статистичного та графічного методів для оброблення й візуалізації емпіричних даних; методу порівняння до та після для оцінювання результативності стратегії маркетингу в соціальних мережах. У результаті дослідження систематизовано рівні формування бренду в соціальних мережах від обізнаності до адвокації, обґрунтовано систему ключових показників ефективності, а також емпірично підтверджено позитивний вплив упровадження структурованої стратегії на метрики бренду: впізнаваність зросла на 68,4 відсотка, рівень залученості на 157,1 відсотка, індекс лояльності на 104,8 відсотка. Наукова новизна полягає в удосконаленні методичного підходу до комплексного маркетингового дослідження ефективності соціальних мереж у формуванні бренду на основі поєднання багаторівневої моделі, інтегрованої системи метрик і даних анкетного опитування студентської аудиторії. Практична значущість отриманих результатів полягає у можливості їх використання підприємствами для розроблення обґрунтованих стратегій, оптимізації розподілу маркетингового бюджету між платформами та підвищення результативності брендингу в цифровому середовищі.

Ключові слова: маркетингові дослідження, бренд, брендинг, соціальні мережі, маркетинг у соціальних мережах, опитування здобувачів вищої освіти, маркетингові комунікації, ефективність, лояльність, залученість.

MARKETING RESEARCH ON THE EFFICIENCY OF SOCIAL MEDIA IN SHAPING AN ENTERPRISE BRAND

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Abstract. The article is devoted to marketing research on the efficiency of social media as a strategic tool for shaping the brand of a modern enterprise. The rapid digitalisation of marketing communications drives the relevance of the topic, the growing penetration of social media, and the shift of brand and consumer interaction channels into the digital environment. The purpose of the article is the theoretical substantiation and conduct of comprehensive marketing research on the efficiency of using social media in the process of shaping and developing an enterprise brand. The study applies a set of methods: systemic analysis and synthesis to generalise theoretical approaches; comparative analysis to juxtapose the capabilities of social media platforms; desk research to analyse secondary data; field marketing research using a questionnaire survey of higher education students, namely bachelor students of the first, second, third and fourth years, master students and postgraduate students, with a sample size of 384 respondents and a marginal error not exceeding five percent at a confidence level of ninety five percent; analysis of platform digital analytics metrics; statistical and graphical methods to process and visualise empirical data; and the before and after comparison method to evaluate the effectiveness of a social media marketing strategy. As a result of the study, the levels of brand formation in social media from awareness to advocacy were systematised, a system of key performance indicators was substantiated, and the positive impact of implementing a structured strategy on brand metrics was empirically confirmed: brand awareness increased by 68.4 per cent, the engagement rate by 157.1 per cent, and the loyalty index by 104.8 per cent. The scientific novelty lies in improving the methodological approach to comprehensive marketing research on the efficiency of social media in brand formation by combining a multilevel model, an integrated system of metrics, and survey data from the student audience. The practical significance of the obtained results lies in the possibility of their use by enterprises for developing well-grounded strategies, optimising the allocation of the marketing budget among platforms, and increasing the effectiveness of branding in the digital environment.

Keywords: marketing research, brand, branding, social media, social media marketing, survey of higher education students, marketing communications, efficiency, loyalty, engagement.

Introduction. In the context of the deepening digital transformation of the economy, social media have evolved from platforms of interpersonal communication into powerful tools for marketing communications and brand management. The rapid growth of social media penetration, changes in consumer behaviour models, and the transfer of brand and consumer communication into the digital space necessitate a systematic rethinking of approaches to enterprise brand formation. According to industry analytical reports, in 2025 the number of social media users worldwide exceeded 5.2 billion people, while in Ukraine this indicator amounts to more than 25 million active users, which makes social media one of the key channels of interaction between enterprises and their target audience.

A brand is one of the most valuable intangible assets of an enterprise, determining its competitiveness, market value, and the level of consumer loyalty. At the same time, traditional branding tools are giving way to digital communications, among which social media occupy a prominent place due to the possibility of two-way interaction, precise targeting, prompt feedback, and the formation of communities around the brand. Despite

considerable practical interest, the issue of a comprehensive assessment of the efficiency of social media in the process of brand formation remains insufficiently developed in the national scientific literature, which determines the relevance of this study.

Analysis of recent research and publications. The theoretical and applied aspects of branding and marketing in social media have been studied in the works of many national and foreign scholars. The mechanisms of increasing brand recognition and maintaining loyalty through social media are revealed in the works of Reshetnikova, Borovyk and Senko [1], as well as Kitchenko and Prykhodko [2]. The issues of applying social media marketing to promote services and shape the image of an enterprise were studied by Hryhoriev, Petryshyn and Bilianska [3], as well as by Bilianska and Oherchuk [4]. Practical promotion tools, the influence of content on audience engagement, and the construction of marketing strategies in social media are covered in the works [5; 6; 7; 8; 9; 10]. The methodological foundations for assessing brand equity under the influence of social media were laid in the classical studies of foreign scholars [11; 12; 13], which established a positive relationship between social media marketing activity and consumer recognition, loyalty, and purchase intentions. At the same time, insufficient attention has been paid to developing an integrated methodological approach to quantitatively assessing the influence of social media on enterprise brand formation, which requires further scientific research.

Task statement. The purpose of the article is the theoretical substantiation of the role of social media in enterprise brand formation and the conduct of comprehensive marketing research on the efficiency of their application based on a system of key indicators. Achieving this purpose involves solving the following tasks: to systematise the levels of brand formation in social media; to carry out a comparative analysis of the capabilities of leading social media platforms for branding; to substantiate the programme and methodology of marketing research on the efficiency of social media branding; to form a system of metrics for assessment; to conduct field marketing research on brand perception in social media among higher education students; and to empirically assess the impact of implementing a social media marketing strategy on enterprise brand indicators.

The methodological basis of the study is a set of general scientific and special methods of marketing research: systemic analysis and synthesis, to generalise theoretical approaches to branding in social media; comparative analysis, to juxtapose the functional capabilities of platforms; desk research, to process secondary information from industry analytical reports; field research using a questionnaire survey of higher education students, to collect primary data on brand perception; analysis of the metrics of built in digital analytics of platforms, namely Meta Business Suite, TikTok Analytics and YouTube Studio, to obtain objective behavioural indicators; statistical and graphical methods, to process and present empirical data; and the before and after comparison method, to quantitatively assess the effectiveness of the implemented social media marketing strategy.

Results. Conducting marketing research on the efficiency of social media in enterprise brand formation requires a clear definition of its programme, that is, the sequence of stages and the methods of collecting and processing information. The developed programme of comprehensive marketing research, which combines the desk and field stages, is presented in Table 1.

Table 1

Programme of marketing research on the efficiency of social media in brand formation

Research parameter	Characteristics
Research problem	Insufficient substantiation of the assessment of the contribution of social media to enterprise brand formation
Research purpose	To assess the efficiency of social media as a tool of brand formation using a system of key performance indicators
Research object	Higher education students, namely bachelor students of the first to fourth years, master students and postgraduate students, who use social media
Research type	Combined: desk research and field quantitative research
Data collection method	Online questionnaire survey using Google Forms, combined with analysis of platform digital analytics metrics
Sampling method	Convenience sampling with quotas by level and year of study
Sample size	384 respondents, calculated using the formula for a large general population
Marginal sampling error	Plus or minus five per cent at a confidence level of ninety-five per cent
Research period	Twelve months, with two measurements: baseline and control
Research instrument	Structured questionnaire of 18 closed questions, using a Likert scale from 1 to 5 and a Net Promoter Score scale from 0 to 10
Digital analytics metrics	Meta Business Suite, TikTok Analytics, YouTube Studio, Telegram Analytics
Data processing	Statistical analysis: mean values, relative indicators of dynamics, Net Promoter Score index

Source: developed by the author

The sample size was substantiated using the formula generally accepted in marketing research for calculating the sample for a large, conditionally infinite population:

$$n = z^2 \times p \times (1 - p) / e^2, (1)$$

where n is the sample size; z is the z value for the given confidence level, which equals 1.96 at a confidence level of ninety-five per cent; p is the expected share of the feature in the population, which equals 0.5 under maximum uncertainty; and e is the marginal sampling error, which equals 0.05. Substituting these values gives: $n = 1.96^2 \times 0.5 \times 0.5 / 0.05^2$, which is approximately 384 respondents. Such a sample size ensures the representativeness of the results with a marginal error not exceeding five per cent at a confidence level of ninety-five per cent, which corresponds to the standards of applied marketing research.

The socio-demographic structure of the formed sample of respondents, balanced by quotas of the level of study and gender, is presented in Table 2.

Table 2

**Socio-demographic structure of the respondent
sample, N = 384**

Segmentation feature	Group	Number, persons	Share, %
Level and year of study	Bachelor, first year	72	18.8
	Bachelor, second year	71	18.5
	Bachelor, third year	70	18.2
	Bachelor, fourth year	68	17.7
	Master students	73	19.0
	Postgraduate students	30	7.8
Gender	Female	204	53.1
	Male	180	46.9
Frequency of social media use	Daily	298	77.6
	Several times a week	71	18.5
	Less often	15	3.9
Total	—	384	100.0

Source: compiled by the author based on the results of the marketing research

As the data in Table 2 show, the structure of the sample is balanced by levels and years of study: students of the bachelor level account for 73.2 per cent of respondents, evenly distributed among the first to fourth years, master students account for 19.0 per cent, and postgraduate students for 7.8 per cent. The sample is relevant to the subject of the study, since 77.6 per cent of respondents use social media daily. The student audience is of particular interest for research on social media branding because it is the most active segment of social media users, demonstrates high receptivity to digital marketing communications, and shapes trends in consumer behaviour in the online environment.

Brand formation in social media is a multilevel process that involves the consistent deepening of the interaction between the enterprise and the consumer, from the initial acquaintance with the brand to the transformation of the consumer into its active supporter, that is, an advocate. Generalising theoretical approaches made it possible to construct a conceptual model of enterprise brand formation through social media, which covers five interrelated levels, presented in Figure 1.



Fig. 1. A multilevel model of enterprise brand formation through social media
 Source: developed by the author

As can be seen from Figure 1, at the first level, that of brand awareness, social media provide broad audience reach and the initial acquaintance of consumers with the brand. The second level, that of brand perception, shapes stable associations and the visual image of the brand. The third level, that of engagement, involves active two-way interaction through comments, reactions, and content sharing. The fourth level, brand loyalty, characterises the stability of consumer preferences. In contrast, the fifth and highest level, brand advocacy, reflects the transformation of loyal consumers into voluntary promoters of the brand who recommend it to their circle.

The efficiency of brand formation largely depends on the correct choice of social media platforms, taking into account the specifics of the target audience and the nature of the content. Each platform has its own functional capabilities, demographic audience profile, and formats of interaction. The comparative analysis of the leading social media platforms relevant to the Ukrainian market, carried out at the desk stage of the research, is presented in Table 3.

Table 3

Comparative characteristics of social media platforms as branding tools

Platform	Audience in Ukraine, million	Key opportunities for the brand	Dominant audience and content
Instagram	About 12.0	Visual storytelling, short videos, stories, shopping tags, cooperation with influencers	18 to 34 years; visual and video content
Facebook	About 10.5	Targeted advertising, communities, retargeting, advanced advertising account	25 to 54 years; mixed content
TikTok	About 11.0	Short videos, viral mechanics, challenges, organic reach	16 to 29 years; entertaining video content
YouTube	About 18.0	Long and short videos, educational content, reviews, branded channels	18 to 49 years; video content of all formats
Telegram	About 14.0	Channels, bots, mailings, prompt brand news, communities	18 to 45 years; text and news content

Source: compiled by the author based on [1; 2; 10]

The analysis of the data in Table 3 shows that, for the tasks of enterprise branding, the most appropriate approach is a multiplatform, or Omni channel, approach, in which each platform performs a specific function: Instagram and TikTok provide visual storytelling and reach among the young audience; Facebook provides precise targeting and community building; YouTube provides in depth educational and image content; and Telegram provides prompt communication and retention of the loyal audience.

The dynamics of the number of social media users in Ukraine demonstrate a steady trend towards recovery and growth after the decline of 2022, which confirms the prospects of this channel for branding, as presented in Figure 2.

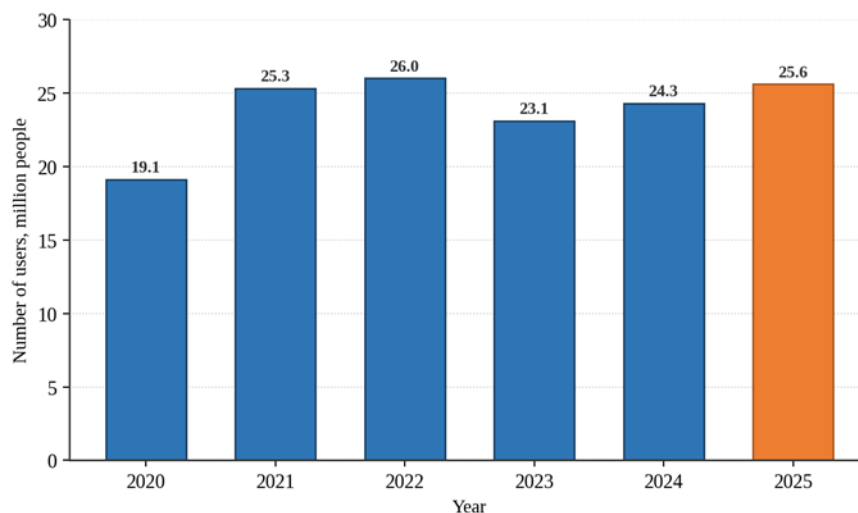


Fig. 2. Dynamics of the number of social media users in Ukraine, 2020 to 2025

Source: built by the author based on [1; 10]

As Figure 2 demonstrates, despite the temporary reduction of the audience in 2022, caused by the full-scale invasion, in the period from 2023 to 2025 a gradual recovery of the indicator to the level of 25.6 million users is observed, which testifies to the sustained significance of social media as a channel of brand communication.

For an objective assessment of the efficiency of social media in brand formation, a scientifically substantiated system of key performance indicators is required. Based on the generalisation of theoretical approaches and the practice of social media analytics, a system of

eight basic metrics grouped by levels of impact on the brand is proposed, as presented in Table 4.

Table 4

System of key performance indicators of social media branding

No.	Metric	What it measures	Level of impact on the brand
1	Reach	Number of unique users who have seen the content	Brand awareness
2	Engagement rate	Ratio of interactions to reach or to the number of subscribers	Perception and loyalty
3	Subscriber growth	Dynamics of the number of subscribers of the brand community	Awareness and reputation
4	Brand mentions	Number of brand mentions made by users	Recognition and reputation
5	Sentiment of mentions	Ratio of positive to negative reviews	Image and perception
6	Net Promoter Score	Willingness to recommend the brand to others	Loyalty and advocacy
7	Conversion rate	Share of users who performed the target action	Commercial result
8	Share of voice	Share of the brand in the total volume of industry mentions	Competitive position

Source: systematised by the author based on [8; 11; 13]

The proposed system of metrics, presented in Table 4, makes it possible to comprehensively assess the efficiency of social media marketing activity at all levels of brand formation, from awareness to advocacy. Of particular importance is the integrated application of qualitative indicators obtained from the results of the questionnaire survey, namely the sentiment of mentions and the loyalty index, together with quantitative behavioural metrics from digital platform analytics, namely reach, engagement, and conversion, which ensures the comprehensiveness and reliability of the assessment.

The practical approbation of the proposed methodological approach was carried out using the example of assessing the effectiveness of the implementation of a structured social media marketing strategy of an enterprise over twelve months. The comparison of brand indicators based on the results of the baseline and control measurements of the marketing research is presented in Table 5.

Table 5

Results of the assessment of social media marketing strategy efficiency using the before and after method

Indicator	Unit	Before	After	Growth, %
Brand awareness	%	38	64	68.4
Audience reach	thousand	42	71	69.0
Engagement rate	%	2.1	5.4	157.1
Subscriber growth	thousand	9.5	24.3	155.8
Net Promoter Score	points	21	43	104.8
Sales conversion	%	1.8	3.6	100.0

Source: calculated by the author based on the results of the research

The data in Table 5 testify to a significant improvement in all key brand metrics after the implementation of the social media marketing strategy. The greatest growth was recorded for the engagement rate, which increased by 157.1 per cent, and subscriber growth, which increased by 155.8 per cent, indicating the activation of two-way interaction between the audience and the brand. The Net Promoter Score, calculated based on the results of the survey of 384 higher education students, more than doubled, increasing by 104.8 per cent. In contrast, sales conversion doubled, increasing by 100.0 per cent, which confirms not only the

image-related but also the commercial effectiveness of social media. For clarity, the dynamics of changes in the key brand metrics are presented in Figure 3.

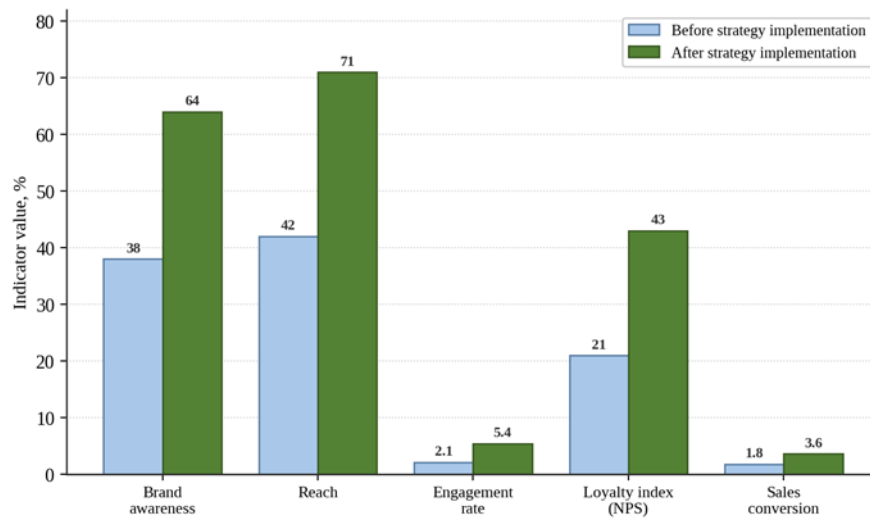


Fig. 3. Dynamics of key brand metrics before and after the implementation of the strategy

Source: created by the author based on the results of the research

As Figure 3 clearly demonstrates, the implementation of a structured social media marketing strategy ensured growth in all brand metrics without exception. This confirms the hypothesis that social media, provided that a systematic and strategic approach is applied, is an effective tool of enterprise brand formation, which positively influences both intangible indicators, namely recognition, loyalty, and engagement, and commercial indicators, namely conversion and sales.

An important aspect of effective branding in social media is the rational allocation of the marketing budget among platforms in accordance with their effectiveness and the specifics of the target audience. The optimised structure of budget allocation, substantiated by the results of the research, is presented in Figure 4.

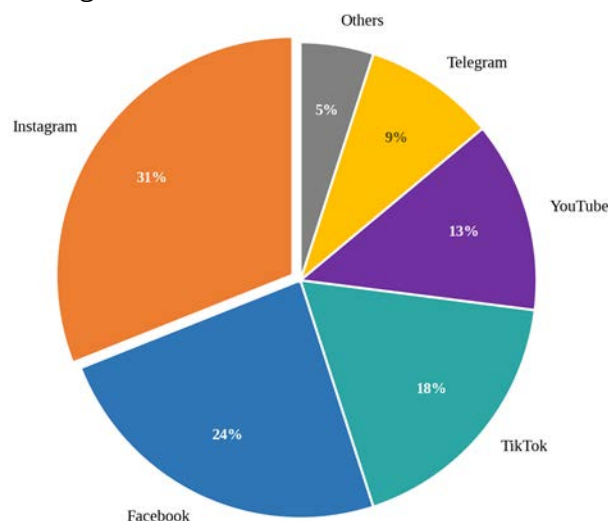


Fig. 4. Structure of marketing budget allocation across social media platforms

Source: developed by the author

According to Figure 4, the largest share of the marketing budget should be directed to the platforms with the highest potential for engagement and reach of the target audience,

namely Instagram, with 31 per cent, and Facebook, with 24 per cent, while TikTok, with 18 per cent, provides viral organic reach of the young audience. Such a balanced allocation makes it possible to maximise the cumulative branding effect with the rational use of marketing resources.

Conclusions. The conducted research confirms that social media are an effective strategic tool of brand formation for a modern enterprise. The following main conclusions were obtained as a result of the work.

First, brand formation in social media is a multilevel process that should be considered a sequence of five levels, from brand awareness to brand advocacy, as reflected in the proposed conceptual model. Such an approach makes it possible to manage brand development in the digital environment systematically.

Second, the efficiency of branding largely depends on the substantiated choice of social media platforms and the application of an omnichannel approach, in which each platform performs a specific function in accordance with the audience profile and the nature of the content.

Third, the developed programme of comprehensive marketing research, which combines the desk stage, namely the analysis of secondary data and the comparison of platforms, and the field stage, namely a questionnaire survey of 384 higher education students, comprising bachelor students of the first to fourth years, master students and postgraduate students, with a marginal error of plus or minus five percent at a confidence level of ninety five percent, together with the analysis of the metrics of the digital analytics of platforms, ensures the representativeness and reliability of the obtained assessments.

Fourth, the proposed system of eight key performance indicators ensures a comprehensive quantitative and qualitative assessment of the effectiveness of social media marketing activity at all levels of brand formation, combining the survey data of the student audience with the behavioural metrics of platforms.

Fifth, the empirical approbation of the methodological approach demonstrated a statistically significant improvement in all brand metrics after the implementation of a structured social media marketing strategy: brand awareness increased by 68.4 per cent, the engagement rate by 157.1 per cent, the loyalty index by 104.8 per cent, and sales conversion by 100.0 per cent, which confirms both the image-related and the commercial efficiency of social media.

The scientific novelty of the research lies in improving the methodological approach to comprehensive marketing research on the efficiency of social media in enterprise brand formation by combining a multilevel model, an integrated system of metrics, and data from a questionnaire survey of the student audience. The practical significance of the results lies in the possibility of their use by enterprises for developing well-grounded social media marketing strategies and optimising the allocation of the marketing budget. At the same time, it should be noted that the study has a limitation: the sample covers higher education students, and therefore the obtained conclusions can be correctly extrapolated primarily to the youth segment of the consumer market. The prospects for further scientific research are connected with expanding the sample to other age and social groups, developing economic and mathematical models for forecasting the influence of social media on brand equity, and studying the application of artificial intelligence technologies in social media branding.

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