

Social Media Marketing and Performance of Gas Energy Companies: A Systematic Literature Review

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Abstract

The study applied a systematic literature review to assess social media marketing variables in relation to the performance of gas companies. This is the best author's knowledge on writing systematic literature reviews on social media marketing and performance of gas companies around the world. The purpose of this paper was to synthesize findings from multiple studies, allowing researcher to see the bigger picture, and identify patterns, trends and consistencies of phenomena. In addition, the paper employed a systematic literature review method to sum up the phenomena under study. A systematic study of 48 papers from 7 academic databases and publishers on social media marketing was conducted, analyzing themes, countries, scope, methodology, methods, and publication trends. The study revealed that there is a positive effect of social media marketing on the performance of gas companies. In conclusion, gas companies may maintain their market share and develop devoted clientele by effectively utilizing the Social Network Marketing (SNM) factors. Facebook, Instagram, and Twitter were likely to be utilized by many papers to help the gas industry, particularly in Russia, France, and the UK.

Keywords: *Social media, Marketing, Performance, Gas, Companies*

INTRODUCTION

Social media marketing is a popular communication channel used by businesses in recent marketing campaigns, involving application programs, platforms, and media resources to encourage user involvement and content sharing (Bilgin, 2018; Cahyati *et al.*, 2023). Social media has significantly contributed to the performance of many companies. Customers have access to different sources of shared information from other customers regarding their experiences and recommendations (Tajvidi & Karami, 2017).

Globally, the use of social media marketing in business performance played a great role, whereby Russian Gazprom is the most active one in terms of the quantity of gas and oil production, which published content in the years 2019–2022. About 290 posts were published in the profile, with a gradual

increase in the number of followers on their Instagram account (Ibrahim, 2021; Marchand *et al.*, 2020; Sagapova *et al.*, 2022).

Shell (United Kingdom) reviews the use of Instagram accounts over oil and gas companies, whereby results of Shell showed the lowest activity in terms of published content in their official Instagram profile, as only 29 posts were published between January 2019 and August 2022, and lastly Total Energies (France), During 2019, the official profile of Total Energies showed very low activity, as only two posts were published (Aji *et al.*, 2020; Aktiviteleri *et al.*, 2018; Ceyhan, 2019; Charoensukmongkol & Sasatanun, 2017; Chen & Lin, 2019; Seo & Park, 2018; Zabarna *et al.*, 2023).

Social media's impact varies globally, with countries with good internet infrastructure fostering more productive interactions between enterprises and the public through various channels like online networks, microblogs, blogs, video sharing platforms, and social bookmarking sites (Ahmad *et al.*, 2017; Dulek & Aydin, 2020; Sagapova *et al.*, 2022; Charoensukmongkol & Sasatanun, 2017).

Business companies of both developed and developing countries have witnessed highly poor use of social media marketing in the gas and energy sectors despite the high growth of internet infrastructures (Sagapova *et al.*, 2022; Foltean *et al.*, 2020; Santini *et al.*, 2020; Msonga & Swallehe, 2022; Chatterjee *et al.*, 2021; Aji *et al.*, 2020). Studies (Churk, 2022; Silvano & Mbogo, 2022; Ritagrace & Batonda, 2022; Misganaw & Singh, 2019) have demonstrated the value of social media as a tool for boosting consumer engagement and increasing competitiveness for businesses.

Despite optimism towards social media and the popularity of the topic in the business setting, the rate of use of social media in the gas sector has remained relatively low because of a lack of knowledge of how to capitalize on and realize the technology's benefits (Song *et al.*, 2019; Olanrewaju *et al.*, 2020; Febriyantoro, 2020; Scutto *et al.*, 2017; Tajudeen *et al.*, 2017; Aji *et al.*, 2020).

Several studies and reviews have attempted to bring out the results of the efforts put into social media. The results of the study by Syaifullah *et al.* (2012) on MSMEs' Business Performance During the COVID-19 Pandemic and Social Media Marketing showed that Facebook, Instagram, and What's App favorably impact MSMEs' business performance during the COVID-19 pandemic.

However, such studies did not assess how YouTube marketing practices and Twitter marketing practices affect corporate performance. Furthermore, the results of a study by Pongwe and Churk. (2022) on the effects of social media marketing platforms on sales revenue at Tanzania Telecommunication Corporation revealed that Instagram increased sales revenue; however, the study did not assess how website marketing practices, e-mail marketing practices, and mobile marketing practices affect corporate performance.

In addition, the findings of a study by Anning and Acheampong (2017) on the antecedents of social media usage and performance benefits in small and medium-sized enterprises (SMEs) showed that Facebook and Twitter have a positive effect on performance in small and medium-sized enterprises (SMEs). The research did not, however, examine how mobile marketing, e-mail marketing, and website marketing methods impact company performance.

The study also didn't address how social media marketing affected the performance of the gas and energy industries. In this systematic review, the researcher tried to assess the variables of social media marketing in the performance of gas and energy companies' studies such as Facebook, Twitter, Whatsapp, YouTube, and Instagram as used by Dulek & Aydin, 2020; Sagapova *et al.*, 2022; Charoensukmongkol & Sasatanun, 2017).

The researcher also assessed if scholars from previous studies have showed an association between social media marketing and the performance of gas companies. Furthermore, the researcher observed the data analysis methods for social media studies, the limitations of the literature, and recommended areas for future research.

METHODS

The study employed a systematic literature review to sum up the phenomena under study. A study has established social media as an instrument used to guarantee the success of gas enterprises. Researchers created a multi-phased method to study the literature in order to investigate how social media affects the performance of gas firms. The study makes an effort to review prior material in order to determine how social media affects the performance of gas corporations throughout the world.

Typically, the systematic literature review extracts publications from seven electronic libraries and publishers: Google Scholar, Emerald, Taylor & Francis, Elsevier, Jstor, Sage, and EBSCO. The review is an exhaustive one;

hence, the keywords the researcher used were as follows: Google Scholar, Taylor & Francis, Elsevier, and Jstor. “Social media,” “marketing,” “performance,” “Gas”, “companies,” Sage, EBSCO, and Emerald. “Social media,” “marketing,” “gas,” “Companies”, “world.”.

Google Scholar was the first library used to access and get direction in the field of social media. The search for the other six libraries and publishers focuses on the research question. The limit of research papers must be published in English under the subjects of business, marketing, social science, humanities, economics, oil and gas engineering, and development.

Globally, the use of social media has grown in popularity in recent years. For instance, since its launch in 2004, Facebook has been reported to have more than a billion active members, as per a 2012 report (Vinerean *et al.*, 2013). The article attributes the reason to a lack of data. Social media's distinctive features and enormous popularity have altered traditional marketing strategies like advertising and promotion (Vinerean *et al.*, 2013; Rohm, Hanna, & Crittenden, 2011).

Social media has also altered customer behavior, ranging from information acquisition to post-purchase actions like vocalizing or acting in ways that indicate discontent (Mangold & Faulds, 2009) and patterns of Internet usage (Bruce *et al.*, 2023; Choedon & Chan Lee, 2020; Sagapova *et al.*, 2022). Thus, researchers began the review at the beginning of the new millennium, reviewing papers published from 2008 to 2023. These shortlisted papers are first manually screened for inclusion and exclusion criteria. The papers are then screened by reading the abstract and title to filter according to the theme and criteria (Table 1). Further, some that do not match the theme and criteria are excluded from the study after reading the full papers (Table 1).

Table 1: Article Search Process

Type of database	Initial search	After merge, duplicate paper and screening of tittle and abstract	Final search
Google scholar	714		12
Emerald	238		7
Taylor & Francis	98		4
Elsevier	612	48	10
Jstor	318		7
Sage	216		5
EBSCO	74		3

Source : Literature Review (2023)

RESULTS AND DISCUSSION

This section discusses the social media marketing and performance of gas companies' specifications in the analysis of selected literature, data type and source, conclusion, recommendation, and suggestions for further research. The results of much reviewed literature showed that there was a positive and significant relationship between social media use and firms' performance. The views presented above concur with those of Alalwan (2018), who investigated the impact of social media advertising features on customer purchase intention in Jordan and concluded that Facebook, Twitter, and Instagram had an impact on customer purchase intention.

Peerayuth and Sasatanun (2017) conducted a study on social media use for CRM and business performance satisfaction in Thailand, and the results showed that Facebook and Instagram contribute to business performance. Mohammadpour et al. (2014) conducted a study in Iran concerning a survey of the effect of social media marketing on the online shopping of customers. The findings showed Facebook and Twitter support much online shopping by customers.

The findings of Mohammadpour et al. (2014) look the same as the results of Razak and Latip (2016), who conducted the study on factors that influence the usage of social media in marketing in Malaysia and concluded that Facebook and Twitter mostly support digital marketing. Furthermore, the study of Febriyantoro (2020), who conducted research on exploring YouTube marketing communication: brand awareness, brand image, and purchase intention in the millennial generation in Indonesia, concluded that Youtube, WhatsApp, Facebook and Instagram are mostly social media channels that promote brand awareness, brand image, and purchase intention in the millennial generation.

The views of Febriyantoro (2020) matched those of Silvano and Mbogo (2022), who conducted a study on the impact of social media marketing on small business sales in Tanzania. The results concluded that Facebook and Instagram support small business sales in Tanzania. Furthermore, Pongwe and Churk (2022) conducted a study on the effects of social media marketing platforms on sales revenues at a Tanzanian telecommunications corporation. The findings indicated that Instagram and WhatsApp are good platforms that provide a positive impact on sales revenues at Tanzania Telecommunication Corporation.

In addition, Misganaw and Singh (2019) conducted a study on e-marketing adoption in Ethiopian tourism businesses, and their findings concluded that social networking marketing supports tourism businesses in Ethiopia. The results of Misganaw and Singh (2019) are associated with those of Maria et al. (2019), who conducted research on the effect of social media marketing, word of mouth, and the effectiveness of advertising on brand awareness and intention to buy. The results showed that social media tested positive relationships based on correlations.

Contrary to this, Scuotto et al. (2016) conducted a study on the effect of social networking sites and absorptive capacity on SMEs' innovation performance in the UK. The results revealed that social media marketing channels have little contribution to the performance of SMEs. These results concur with those of Foltean et al. (2018), who conducted a study on customer relationship management capabilities and social media technology use and their consequences for firm performance.

The findings showed that social media technology usage has little consequence for firm performance. Generally, the findings imply that social media marketing with variables like Facebook, Twitter, the Whatsapp, Instagram, and YouTube has positive and significant impacts on the performance of gas companies.

Analysis of selected literature

The researcher grouped the publications over time, with each group having five years of publication starting in 2008 (the last group consists of six years). Figure 2 indicates the consistent increase in articles being published on social media marketing. The years 2017 and 2019 show an increasing trend in publications (see Figure 1).

Inclusion criteria: the paper should be in the English language. Knowing how social media marketing affects gas firms' performance is a major concern, and lastly, reviews should originate from business, marketing, social science, the humanities, economics, oil and gas engineering, and development. Furthermore, on the side of exclusion criteria, books, pamphlets, and reports are excluded from Google Scholar, Emerald, Taylor & Francis, Elsevier, Jstor, Sage, and EBSCO. Lastly, the paper's result is based on social media marketing, which can not be extrapolated.



Figure 1. Publication trend (grouped)

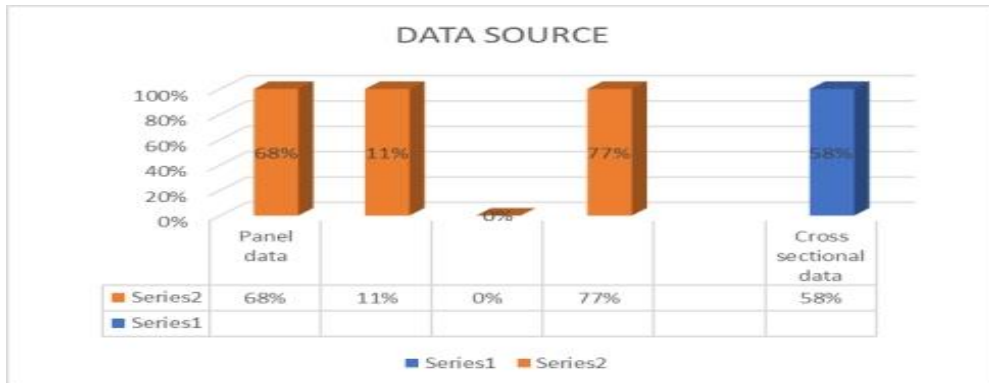
1. [Redacted]
2. [Redacted] Justification; 1 is number of publication and 2 is year of publication.

Source: Literature Review (2023)

Data Type and Source

The 48 papers that simply make use of numerical and observable data are the subject of this investigation. Cross-sectional data and panel data are used in about similar numbers. Panel data performs 5% better than cross-sectional data, with a 55% share. It is noteworthy that current patterns indicate a rise in the utilization of panel data.

The results showed that 77% and 58% of journal papers using panel data and cross-sectional data, respectively, utilized secondary data sources. Both sources are used in 11% of all papers. A similar pattern can be seen in all seven libraries and publishers. Figure 4 displays the outcomes from the information source. A sizable 68% of papers employ secondary data for study. Surveys conducted by a third party are used in a few databases, which may be biased.



Proportion of publication

panel data

Cross sectional data

Figure 2: Data source

Source: Literature Review (2023)

Table 2: Research Tittle Analysis

S/N	Variable (s)	Authors	No of studies	%
1.	Social media marketing	Pongwe and Churk (2022), Silvano and Mbogo (2022), Msonga and Swallehe (2022), Misganaw & Singh (2019), Maria <i>et al.</i> (2019), Febriyantoro (2020), Razak and Latip (2016), Mohammadpour <i>et al.</i> (2014), Peerayuth and Sasatanun (2017), Tajvidi and Karami (2017), Bilgin (2018), Ahmad <i>et al.</i> (2017), Scuotto <i>et al.</i> (2016), Foltean <i>et al.</i> (2018), Santini <i>et al.</i> (2020), Ahmad <i>et al.</i> (2018), Anning and Acheampong (2017), Song <i>et al.</i> (2019), Olanrewaju <i>et al.</i> (2020), Scuotto <i>et al.</i> (2017), Alalwan (2018), Tajudeen <i>et al.</i> (2017), Yu <i>et al.</i> (2018), Chen and Peng Lin (2019), Drus amd Khalid (2019), Alalwan <i>et al.</i> (2017), Kwahk and Kim (2016), Chong <i>et al.</i> (2018) , Almohaimmeed, (2019), Chatterjee <i>et al.</i> (2021) Marchand <i>et al.</i> (2020) , Ibrahim. (2021), Syaifullah <i>et al.</i> (2012) Charoensukmongkol and Sasatanun (2017) Oztamura and Karakadilar (2014), Musa <i>et al.</i> (2016), Aktiviteleri <i>et al.</i> (2018), Lee <i>et al.</i> (2014), Chen and Lin (2019), Vinerean <i>et al.</i> (2013), Seo and Park (2018), Ismail (2017), Ceyhan. (2019), Maria <i>et al.</i> (2017).	30	62.5
2.	Performance	Ahmad <i>et al.</i> (2018), Chile (2018), Sagapova <i>et al.</i> (2022),Muchardie etal. (2016), Bruce <i>et al.</i> (2023), Choedon and Chan Lee (2020), Aji <i>et al.</i> (2020), Dulek and Aydin (2020), Gonzalez <i>et al.</i> (2014), Schivinski and Dabrowski (2014), Cahyati <i>et al.</i> (2023), Wu <i>et al.</i> (2021), Yu et al. (2018), Ahmad et al.(2018), Hart (2016).	18	37.5

CONCLUSIONS

In this paper, the performance of gas firms is compared to the effects of social media marketing. The researcher specifically looked at gas corporations globally: Shell PLC, Total Energy, Gazprom, BP, and Lukoil. The findings show that Instagram, Facebook, Twitter, YouTube, and Whatsapp have an impact on the performance of gas companies.

These are crucial aspects because gas companies may maintain their market share and develop devoted clientele by effectively utilizing the aforementioned social network marketing (SNM) factors. Facebook, Instagram, and Twitter were likely to be utilized by many papers to help the gas industry, particularly in Russia, France, and the UK.

Furthermore, governments from different countries should prepare favorable ICT policies that can allow technological transformation and support the use of social media platforms in gas sectors. They should also develop fair tax policies on computers and allied equipment that can be used as tools for doing digital marketing in gas sectors. Basically, the reviews can develop a conceptual model that can be used as a tool for digital marketing by applying social media platforms to gas sectors.

However, security concerns and network issues have been major limitations in many digital marketing campaigns for goods and services in the gas sector. Another limitation is the difficulty of using the e-payment method that many customers face due to network problems, which makes it difficult for some customers to use digital money, especially in developing nations. It used to be a problem in industrialized countries as well, but this has been well resolved for businesses in Europe that utilize SET to encrypt credit cards for digital transactions that are secure.

RECOMMENDATION

The key recommendation of this paper is that gas companies should take the time to generate engaging content for their social media accounts in order to draw in their target audience if they intend to employ social media as a cutting-edge marketing instrument.

SUGGESTIONS FOR FURTHER RESEARCH

In order to compare or make generalizations, research of a similar nature may be conducted in other economic sectors, such as agriculture, mining, and tourism, utilizing a variety of media. In addition, other researchers might

have room to look into marketing communication and reputation building of leading African oil and gas companies; analysis of digital marketing trends in the global fuel and energy complex (experience for Tanzania); forecasting the Tanzanian oil markets based on social media information during the Russia-Ukraine crisis.

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