

ARTICLE REVIEW

SOCIAL MEDIA IN BUSINESS RECORDS

VOLUME 1 / AUGUST 2022

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MS. Suriani Jack



MANAGEMENT OF BUSINESS RECORDS (IMR652)

presents

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EDITOR'S NOTE



MS Suriani Jack
EDITOR IN CHIEF

First and foremost it is never too late for me to wish everyone a happy and promising new year 2022. Although we are still being surrounded by Covid-19, we are still observing our SOPs and never take this virus for granted.

This chapters in book is mainly focusing on how business records management functions and the applications of social media in organizations. All articles that are included in this e-publication are taken from research papers that have been done from 2011 to 2022. All of these articles are in the scope of "Social Media Engagement: is it a Need or a Want in Business Records Management".

The importance of good review paper is it can refine the state of knowledge, describe clear contradictions, recognize needed research and even create an agreement where none existed before

The analyses of these articles are done by all of the team members thus I would like to express my gratitude and thank you to all of their support and commitment.

Last but not the least, strike for the best and strive for excellence throughout our most productive year in UiTM.

Have faith!

Lots of Love,

Suriani Jack
Chief Editor

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RECORDS MANAGEMENT + SOCIAL MEDIA + BRAND

EDITOR'S NOTE

"Strike throughout our most productive year in UiTM"

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CHAPTER 6 |



EXAMINING THE IMPACT OF LUXURY BRAND'S SOCIAL MEDIA MARKETING ON CUSTOMER ENGAGEMENT_ USING BIG DATA ANALYTICS AND NATURAL LANGUAGE PROCESSING

INTRODUCTION

This article was chosen because big data was utilized to examine the influence of luxury brand social media marketing activities on customer engagement. This study studied the impact of luxury brand social media activities concentrating on entertainment aspects, engagement, trends, and adaption on customer loyalty with brand-related social media materials. The usage of social media in the business industry is growing increasingly popular since it provides numerous benefits and readily draws the interest of buyers both outside and inside the country. As a result, the usage of social media delivers several advantages and benefits to a company, manufacturing, and business.

OBJECTIVES

- i. The effectiveness of a luxury brand's social media marketing operations on consumer involvement is investigated using big data in this study.
- ii. This research explores the impact of a luxury brand's social media activities concentrating on the aspects of entertainment, interaction, trendiness, and personalization on customer loyalty with brand-related social media material.

STATEMENT OF PROBLEMS

- i. Investigates the influence of a luxury brand's social media marketing initiatives on consumer engagement using big data.

LITERATURE REVIEW

The value of luxury brand social media marketing efforts on client involvement is investigated using big data in this study. This study explores the impact of concentrating on entertainment, interaction, trends, and adaptive features of luxury brand social media activities on consumer engagement with brand-related social media material, employing adual viewpoint of customer engagement. The author of this post concentrates on the entertainment elements of luxury companies, as well as connections and social media marketing trends, as well as initiatives to greatly increase client involvement, while ignoring the personalization component. These results have significant implications for luxury firms' social media marketing design, distribution, and management in order to gain customer with social media content.



METHODOLOGY

The suitable method to be used for research are qualitative method. To fulfil this research, there are several methods that be used:

i. Data Collection

- To investigate the influence of luxury businesses' social media marketing operations on consumer engagement, researchers used Twitter as a source of big data. For example, from July 2012 to June 2017, a total of 3.78 million tweets were gathered utilizing a mix of specialized web-crawling techniques and registered access to Twitter's API (Application Programming Interface). Researchers combine quantitative data (such as Retweets, Favorites, and Responses) with qualitative data that has gone through many steps of transformation into quantitative data.

ii. Data Analysis

- Researchers applied the Java programming language and JSON parsers to extract field 7 information from the raw tweets retrieved via Twitter API in a specific data format called JavaScript Object Notation (JSON). Researchers also used a number of NLP techniques to quantify the unstructured data.

RECOMMENDATIONS

In the previous ten years, luxury businesses have greatly boosted their usage of social media, recognizing the critical role that social media plays in customer interaction and luxury consumers' purchase decisions. Increase the use of social media as a platform to promote luxury items such as Facebook and even Instagram.

FINDINGS

Researchers want to know the effectiveness of luxury brand social media marketing operations on consumer engagement have been investigated using big data in this study and researchers want to explore the impact of luxury brand social media activities focusing on entertainment aspects, interaction, trends, and personalizing customer loyalty with brand related social media materials.

- This study used big data to investigate the influence of luxury brand social media marketing activities on client engagement, with an emphasis on the aspects of entertainment, interaction, trendy, and personalization.
- The findings have significant implications for luxury firms' social media marketing design, distribution, and management in order to engage customers with social media posts.

CONTRIBUTION TO BUSINESS MANAGEMENT

Nowadays, social media is not only utilized for personal purposes, but it is also an essential commercial tool. In the business sector, this platform has a significant beneficial influence on a company's ability to develop through advertising, selling, and recruiting new clients. For 8 example, this article examined the impact of luxury brand social media activities focusing on entertainment, interaction, trend, and personalization aspects on customer loyalty with brand-related social media materials, as well as the effectiveness of luxury brand social media marketing operations on consumer engagement.