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Can Social Media Marketing Effects Be Sustained?

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ABSTRACT

The social media strategies have changed the landscape of customer-firm associations. Yet, little is understood about the sustained effects of social media, particularly on firm performance. This research examines the extent to which social media plays a key role in the development of branding and marketing strategies that lead to sustained competitive advantage. We use econometric modeling to determine whether a brand's performance remains stable with the extended implementation of social media marketing and how long the effect of social media is beneficial for a firm. The results yield significant implications for both marketing theory and practice.

The objective is to provide fresh insights into ways by which firms can integrate social media marketing efforts with traditional marketing activities. This study investigates the extent to which social media improves the value of a firm. To achieve this objective, the study uses an autoregressive modeling technique and quantifies the effect of consumers' social media interaction with the firms, and the eWOM. This study shows how marketers can enhance a firm's value and leverage it to positively impact a firm's relationship with its customers.

ABOUT THE AUTHOR

Dr. Manisha Mathur is an Assistant Professor of Marketing. She earned her Ph.D. in Business Administration (Marketing) from the University of Mississippi. She is a recipient of Thomas Ponzurick Top Research Paper Award and Graduate Achievement Award. Her research reflects investigations into practitioner issues with well-grounded theoretical perspectives. She has presented her research work at several conferences and has published her research in top peer-reviewed journals. Her research has been published in the areas including social media marketing, marketing strategy, brand management, relationship marketing, and business ethics.