A SYSTEMATIC REVIEW OF SOCIAL MEDIA MARKETING DURING AND AFTER COVID-19 PANDEMIC

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ABSTRACT

Objectives: The aim of this systematic review is to determine the studies in the social media marketing literature during and after the period of the COVID-19 pandemic and to establish a theoretical background for future studies in the marketing literature. Methods/Approach: A total of 21 studies covering the COVID-19 pandemic period from 2019 to 2023 were conducted and as well as analyzed via a PRISMA method using the descriptive analysis. These studies were found in the Scopus database 9, Web of Science (WoS) 6, Pubmed 3, and Faylor and Francis 3 databases. Research, Practical & Social implications: The study suggests that the status of social media marketing during and after covid 19 pandemic. In order to spread information, social media is crucial. Today, many of us meet on digital forums: Twitter, Facebook, Instagram, WeChat, etc. Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Conclusions: The data analysis shows Social media has increasingly been used as a tool for marketing in recent years. For marketers, social media is seen as an opportunity to advertise their product or services. As a result, it is anticipated that social media will eventually lead to greater sales than traditional media because it reaches a far larger audience. Originality/Value: We were able to analyze scientific articles, find answers to the research questions, and draw important conclusions about the topic as a result of this study, whose selection criteria involved a huge number of examinations of the major databases.

Keywords: Social media, Marketing, Covid-19, Systematic review

JEL classification: M10, M15, M31, O30

Paper type: Research article


INTRODUCTION

The results came all expressions were high, and the emergence of the most increased responses showed a significant challenge in the importance of students’ awareness of digital marketing in the growth of electronic commerce (Abdulghaffar & Bazuhaair, 2023). A systematic review is a method for examining pertinent literature that uses a thorough, pre-planned strategy to uncover existing literature, assess its contribution, analyze and synthesize findings, and report on evidence to allow conclusions to be drawn about what is known and what is not (Ionescu, 2014).

After the COVID-19 pandemic, the research landscape will change and become more difficult. It will be preferred to do more studies in the field of health science, but it is also crucial to consider the impact of COVID-19 in the fields of economics, management, and business studies. Therefore, this study’s objective is to
systematically review social media marketing during and after COVID-19 pandemic to show the usage of social media marketing.

The last ten years have seen a greater emphasis on technological advancement and marketing-related developments, which have transformed many traditional marketing channels into digital ones. The development of digital tools has affected the economy and its dynamics. Users, for instance, share important information on social media and use digital technologies to find the services and goods they need. This has resulted in a behavioral change not only among consumers but also among firms providing services and products (Nikolić et al., 2022). The Internet has altered social interactions and behavior, which has prompted the creation of new channels and platforms for communication (Ismailova et al., 2020). There were 4.48 billion active social media users in July 2021, 56.8% of the world's population.

Business-to-business (B2B) service firms are increasingly adopting social media as part of their marketing mix (Bill, Feurer, & Klarmann, 2020). Social Media Marketing is the process of reaching prospects and customers and acquiring traffic and visibility through social media sites such as Facebook, Twitter, LinkedIn, and many others (Goyal, 2018).

Online marketing is promoted through various social media platforms like Facebook, Instagram, YouTube, Twitter, Blogs, and WhatsApp to create awareness and increase sales, especially during post-COVID-19 (Sulthana et al., 2021). As people stay at home and economies are shut down due to the COVID-19 pandemic, many well-known brands in various industries are expected to go out of business (Tucker, 2020). B2B companies are slower to generate an overall digital strategy compared to B2C firms. Moreover, B2B firms adopting a digital strategy are prioritizing the use of more professionally oriented platforms (e.g., LinkedIn), while B2C firms are favouring the use of more socially oriented services (e.g., Facebook) (López-lópez & Giusti, 2020).

THEORETICAL BACKGROUND

Novel Corona Virus Disease 2019 (COVID-19) is becoming a pandemic in the world as stated by World Health Organization (WHO) since March 2020. For the first time, this virus was detected in China and became an outbreak in other countries in a very short time. Hence, this pandemic is impacting human life, including business activities (Craven et al., 2020). Credibility enhances with the crosschecking of information from the sources before displaying it on the website. It is also found that the need for information is the next highest influencer of purchase intention among consumers (Santanagopalan & Krishnaraj, 2023). According to Banga et al. (2020), COVID 19 crisis is affecting some African countries through its participation in several value chains. In Kenya, the tea and cut flower value chains have been severely hit.

Ethiopia’s coffee and cut flower supply chains are being affected. Moreover, the importance of travel and transportation services in the Ethiopian economy (Addis Ababa is the most important travel hub in Africa) suggests that the global fall in travel will affect exports of these services as well as limit their supply to other industries on the continent. A theory is a collection of connected concepts, definitions, and assertions that offer
a systematic interpretation of occurrences by describing the relationships between variables and explaining and forecasting phenomena (Kerlinger & Lee, 2000).

Social media is predominant today, and every third person is using social media to promote their interests. Mohammad (2021) explored the necessity for marketing rules and star strategies for how librarians are getting more conversant with social media. Social media has been defined by Safko and Brake (Safko & Brake, 2010) as a tool used by people to be social. In addition, the word ‘media’ is used for any media that assists people in staying in touch with other people, including social networks, websites, blogs, and forums. On the other hand, social media is an online application programme, platform or media that eases interactions, joint work or content sharing (Ageeva et al., 2020). As of April 2022, there were more than five billion internet users worldwide, which is 63.1 percent of the global population. Of this total, 4.7 billion or 59 percent of the world's population were social media users.

Social media platforms have risen steadily in prominence (even more so with the global COVID-19 pandemic) and offer telcos an opportunity to create the next level of customer engagement and impact through unique capabilities that come from their wide reach and personalization options, rich advertising solutions, innovative business platforms, and powerful measurement and insights (Dadhich & Mohr, 2020).

The marketing approach is based on the rise of digital media, which encompasses a variety of digital platforms such as interactive television, the Web, mobile phones, and the Internet (Chaffey and Ellis-Chadwick, 2016). Social media marketing increases the trust and brand loyalty of a company, besides social media marketing makes it easier for consumers to obtain information about a company’s products (Puspaningrum, 2020). According to recent projections, the number of social media users in China reached 1.02 billion in 2022 and is expected to reach 1.21 billion by 2027. India, ranking second in terms of user numbers, reached 755 million social media users in 2022, and is estimated to reach 1.17 billion by 2027. Overall, the United States has the third largest social network audience, followed by Indonesia and Brazil. In early 2022, business-to-business and business-to-customer marketers worldwide surveyed social media platform usage. During the survey, 15 percent of responding B2B and 20 percent of B2C responding social media marketers stated they used TikTok to market their businesses.

COVID-19 pandemic has accelerated social media use among U.S. adults (Gunay & Kurtulmuş, 2021). Ethiopia is fully committed to create a Digital Ethiopia by 2025, digital payment ecosystem is an essential enabler and a committed and resolute implementation of the actions is, however, necessary; we need to act now. COVID-19 challenges are a forewarning that requires the best in all of us (National Digital Payments Strategy 2021–2024, 2024). Gunay & Kurtulmuş (2021) illustrated the importance of social media marketing when they found that integrated marketing promotional messages could be effective at influencing consumers’ perception soft product image and lead to consumption behaviors.

METHODOLOGY

This study employed a systematic review of social media marketing during and after COVID-19 pandemics. Snyder (2019) explained that there are several approaches in the literature review methodology, which
commonly used in social sciences such as systematic literature review, semi-systematic literature review, and integrative literature review. This study is applying systematic review, which are characterised by a methodical, transparent, replicable methodology and presentation. The best reviews synthesize studies to draw broad theoretical conclusions about what a literary means, linking theory to evidence and evidence to theory (Siddaway et al., 2019).

This study was started by setting review procedure, adopted by Rethlefsen et al. (2021) Figure 1 displays the PRISMA that was obtained based on the research objective. As displayed below, only 21 of the original 881 articles were ultimately included in the investigation, which enables to precisely outline and plan to be followed in the process of review. The review procedure enables this study to create a systematic, replicable, and transparent analysis and the paper followed a systematic article selection process as summarized.

Selection of databases

All studies in databases that have been included in the scope of the research provide a high-quality peer-reviewed journal range. Studies on COVID-19 in the databases were scanned together with the key in the systematic review, databases were systematically searched for eligible studies and the data were derived from
the databases Scopus, Web of Science, Taylor & Francis, and PubMed. Based on this review, the researcher selected 21 articles from amongst 881 papers that were uncovered in the databases.

The current study used some inclusion and exclusion criteria. Three inclusion criteria were employed such as search boundary, time of publication, language and keywords. As per the recommendation of Tasdemir & Gazo (2018), to ensure search completeness some additional journals were added to the list but were published in international peer-reviewed journals which are considered to be the most reliable sources. The results of the search were obtained from English-language journal articles published from 2019-2023 in peer-reviewed journals. For the initial search, the search keyword terms were as follows:

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TITLE-ABS-KEY (social AND media AND marketing AND COVID-19) AND (LIMIT-TO (PUBSTAGE, "final") ) AND (LIMIT-TO (PUBYEAR, 2023) OR LIMIT-TO (PUBYEAR, 2022) OR LIMIT-TO (PUBYEAR, 2021) OR LIMIT-TO (PUBYEAR, 2020) ) AND (LIMIT-TO (DOCTYPE, "ar") ) AND (LIMIT-TO (EXACTKEYWORD, "COVID-19") ) OR LIMIT-TO (EXACTKEYWORD, "Social Media") OR LIMIT-TO (EXACTKEYWORD "Marketing") OR LIMIT-TO (EXACTKEYWORD, "Pandemic") OR LIMIT-TO (EXACTKEYWORD, "Coronavirus Disease 2019") ) AND (LIMIT-TO (LANGUAGE, English") ) AND (LIMIT-TO (SRCTYPE, "j") )
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Additionally, a number of inclusion criteria were employed by the study to filter papers for the review. These included publications written in English, published between the years of 2019 and later, published in peer-reviewed journals, and papers that focused on social media marketing and the COVID-19 pandemic as their primary objectives.

The exclusion criteria include duplication, relevance, and quality. It was completed by reading the abstract and conclusion of papers that had been retrieved from various databases. In order to ensure quality, the study eliminated unpublished articles, books, reports, theses, dissertations, various reviews, working papers, and conference papers. The relevancy was assessed by determining if the articles matched the search terms used to construct the search string. By giving each article an ID code and manually detecting duplicates, duplicate articles were eliminated.

Data Analysis
PRISMA is a process of evaluating literature studies that focus on this study and descriptive content analysis, as well as review questions that were established at the start of the review process. The descriptive content analysis was carried out using the data extraction form's categories (Snilstveit et al., 2012). It was accomplished by tabulation, specifically for the discussion of research characteristics results using SPSS Version 25 based on databases, kind (theoretical or empirical), and level of analysis.
RESULTS

A systematic review is used to summarize the previous empirical and theoretical literatures.

<table>
<thead>
<tr>
<th>Year</th>
<th>Authors Name</th>
<th>Title</th>
<th>Study objective</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>Andrew N. Mason, John Narcum &amp; Kevin Mason</td>
<td>Social media marketing gains importance after Covid-19</td>
<td>To examine how the COVID-19 pandemic led to increases in consumers’ social media marketing behaviors in the United States.</td>
<td>Findings demonstrate the growing importance of social media marketing since the COVID-19 pandemic began.</td>
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<td>2021</td>
<td>Jahid Syaifullah, Makmun Syaifudin, Markus Utomo Sukendar, Junaedi Junaedi</td>
<td>Social Media Marketing and Business Performance of MSMEs During the COVID-19 Pandemic</td>
<td>To examine the role of social media marketing on the performance of micro-, small and medium-sized enterprises (MSMEs) during the COVID-19 pandemic.</td>
<td>The results of the study demonstrate how compatibility, perceived utility, and perceived usability all affect how social media marketing is used. According to the study’s findings, MSMEs perform better when social media is used for marketing, especially when it comes to boosting sales, customer relationships, productivity, and innovation.</td>
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<td>2021</td>
<td>Cheng Luo</td>
<td>Analyzing the impact of social networks and social behavior on electronic business during COVID-19 pandemic</td>
<td>To analyze the impact of social networks and social behavior on electronic business or E-Business during the COVID-19 pandemic using deep learning techniques.</td>
<td>Findings show that measures of profit impact with production from classifier metrics demonstrate the feasibility and the usage of deep recurrent learners in a campaign targeting via RNN-based clickstream modeling. The numerical results show that the suggested model enhances the profitability ratio of 98.5%, the performance ratio of 97.5%, the accuracy ratio of 96.7%, the prediction ratio of 97.9%, and less error rate of 11.3% other existing methods.</td>
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<td>2022</td>
<td>Maram Saeed Alzaidi, Gomaa Agag</td>
<td>The role of trust and privacy concerns in using social media for e-retail services: The moderating role of COVID-19</td>
<td>To examine to develop an integrated model of the critical role of trust and privacy concerns in influencing consumers purchase behaviour through social media and explored the moderating role of COVID-19 on these relationships.</td>
<td>The results showed that purchase intent is influenced by issues of trust and privacy, and that the proposed model during the COVID-19 period has greater explanatory power (R² = 0.741) than it did before (R² = 0.603), indicating that COVID-19 has increased customer purchasing behavior.</td>
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<td>2022</td>
<td>Jeoung Yul Lee, Young Soo Yang, Pervez N. Ghauri, Byung Il Park</td>
<td>The Impact of Social Media and Digital Platforms Experience on SME International Orientation: The Moderating Role of COVID-19 Pandemic</td>
<td>To examine the moderating effects of the COVID-19 pandemic on the relationship between digital experience and international orientation.</td>
<td>The result shows that the COVID-19 pandemic mitigates the positive impact of their use of both foreign and domestic platforms on their international orientation.</td>
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<td>2022</td>
<td>Witold Chmielarza, Alicja Fandrejewska, Marek Zborowska, Robert Nowackib</td>
<td>Determinants of Internet use regarding shopping preferences, COVID-19 pandemic occurrence, perception of</td>
<td>To identify the determinants of Internet use in Poland in terms of its economic and social applications, from the perspective of the individual user.</td>
<td>The study findings may be useful both as a prelude to expanding research in this direction and a source of useful knowledge for economic practitioners analysing internet use</td>
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<td>2022</td>
<td>Marina Ianenkoa, Mikhail Iatenko, Ekaterina Shevchuka</td>
<td>Digital transformation of marketing activities in transport systems management during COVID-19: experience, problems, prospects</td>
<td>To the study and understanding of the experience of marketing activities in the transport industry in the new reality. The results conclude that the pandemic gave a powerful impetus to the digitalization of marketing, revealing several previously hidden problems and opening new prospects for the use of innovative technologies in marketing activities in the management of transport systems.</td>
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<td>2022</td>
<td>Md Rukon Miah, Afzal Hossain, Rony Shikder, Tama Saha, Meher Neger</td>
<td>Evaluating the impact of social media on online shopping behavior during COVID-19 pandemic: A Bangladeshi consumers’ perspectives</td>
<td>The aim of the research was to investigate the impact of social media on online shopping behavior during the COVID-19 pandemic in the context of Bangladeshi consumers. The outcome demonstrates that the PLS-SEM analysis method demonstrated that celebrity endorsement, promotional tools, and online reviews had a positive significant impact on online shopping behavior during the COVID-19 pandemic in Bangladesh. Customers are motivated to make purchases through social media because of trustworthy celebrity endorsements and positive online reviews.</td>
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<td>2020</td>
<td>Elya Kurniawati, Imamul Huda, Siddiq</td>
<td>Indonesian MSME E-Commerce among the Covid-19 Pandemic</td>
<td>To find out the e-commerce utilization model before and during the pandemic. The outcome demonstrates that MSME actors’ incomes have really decreased significantly over the course of the pandemic, particularly during the time when the government imposed the Large-Scale Social Restrictions (PSBB) policy.</td>
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<td>2021</td>
<td>Sunday C. Eze, Vera C. A. Chinedu-Eze, and Hart O. Awa</td>
<td>Key Success Factors (KSFs) Underlying the Adoption of Social Media Marketing Technology</td>
<td>To explore adopt of social media marketing technology (SMMT) on micro, small and medium enterprises. The result shows that MSMEs with useful grounds to make informed decision to adopt SMMT, without losing grip of the critical factors that would cause such adoption to build competitive advantage. MSMEs could usefully tap into the framework to understand factors underlying SMMT adoption.</td>
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<td>2020</td>
<td>Alfian Singgih Prasetyo and Rahma Wahdiniwaty</td>
<td>Analysis of the Effectiveness of Social Media Marketing on Fashion Product Purchasing Decisions during the Covid-19 Pandemic</td>
<td>To analyze the effectiveness of a social media marketing strategy as an effort on fashion product purchasing decisions during a pandemic. The results provide a social media marketing strategy increase effectiveness in the form of activation and online content in an effort to make purchasing decisions fashion product in the midst of a pandemic where everyone is stay at home and spends more time with social media.</td>
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<td>2022</td>
<td>Antonio Eli and Lomi Nyoko</td>
<td>The role of social media marketing during the Covid-19 pandemic</td>
<td>To determine the role of social media marketing during the COVID-19 pandemic in the culinary industry in Kupang City by observing social media marketing behavior on Facebook Group Bekin Lapar. The study concluded that the role of social media marketing in Facebook Group: Group Bekin Lapar is significant to promote, sell, recommend the products of group members, and find information about culinary products in Kupang City during the COVID-19 pandemic.</td>
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<td>2022</td>
<td>Arasy Alimudin, Achmad Zakki Falani, Alexander Machicky Mayestino, Agus Sukoco, Elok</td>
<td>The Effect of Promotional Strategies Through Social Media Marketing on Sales Volume of Micro Small and Medium</td>
<td>To determine and analyze the effect of advertising promotion strategies The outcome demonstrates that in order to increase MSMEs’ ability to advertise through social media marketing without paying, it is necessary to increase their capacity to do so by developing appealing and successful sales promotion</td>
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<td>Author(s)</td>
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<td>Damayanti</td>
<td>Enterprises Post-Covid-19 Pandemic and sales promotions through social media marketing on the sales volume of small and medium enterprises after the Covid 19 pandemic.</td>
<td>2023</td>
<td>Strategies in the form of news through social media that can have an impact on growing MSME sales volume.</td>
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<td>Lais Vargas Botelho, Jade Veloso Freitas, Alex Oliveira da Camara, Iasmim Ferreira de Almeida, Thauanne de Souza Gonçalves, Paula Martins Horta, Daniela Silva Canella4 and Leticia de Oliveira Cardoso</td>
<td>Digital marketing of online food delivery services in a social media platform before and during COVID-19 pandemic in Brazil.</td>
<td>2022</td>
<td>The result shows that in Brazil, OFDS intensely practiced COVID-washing on a popular social media platform during the first wave of the pandemic by featuring mostly healthy foods and showing concern and commitment during the health, social and economic crisis.</td>
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<td>Hanif, N.A. &amp; Suswanta.</td>
<td>Digital tourism branding post-pandemic covid-19 on Twitter: Thailand dan Malaysia case study.</td>
<td>2022</td>
<td>The results of this study indicate that the analysis of the Twitter conversations of the two accounts shows that the tweets and retweets of @AmazingThailand and @TourismMalaysia are mostly still focused on accounts from their respective domestic regions. The digital tourism branding, which is analysed using marketing communication theory, shows that Thailand and Malaysia have proactive efforts in planning indicators, creation, integration, and marketing strategies.</td>
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<td>Sarah Gerritsen, Fiona Sing, Karen Lin, Florentine Martino, Kathryn Backholer, Angela Culpin and Sally Mackay</td>
<td>The Timing, Nature and Extent of Social Media Marketing by Unhealthy Food and Drinks Brands During the COVID-19 Pandemic in New Zealand.</td>
<td>2021</td>
<td>The result concluded COVID-washing was used by unhealthy food and drinks brands to increase brand loyalty and encourage consumption. The current Advertising Standards system is ineffective and must be replaced with a government-led approach to effectively regulate social media advertising to protect all New Zealanders, particularly in times of crisis.</td>
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<td>A.Navitha Sulthana, M.Ruby Evangelin, Dr. S.Vasantha</td>
<td>Influence of Social Media marketing in post COVID-19.</td>
<td>2021</td>
<td>Findings indicate that Social media platforms are the one of the effective tools to increase the sale. The outbreak of COVID-19 social distancing and risk inheriting visiting physical store are the main cause to increase online sale in the digital era.</td>
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<td>Maria Camila Bermeo-Giraldo, Alejandro Valencia-Arias, Javier D. Ramos de Rosas,</td>
<td>Factors Influencing the Use of Digital Marketing by Small and Medium-Sized Enterprises during COVID-19.</td>
<td>2022</td>
<td>The findings showed that websites and webpages (29.2%) and Instagram and Facebook content (32.5%) are the digital marketing tactics most frequently used by the SMEs under study to interact with their clients.</td>
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<td>Authors</td>
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<td>Martha Benjumea-Arias and Juan Amilcar Villanueva Calderón</td>
<td>Pandemic effects on social media marketing behaviors in India</td>
<td>To examine the effects of the COVID-19 pandemic on social media marketing in India</td>
<td>The findings demonstrated increased usage of social media as a tool for consumer decision-making. With the global reach of the COVID-19 pandemic, the implications of a growing prominence of social media in consumer-decision making are likely relevant to most nations.</td>
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<tr>
<td>Andrew N. Mason, Matt Brown, Kevin Mason &amp; John Narcum</td>
<td>The impact of social media marketing for Indonesian SMEs sustainability: Lesson from Covid-19 pandemic</td>
<td>To determinant factors affecting technology adoption, social media marketing, and business sustainability.</td>
<td>The results demonstrate that perceived utility, perceived usability, and cost may all be used to explain the adoption of internet/e-business technologies.</td>
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<td>Tundung Subali Patma, Ludi Wishnu Wardana, Agus Wibowo, Bagus Shandy Narmaditya &amp; Farida Akbarina</td>
<td>COVID-Washing in US Food and Beverage Marketing on Twitter: Content Analysis</td>
<td>To explore the types and frequencies of COVID-19–related themes in US food and beverage companies’ Twitter posts during the first wave of the pandemic in the United States</td>
<td>Findings point to a concerning marketing tactic in which major food and beverage companies promote unhealthy foods and sugary beverages during the COVID-19 pandemic. Given that nutrition-related diseases such as obesity and diabetes are risk factors for COVID-19 morbidity and mortality, food and beverage companies should reduce the promotion of unhealthy products to help decrease the prevalence of health conditions that place people at higher risk for severe illness and death due to COVID-19.</td>
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In general, as shown in the table 1, selected 21 articles that focused on social media marketing during and after COVID-19 on different country. In the first issue of Mason et al. (2021), discussing Social media marketing gains importance after COVID-19 that examines how the COVID-19 pandemic led to increases in consumes’ social media marketing behaviours in the United States and findings indicate that the growing importance of social media marketing since the COVID-19 pandemic began. This, implies on the future of social media in marketing Appel et al. (2020) is interesting to be developed regarding the change of user behaviour during and after COVID-19 pandemic. The rise of social media users are also influencing the information changes among the society.

According to Syaifullah et al. (2021), Yul et al. (2022), Kurniawati et al. (2020), Alimudin et al. (2022) and Patma et al. (2021), the perceived utility, perceived usability, and affordability can all be used to explain why MSMEs have adopted internet/e-business technology. The ability of MSMEs to advertise through social media marketing without paying is necessary to increase the sales volume of MSMEs following the COVID-19 pandemic. This can be done by developing engaging and successful sales promotion strategies in the form of news through social media. The SMEs under study use social media the most frequently to communicate with their customers: Instagram and Facebook content (32.5%), followed by websites and webpages (29.2%).

According to Saeed & Agag (2022), Mason, Brown, et al. (2021) indicates that increased usage of social media as a tool for consumer decision-making. With the global reach of the COVID-19 pandemic, the implications of a growing prominence of social media in consumer-decision making are likely relevant to most nations. In general, chosen papers draw the conclusion that social media marketing is characterized by velocity—the quick dissemination of information—accessibility—the ease with which consumers can use social media as a marketing tool—and reachability—the social media is global reach. Additionally, aiding as a marketing technique has seen exponential growth both during and after COVID-19 pandemics.

**Study characteristics**

Aiming to provide readers with a brief introduction regarding the reviewed articles, the study used points such as databases characteristics as follows.

The bar chart in Figure 2 below displays the databases used to look up articles for review. The outcome is displayed as follows. The above bar chart shows that 21 of articles used for review, in this study, were accessed from Scopus 42.9% followed by Web of Science 28.6 %, Taylor and Francis 14.3% and PubMed 14.3%. This shows database of Scopus indexed journals were used more published article on social media marketing and COVID-19 pandemic related issues that was indicates strong peer reviewed articles selected for review.
As presented in the figure 3, exactly in year 2022 were 52.4% followed by in year 2021 38.1% of reviewed studies adopted while small number of reviewed 9.5% in year 2020 of them systematically reviewed articles.
As shown in the pie chart above, majority (57.1%) is quantitative research article followed by (23.8%) were qualitative research article and systematic review studies while small number of reviewed (19.0%) were mixed research articles.

**Figure 5. Geographical regions of the article covers**

*Source: Prepared by the authors*

As shown in the pie chart above, majority coverage of the selected article case area was (66.7%) in Asia, followed by (14.3%) were Europe, (9.5%) were in North America, (4.8%) were both in Africa and South America case areas covers in selected article for review.

**Figure 6. During and after COVID-19 pandemic**

*Source: Prepared by the authors*

As shown in the pie chart above, majority coverage of the selected article was (85.7%) during COVID-19, pandemic and followed by (14.3%) were after COVID-19 pandemic selected articles for review. The results of this descriptive study found 21 relevant articles that demonstrate the use of social media marketing during and after the COVID-19 epidemic. These articles were located on several continents. This demonstrates the
The growing significance of social media marketing since the COVID-19 pandemic started, as well as how it provided a marketing strategy increase effectiveness in the form of activation and online content in an effort to make purchasing decisions for fashion products in the midst of a pandemic where everyone is staying at home and spending more time on social media.

**CONCLUSION**

The aim of this systematic review to know the status of social media marketing during and after COVID-19 pandemic. In order to spread information, social media is crucial. Today, many of us meet on digital forums: Twitter, Facebook, Instagram, WeChat, etc. Of course, the pandemic has accelerated social media relevance, not only as a pleasure, but also as something of a contemporary necessity. However, there are a lot of positives and negatives, obstacles, and incorrect information to take into account. Utilizing these resources can aid in the rapid dissemination of important information, findings from particular new research, instructions for analysis, treatment, and compliance, as well as comparisons of different methodologies used throughout the world. To make the most of these tools at COVID-19, it is advised that we go by a few rules while sharing information on social media.

Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Thus, the review was concluding that social media marketing during and after covid 19 pandemic using in different continents increasing in different companies. This, systematic review does not incorporate sector categories in their analysis to determine the unique finding implications. Therefore, this study suggests that to review all models with different sector organization. Despite a rapid recent increase in publications and special issue calls, many opportune research avenues within the social media-marketing field require further investigation.

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All authors oversaw the entire process, from literature selection and search to report preparation and policy implications. The authors contributed to all investigational efforts related to the study, as well as report writing and changes based on reviewer comments.

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