THE EFFECTIVENESS OF SOCIAL MEDIA AND CONTENT MARKETING STRATEGIES FOR ENHANCING CUSTOMER SATISFACTION AND LOYALTY IN E-COMMERCE

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ABSTRACT

The systematic literature review on the effectiveness of social media marketing and content marketing in influencing customer satisfaction and loyalty in the e-commerce industry reveals a multifaceted relationship between these marketing strategies and consumer behavior. This synthesis draws from various studies that highlight the mechanisms through which social media and content marketing impact customer satisfaction and loyalty. In examining the effectiveness of social media marketing and content marketing on e-commerce customer satisfaction and loyalty, key insights emerge regarding the roles of electronic word-of-mouth (eWOM), customer relationship management (CRM), and brand development. These elements are critical in shaping consumer perceptions and driving engagement in the digital marketplace.

Keywords: ***Social Media Marketing, Content Marketing, Customer Satisfaction, Customer Loyalty, E-commerce.***

1. INTRODUCTION

The rise of e-commerce has fundamentally altered the dynamics of business-customer interactions, primarily through the integration of digital marketing strategies and the emergence of social commerce. This transformation is characterized by the shift from traditional marketing methods to more interactive and engaging platforms that leverage technology to enhance consumer experiences. One significant development in this landscape is the advent of live streaming e-commerce, which has revolutionized product presentation. Unlike conventional e-commerce that relies on static images and text, live streaming allows social media influencers to showcase products in real-time, creating a more immersive shopping experience. This method not only captures consumer attention but also fosters a sense of urgency and excitement, thereby driving sales (Shou et al., 2023; Yan et al., 2023). The effectiveness of this approach is further supported by the findings of Alam et al., who highlight that the COVID-19 pandemic accelerated the adoption of social commerce, as businesses sought innovative ways to engage consumers during lockdowns (Shou et al., 2023; Yan et al., 2023). Moreover, the role of digital influencers has become increasingly pivotal in shaping consumer behavior. Research indicates that influencers serve as modern-day recommenders, significantly impacting purchase intentions through their perceived credibility and relatability (Bawack & Bonhoure, 2023). The interactive nature of social media platforms enables influencers to build trust and establish a connection with their audience, which is crucial for driving engagement and loyalty (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). This is corroborated by studies showing that the entertainment value and credibility of influencers are strongly correlated with customer engagement and purchase intentions

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(Alam et al., 2022; Cutshall et al., 2022). Additionally, the integration of digital marketing strategies into e-commerce has necessitated a reevaluation of brand management practices. Companies are now focusing on building a strong brand image through targeted digital campaigns that resonate with their audience (Marcelinus et al., 2023), 2023). The strategic use of content marketing, particularly through influencer partnerships, has been shown to enhance brand equity and consumer loyalty (Geng et al., 2020a, 2020b). This shift emphasizes the importance of aligning marketing communications with consumer expectations and experiences, as highlighted by Ahmadian, who discusses the impact of brand experiences on loyalty (Ahmadian et al., 2023).

The emergence of social media marketing and content marketing has significantly enhanced customer satisfaction and loyalty within the e-commerce industry. These marketing strategies leverage the interactive nature of social media platforms to create engaging content that resonates with consumers, thereby fostering a deeper connection between brands and their customers. Social media marketing, particularly through influencer partnerships, has become a cornerstone of modern e-commerce strategies. Influencers, who possess a substantial following on social media, serve as trusted figures that can sway consumer opinions and purchasing decisions. Research indicates that nearly 80% of marketers recognize the power of digital influencers in driving consumer engagement and purchase intentions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023)Wang & Huang, 2022). This is particularly relevant in the context of social commerce, where influencers can create authentic connections with their audience, leading to increased trust and loyalty towards brands (Alam et al., 2022). The interactive nature of platforms allows influencers to engage directly with consumers, enhancing the overall shopping experience and satisfaction (Alam et al., 2022; Cutshall et al., 2022). Content marketing, on the other hand, focuses on delivering valuable and relevant content to attract and retain a clearly defined audience. In the e-commerce sector, this often involves the use of user-generated content (UGC) and marketer-generated content (MGC) to build brand awareness and loyalty. Studies have shown that effective content marketing strategies can significantly impact consumer perceptions and behaviors, ultimately leading to higher levels of customer satisfaction (Geng et al., 2020). For instance, the integration of live streaming into e-commerce platforms has transformed how products are marketed, allowing for real-time interaction and feedback, which enhances the consumer experience (Shou et al., 2023; Yan et al., 2023). This form of content marketing not only showcases products but also creates a community around the brand, further solidifying customer loyalty (Xue & Liu, 2023). Moreover, the relationship between content marketing and customer loyalty is reinforced through brand experiences that align with consumer expectations. Research indicates that positive brand experiences, facilitated by effective marketing communications, contribute to enhanced brand equity and loyalty (Ahmadian et al., 2023). This is particularly crucial in the competitive e-commerce landscape, where consumers are bombarded with choices and require a compelling reason to remain loyal to a brand. By providing consistent and engaging content, brands can cultivate a loyal customer base that feels valued and understood (Thahirrah, 2022).

Social media platforms have become integral to modern marketing strategies, enabling businesses to engage with customers, enhance brand awareness, and foster customer loyalty. The interactive nature of these platforms allows brands to create meaningful connections with their audience, which is essential in today's competitive e-commerce landscape. One of the primary advantages of social media marketing is its ability to facilitate direct communication between brands and consumers. This direct engagement helps brands to understand customer preferences and feedback, which can be leveraged to improve products and services. Research indicates that nearly 80% of marketers believe that digital influencers play a crucial role in enhancing consumer engagement and driving purchase decisions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). Influencers, who often have established trust with their followers, can effectively convey brand messages and create a sense of community around a brand, thereby enhancing customer loyalty (Ahmadian et al., 2023). This is particularly relevant in the context of social commerce, where influencer marketing has become a dominant strategy for driving sales (Alam et al., 2022; Wahab et al., 2024). Moreover, content marketing on social media platforms serves to reinforce brand identity and

values. By sharing valuable and relevant content, brands can position themselves as thought leaders in their industry, which can significantly enhance brand awareness and customer loyalty. Studies have shown that effective content marketing strategies can lead to increased customer satisfaction, as they provide consumers with information that aids in their purchasing decisions (Geng et al., 2020a, 2020b). The integration of user-generated content (UGC) further enhances this strategy, as it allows consumers to feel more connected to the brand and its community (Yeo et al., 2023). This connection is critical, as it fosters a sense of belonging and loyalty among consumers. Additionally, the rise of live streaming as a marketing tool has transformed how brands interact with their customers. Live streaming allows for real-time engagement, where consumers can ask questions and receive immediate responses, creating a more dynamic shopping experience (Shou et al., 2023; Yan et al., 2023). This format not only showcases products effectively but also builds trust and authenticity, as consumers can see products in action and interact with influencers or brand representatives directly (Xue & Liu, 2023).

Research indicates that effective social media marketing can significantly enhance customer satisfaction and loyalty in the e-commerce setting. The dynamic nature of social media platforms allows businesses to engage with their customers in real-time, fostering a sense of community and trust that is essential for building long-term relationships. One of the key mechanisms through which social media marketing influences customer satisfaction is the use of digital influencers. Studies have shown that nearly 80% of marketers believe that digital influencers are powerful enablers of consumer engagement and purchase decisions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). Influencers create authentic connections with their followers, which can lead to increased trust in the brand and, consequently, higher customer satisfaction and loyalty (Ao et al., 2023). This is particularly relevant in the context of e-commerce, where consumers often rely on recommendations from trusted figures before making purchasing decisions. Moreover, the integration of content marketing strategies within social media platforms enhances the overall customer experience. Content marketing, which includes user-generated content (UGC) and engaging posts, allows brands to communicate their values and connect with consumers on a deeper level (Benediktus & Oetama, 2020; Gunawan et al., 2021). Research indicates that effective content marketing can lead to improved brand awareness and customer loyalty, as it provides consumers with valuable information that aids in their decision-making process (Geng et al., 2020). The interaction between brands and consumers through engaging content fosters a sense of belonging, which is crucial for customer retention (Thahirrah, 2022). Additionally, live streaming has emerged as a powerful tool in social media marketing, allowing brands to showcase products in real-time and interact with consumers directly. This format not only enhances product visibility but also builds trust and authenticity, as consumers can see products in action and ask questions during the live session (Xue & Liu, 2022). The immediacy and interactivity of live streaming contribute to a more engaging shopping experience, which is essential for fostering loyalty in the digital marketplace (Shou, 2023). Furthermore, the relationship between social media marketing and customer loyalty is reinforced through positive brand experiences (Wijaya et al., 2024). Research suggests that brand-image associations, which are strengthened through effective management communication and marketing experiences, contribute to enhanced brand equity and loyalty (Ahmadian, 2023). When consumers perceive a brand positively due to its social media presence, they are more likely to remain loyal and recommend the brand to others (Rolando & Wigayha, 2024; Rolando & Winata, 2024).

Businesses can effectively leverage social media to create and curate content that resonates with their target audience, leading to increased customer engagement and brand loyalty. The interactive nature of social media platforms facilitates real-time feedback and dialogue, enabling e-commerce companies to better understand and cater to their customers' preferences. One of the primary advantages of utilizing social media is the ability to engage with consumers directly. This engagement fosters a sense of community and connection, which is crucial for building brand loyalty. Research indicates that nearly 80% of marketers believe that digital influencers are powerful enablers of consumer engagement and purchase decisions Wang & Huang (2022). Influencers can create authentic connections with their followers, which enhances trust in the brand and contributes to customer satisfaction (Ahmadian, 2023).

Furthermore, content marketing on social media platforms plays a significant role in reinforcing brand identity and values. By sharing valuable and relevant content, brands can position themselves as thought leaders in their industry, which can significantly enhance brand awareness and customer loyalty (Widjaja, 2025). Effective content marketing strategies have been shown to improve customer satisfaction, as they provide consumers with information that aids in their decision-making process (Geng et al., 2020). The integration of user-generated content (UGC) also enhances this strategy, allowing consumers to feel more connected to the brand and its community (Shou, 2023). The rise of live streaming as a marketing tool has transformed how brands interact with their customers. Live streaming allows for real-time engagement, where consumers can ask questions and receive immediate responses, creating a more dynamic shopping experience (Xue & Liu, 2022). This format not only showcases products effectively but also builds trust and authenticity, as consumers can see products in action and interact with influencers or brand representatives directly (Vaghela et al., 2023). The immediacy and interactivity of live streaming contribute to a more engaging customer experience, which is essential for fostering loyalty in the digital age (Bawack & Bonhoure, 2023). Moreover, the relationship between social media marketing and customer loyalty is reinforced through positive brand experiences. Research indicates that brand-image associations, which are strengthened through effective management communication and marketing experiences, contribute to enhanced brand equity and loyalty (Ahmadian, 2023). When consumers perceive a brand positively due to its social media presence, they are more likely to remain loyal and recommend the brand to others.

However, it is important to note that the effectiveness of social media marketing and content marketing in enhancing customer satisfaction and loyalty is not universally accepted. Some scholars argue that the impact of these strategies can be overstated, and that other factors, such as product quality, pricing, and customer service, may play a more significant role in determining customer satisfaction and loyalty. Moreover, the use of digital influencers as a marketing tool has been criticized for its potential lack of transparency and authenticity. Consumers may be skeptical of endorsements made by influencers, particularly if the relationship between the influencer and the brand is not clearly disclosed. This can lead to a lack of trust in the brand and, ultimately, reduced customer satisfaction and loyalty.

Additionally, the integration of content marketing strategies within social media platforms may not always be effective in engaging customers. Consumers are increasingly inundated with content, and it can be challenging for brands to cut through the noise and capture their attention (Ingriana, 2025). Poorly executed content marketing strategies can even lead to customer frustration and disengagement. Furthermore, the reliance on live streaming as a marketing tool may not be suitable for all e-commerce businesses. The format requires significant investment in resources, such as equipment, personnel, and production expertise, which may not be feasible for smaller or resource-constrained companies. Additionally, the success of live streaming is heavily dependent on the ability to capture and maintain customer attention, which can be difficult in an increasingly competitive digital landscape.

This research paper highlights the significant role of social media marketing and content marketing in driving customer satisfaction and loyalty in the e-commerce industry. By leveraging the interactive and engaging nature of social media platforms, e-commerce businesses can create personalized and valuable customer experiences that foster long-term brand loyalty. The paper presents a comprehensive review of the existing literature on the topic, synthesizing key findings from multiple studies to provide a holistic understanding of the subject matter. The existing literature suggests that social media marketing and content marketing can be highly effective in enhancing customer engagement, brand awareness, and ultimately, customer satisfaction and loyalty. Through the use of interactive features, influencer marketing, and strategically curated content, e-commerce businesses can build strong emotional connections with their customers, leading to increased loyalty and advocacy. Additionally, the integration of user-generated content and live streaming capabilities can further strengthen the bond between the brand and its customers, creating a more dynamic and immersive shopping experience. While some scholars argue that the impact of these strategies may be overstated, the preponderance of evidence indicates that social media marketing and content marketing can be powerful tools for fostering long-term customer relationships in the e-commerce space.

2. Literature Review
2.1 Social Media Marketing and Customer Satisfaction

The effectiveness of social media marketing and content marketing in enhancing customer satisfaction and loyalty within the e-commerce sector has garnered significant attention in recent literature. The integration of these marketing strategies has transformed how businesses interact with consumers, particularly through the use of digital influencers and engaging content formats such as live streaming. Research indicates that nearly 80% of marketers recognize the pivotal role of digital influencers in driving consumer engagement and purchase intentions, highlighting their ability to create authentic connections with their audience (Wang & Huang, 2022). This connection is crucial in fostering trust and loyalty, as consumers often rely on recommendations from influencers whom they perceive as credible and relatable (Alam et al., 2022; Cutshall et al., 2022). The rise of live streaming e-commerce has further revolutionized product presentation, allowing brands to showcase their offerings in real-time, thus enhancing the shopping experience (Shou, 2023). This interactive format not only captures consumer attention but also facilitates immediate feedback and engagement, which are essential for building customer satisfaction (Song & Kong, 2024; Yan et al., 2023). Studies have shown that live streaming can significantly influence consumers' buying impulses, as it combines entertainment with direct interaction, thereby creating a more immersive shopping environment (Song & Kong, 2024; Yan et al., 2023). This aligns with findings that suggest effective content marketing strategies, including user-generated content (UGC) and marketer-generated content (MGC), can lead to improved customer perceptions and behaviors, ultimately enhancing satisfaction and loyalty (Geng et al., 2020). Moreover, the strategic use of content marketing through social media platforms allows brands to reinforce their identity and values, positioning themselves as thought leaders in their respective industries (Ahmadian, 2023). By sharing valuable and relevant content, brands can cultivate a loyal customer base that feels understood and valued (Tan & Alexia, 2025; Zahran, 2025). Research indicates that positive brand experiences, facilitated by effective marketing communications, contribute significantly to brand equity and customer loyalty (Ahmadian, 2023). This is particularly important in the competitive e-commerce landscape, where consumers are inundated with choices and require compelling reasons to remain loyal to a brand (Kusumawardhani et al., 2023). However, it is essential to acknowledge that the effectiveness of these marketing strategies is not universally accepted. Some scholars argue that the impact of social media and content marketing can be overstated, emphasizing that factors such as product quality, pricing, and customer service may play more significant roles in determining customer satisfaction and loyalty (Thahirrah, 2022; Kusumawardhani, 2023). Additionally, concerns regarding the transparency and authenticity of influencer endorsements have been raised, as consumers may become skeptical of promotions that lack clear disclosure (Thahirrah, 2022). Furthermore, the saturation of content on social media platforms poses challenges for brands attempting to capture consumer attention, as poorly executed content marketing strategies can lead to frustration and disengagement (Thahirrah, 2022; Kusumawardhani, 2023).

Table 1. Key Insights on Social Media Marketing and Customer Satisfaction

Key Themes	Findings / Insights	References
Role of Digital Influencers	80% of marketers recognize the importance of digital influencers in driving consumer engagement and purchase intentions.	Wang & Huang (2022)
	Influencers create authentic connections, which are crucial in fostering trust and loyalty.	Ao et al. (2023)
Impact of Live Streaming	Live streaming enhances product presentation by showcasing offerings in realtime.	Shou (2023)
	Live streaming captures attention, facilitates immediate feedback, and promotes engagement, leading to customer satisfaction.	Yan et al. (2022)

User Generated Content (UGC) & MGC	UGC and MGC improve customer perceptions and behaviors, enhancing satisfaction and loyalty.	Geng et al. (2020)
Brand Identity and Values	Strategic content marketing via social media allows brands to reinforce their identity and position as thought leaders in their industries.	Ahmadian (2023)
Positive Brand Experiences	Positive brand experiences lead to stronger brand equity and increased customer loyalty.	Ahmadian (2023)
Challenges in Social Media Marketing	Some scholars argue that product quality, pricing, and customer service may play a larger role in satisfaction and loyalty than social media marketing.	Thahirrah (2022); Kusumawardhani (2023)
Authenticity of Influencer Endorsements	Concerns about transparency and authenticity of influencer endorsements may reduce consumer trust if promotions lack clear disclosure.	Thahirrah (2022)
Content Saturation	The saturation of content on social media platforms makes it difficult for brands to capture attention, and poorly executed content may cause frustration and disengagement.	Thahirrah (2022); Kusumawardhani (2023)

2.2 Content Marketing

Content marketing has emerged as a pivotal strategy for enhancing brand awareness, establishing thought leadership, and fostering customer engagement in the ecommerce landscape (Putri & Setiawan, 2025; Rolando et al., 2025; Wigayha et al., 2025). This approach leverages various forms of content to create meaningful interactions with consumers, ultimately driving loyalty and satisfaction. Research indicates that effective content marketing practices can significantly influence consumer perceptions and behaviors, leading to improved brand equity and customer loyalty (Ahmadian et al., 2023). One of the key aspects of content marketing is its ability to build brand image through strategic communication and experiences that resonate with consumers (Ingriana et al., 2024; Mulyono et al., 2024; Rolando & Ingriana, 2024). Ahmadian emphasizes that brandimage associations are reinforced through effective management communication, which contributes to enhanced brand equity when experiences align with consumer expectations (Ahmadian, 2023). This alignment is crucial, as it shapes consumer perceptions and memories of the brand, fostering loyalty and attachment (Ahmadian, 2023). Furthermore, Geng et al. highlight the economic value of content marketing in ecommerce, particularly through internet celebrity endorsements, which can create secondorder effects that enhance sales performance (Geng et al., 2020). This underscores the importance of engaging content that not only informs but also entertains and connects with the audience (Maha et al., 2024; Rahardja et al., 2024).

Moreover, the rise of social media has transformed content marketing strategies, allowing brands to interact directly with consumers in realtime (Rolando, 2024). This direct engagement fosters a sense of community and trust, which is essential for building longterm relationships (Shou, 2023). The integration of usergenerated content (UGC) further enhances this strategy, as it allows consumers to feel more connected to the brand and its community (Geng et al., 2020). Additionally, the use of live streaming as a marketing tool has revolutionized how brands present their products, enabling realtime interaction and feedback that significantly enhances the consumer experience (Shou, 2023). This dynamic format not only showcases products effectively but also builds authenticity and trust, which are critical for fostering customer loyalty (Wigayha et al., 2024). However, it is essential to recognize that the effectiveness of content marketing is not without challenges. The saturation of content on social media platforms can make it difficult for brands to capture consumer attention, and poorly executed content strategies can lead to frustration and disengagement (AL-Sous et al., 2023). Furthermore, while influencer marketing has proven effective in driving engagement, concerns regarding transparency and authenticity remain prevalent, as consumers may be skeptical of endorsements that lack clear disclosure (ALSous et al., 2023).

Table 2. Key Insights on Content Marketing

Key Themes	Findings / Insights	References
Effectiveness of Content Marketing	Effective content marketing practices can influence consumer perceptions and behaviors, enhancing brand equity and customer loyalty.	Ahmadian (2023)
Brand Image and Communication	Content marketing builds brand image through strategic communication, aligning brand experiences with consumer expectations, fostering loyalty.	Ahmadian (2023)
Economic Value of Content Marketing	Internet celebrity endorsements in content marketing create secondorder effects, boosting sales performance.	Geng et al. (2020)
Direct Engagement via Social Media	Social media allows brands to engage directly with consumers in realtime, fostering trust and community, which are essential for longterm relationships.	Shou (2023)
UserGenerated Content (UGC)	UGC enhances content marketing by allowing consumers to feel more connected to the brand and its community.	Geng et al. (2020)
Live Streaming as a Marketing Tool	Live streaming offers realtime interaction, builds authenticity and trust, and enhances the consumer experience, contributing to customer loyalty.	Shou (2023)
Challenges in Content Marketing	Content saturation on social media makes it difficult for brands to capture attention, and poorly executed strategies can lead to frustration and disengagement.	ALSous et al. (2023)
Influencer Transparency	Concerns about the transparency and authenticity of influencer marketing endorsements remain, with consumers skeptical about unclear promotions.	ALSous et al. (2023)

2.3 E-Commerce Loyalty

Customer loyalty in the ecommerce context has been extensively researched, with numerous studies emphasizing the critical role of factors such as website quality, trust, and perceived value in fostering eloyalty. A significant body of literature suggests that the quality of an ecommerce website directly influences customer satisfaction, which in turn affects loyalty. For instance, Marcelinus discusses how a wellstructured website that aligns with brand image can enhance customer experiences, thereby reinforcing loyalty (Marcelinus et al., 2023). The study highlights the importance of a seamless user experience, which includes navigability, aesthetic appeal, and functionality, all of which contribute to a positive perception of the brand. Trust is another fundamental element influencing customer loyalty in ecommerce. Ahmadian emphasizes that trust is built through consistent brand experiences and effective communication, which are essential for establishing a strong brand image (Ahmadian et al., 2023). The study indicates that when consumers perceive a brand as trustworthy, they are more likely to engage in repeat purchases and recommend the brand to others. This trust is often cultivated through transparent marketing practices and reliable customer service, which further solidifies the relationship between the consumer and the brand. Perceived value also plays a crucial role in driving eloyalty. Wicaksana's research indicates that perceived value, which encompasses both the quality of the product and the overall shopping experience, significantly impacts customer satisfaction and loyalty (Wicaksana, 2021). The study found that when consumers feel they are receiving good value for their money, their likelihood of returning to the brand increases. This perceived value is often enhanced by effective digital marketing strategies that communicate the benefits and unique selling propositions of products. Hermawati's literature review highlights that effective complaint resolution and proactive communication can significantly enhance trust and satisfaction, leading to increased loyalty among consumers (Hermawati, 2023). This is particularly relevant in the ecommerce context, where customers expect prompt responses and resolutions to their issues.

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Table 3. Key Insights on E-Commerce Loyalty

Key Themes	Findings / Insights	References
Website Quality and User Experience	A wellstructured website with seamless user experience (navigability, aesthetic appeal, functionality) contributes to customer satisfaction and loyalty.	Marcelinus (2023)
Trust and Brand Experience	Trust is built through consistent brand experiences and communication, which strengthens customer loyalty and encourages repeat purchases.	Ahmadian (2023)
Perceived Value	Perceived value (product quality and shopping experience) influences customer satisfaction and loyalty, with effective marketing strategies enhancing this value.	Wicaksana (2021)
Complaint Handling and Communication	Effective complaint handling and proactive communication enhance trust and satisfaction, leading to greater loyalty.	Hermawati (2023)

3. METHODS

The systematic literature review conducted to investigate the effectiveness of social media marketing and content marketing on customer satisfaction and loyalty in the ecommerce industry revealed several key insights from the existing body of research. The review process involved a comprehensive search of electronic databases, including Scopus, to identify relevant peer reviewed journal articles, conference proceedings, and industry reports published in the past decade. A significant finding from the literature is the critical role of digital influencers in enhancing consumer engagement and driving purchase intentions. Wang and Huang highlight that nearly 80% of marketers view digital influencers as powerful enablers of consumer engagement, emphasizing their ability to create authentic connections with their audience (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). This connection is essential for fostering trust and loyalty, as consumers often rely on recommendations from influencers they perceive as credible and relatable. Furthermore, Ao et al. conducted a metaanalysis that identified key characteristics of social media influencers, such as trustworthiness and expertise, which significantly impact customer engagement and purchase intention (Alam et al., 2022; Cutshall et al., 2022).

These findings underscore the importance of influencer marketing as a strategic tool in the ecommerce landscape. In addition to influencer marketing, the integration of content marketing strategies has proven effective in enhancing customer satisfaction and loyalty. Geng et al. discuss how content marketing, particularly through usergenerated content (UGC) and internet celebrity endorsements, can create meaningful interactions with consumers, ultimately driving brand loyalty (Geng et al., 2020a, 2020b). The study emphasizes that effective content marketing not only informs but also engages consumers, fostering a sense of community around the brand. This is particularly relevant in the context of live streaming ecommerce, where realtime interactions enhance the shopping experience and build authenticity (Shou, 2023). Moreover, the literature indicates that website quality, trust, and perceived value are fundamental factors influencing eloyalty. Research by Wicaksana demonstrates that digital marketing techniques significantly impact customer preferences, especially among younger consumers who are more adaptable to digital products (Wicaksana, 2021). The study highlights that when consumers perceive high value in their interactions with a brand, their likelihood of returning increases, reinforcing the importance of delivering quality content and experiences. However, the review also acknowledges challenges associated with these marketing strategies. The saturation of content on social media platforms can make it difficult for brands to capture consumer attention, and poorly executed content strategies can lead to frustration and disengagement. Additionally, concerns regarding the transparency and authenticity of influencer endorsements remain prevalent, as consumers may become skeptical of promotions that lack clear disclosure.
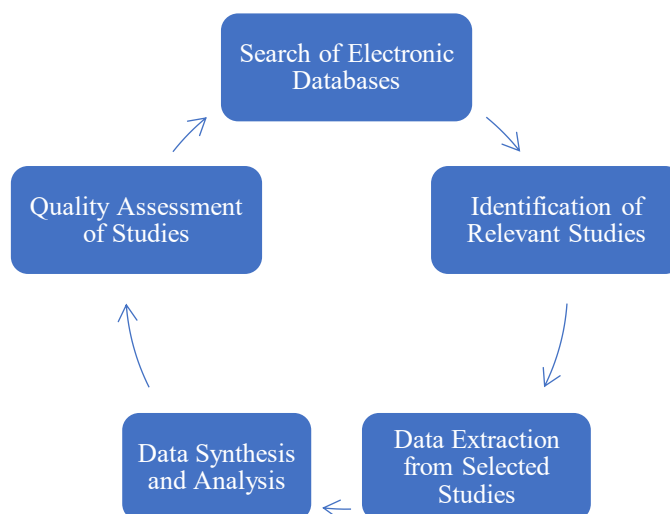
Figure 1. Research Methodology Flowchart
Source: Authors' Own Work

The selection process can be seen through the PRISMA flow, four stages are carried out starting from identification, screening, eligibility, and inclusion, so that the process is illustrated in Figure 2.
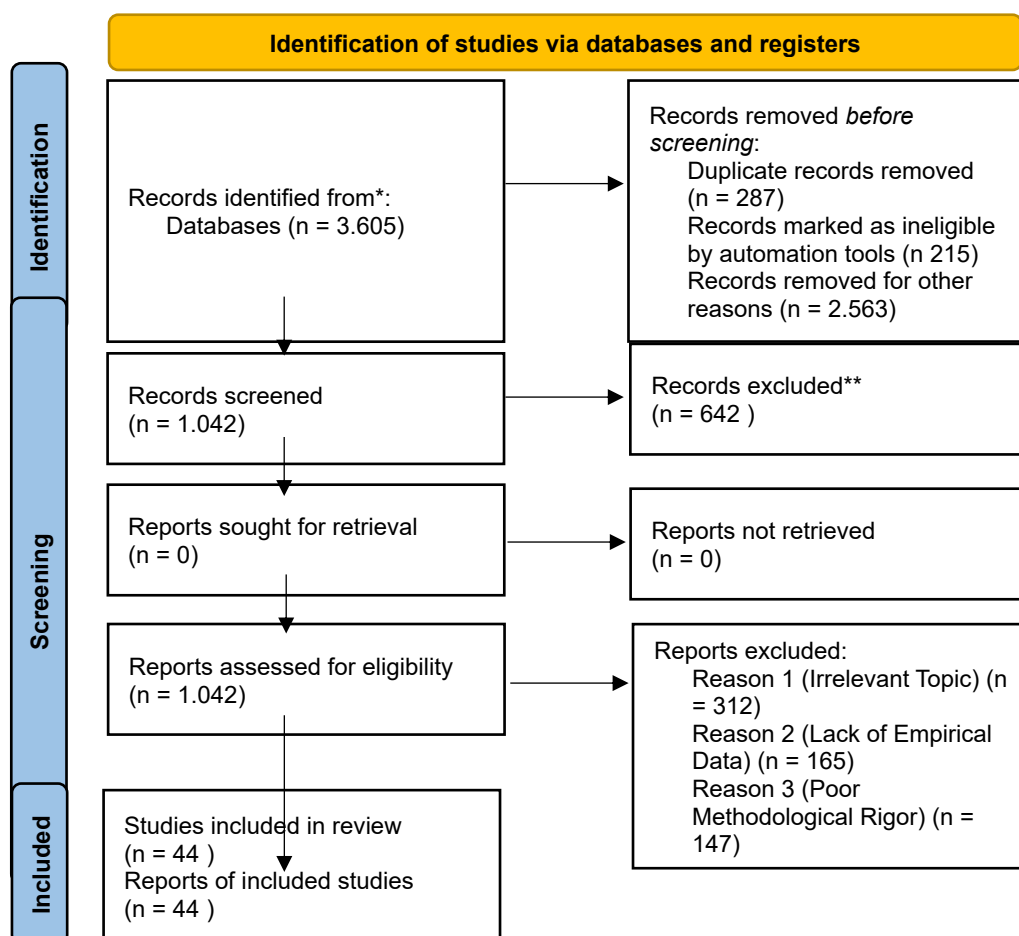

Fig.2 : PRISMA SLR

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4. RESULTS AND DISCUSSION
4.1 Result

The systematic literature review on the effectiveness of social media marketing and content marketing on customer satisfaction and loyalty in the ecommerce industry reveals several key findings that highlight the interplay between these marketing strategies and their impact on consumer behavior. Social media marketing, particularly through the use of digital influencers, has emerged as a powerful tool for enhancing customer engagement and driving purchase intentions. Research indicates that digital influencers significantly contribute to consumer engagement, with their credibility and entertainment value being pivotal in shaping consumer perceptions and behaviors (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). For instance, Wang and Huang emphasize that nearly 80% of marketers recognize digital influencers as vital enablers for consumer engagement and purchase decisions, underscoring their role in fostering brand loyalty (Wang & Huang, 2022). Furthermore, Ao et al. conducted a metaanalysis that confirmed the strong correlation between the entertainment value of social media influencers and customer engagement, which subsequently influences purchase intentions (Alam et al., 2022; Cutshall et al., 2022). This suggests that effective social media marketing strategies must prioritize the selection and management of influencers to optimize consumer interaction and satisfaction. Content marketing, particularly through innovative formats such as live streaming, has also been shown to enhance customer satisfaction and loyalty. The rise of live streaming ecommerce has transformed traditional marketing approaches by allowing realtime interaction between influencers and consumers, thereby increasing the authenticity and engagement of marketing efforts (Shou et al., 2023; Yan et al., 2023). Xue and Liu found that influencer livestreaming ads significantly impact consumers' buying impulses, indicating that the interactive nature of this content fosters a deeper connection with the audience, which is crucial for building loyalty (Xue & Liu, 2023). Additionally, Geng et al. highlight the effectiveness of internet celebrity endorsements as a prevalent content marketing strategy that can lead to improved marketing outcomes in ecommerce contexts (Geng et al., 2020a, 2020b). This aligns with findings from Wicaksana, who noted that digital marketing strategies positively influence customer loyalty through enhanced satisfaction (Wicaksana, 2021). Moreover, the integration of social media and content marketing strategies is essential for maximizing their effectiveness. Tuharman's research on integrated marketing communication illustrates that a cohesive approach to marketing can significantly enhance consumer satisfaction and loyalty (Tuharman et al., 2022). This is further supported by findings from Alam et al., which indicate that the COVID19 pandemic accelerated the growth of social commerce, necessitating innovative marketing strategies that effectively engage consumers through social media platforms (Alam et al., 2022; Wahab et al., 2024). The combination of engaging content and strategic influencer partnerships can create a robust marketing ecosystem that not only attracts customers but also fosters longterm loyalty.

The research highlights the critical role of digital influencers in enhancing consumer engagement and driving purchase intentions within the ecommerce industry. Digital influencers, characterized by their substantial follower bases and perceived authenticity, serve as powerful enablers of consumer interaction and brand loyalty. This review synthesizes findings from various studies to elucidate the mechanisms through which digital influencers operate in the ecommerce landscape. Digital influencers significantly impact consumer engagement by leveraging their social power and credibility. Wang and Huang emphasize that nearly 80% of marketers view digital influencers as essential for fostering consumer engagement and driving purchase decisions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). Their ability to create relatable and engaging content allows them to connect with audiences on a personal level, which is crucial for building trust and loyalty. Ao et al. further support this notion, revealing that the entertainment value provided by influencers correlates strongly with customer engagement and purchase intentions (Alam et al., 2022; Cutshall et al., 2022). This suggests that effective influencer marketing strategies must prioritize the selection of influencers who resonate with target audiences and can deliver compelling content. The rise of live streaming as a marketing tool has further amplified the influence of digital influencers in ecommerce. Shou notes that live streaming ecommerce has transformed product presentations from static descriptions to dynamic,

interactive experiences, allowing influencers to demonstrate products in realtime (Shou et al., 2023; Yan et al., 2023). This format not only enhances consumer engagement but also facilitates immediate feedback and interaction, which can significantly influence purchasing decisions. Xue and Liu highlight that live streaming enhances authenticity and interactivity, making it a potent tool for driving consumer impulse buying (Xue & Liu, 2023). The ability of influencers to engage directly with consumers during live streams creates a sense of community and urgency, further driving sales. Moreover, the integration of social media and content marketing strategies is essential for maximizing the effectiveness of influencer marketing. Geng et al. discuss how the content generation efforts of influencers and their interactions with consumers can significantly impact ecommerce sales performance (Geng et al., 2020a, 2020b). This underscores the importance of a cohesive marketing strategy that combines influencer partnerships with engaging content to enhance overall consumer experience and satisfaction. Additionally, the findings from Alam et al. indicate that influencers on social commerce platforms can effectively build trust within online communities, which is critical for influencing purchasing intentions (Alam et al., 2022; Wahab et al., 2024).

The research indicates that nearly 80% of marketers view digital influencers as powerful enablers of consumer engagement, highlighting their ability to forge authentic connections with their audiences. This assertion is supported by studies that emphasize the significant impact of digital influencers on consumer behavior in the ecommerce sector. Wang and Huang provide compelling evidence for this claim, stating that digital influencers are perceived as crucial for enhancing consumer engagement and driving purchase intentions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023) Their research underscores that the credibility and relatability of influencers play a pivotal role in shaping consumer perceptions, thereby fostering trust and loyalty. This aligns with findings from Ao et al., who conducted a metaanalysis revealing that the entertainment value and credibility of social media influencers are strongly correlated with customer engagement and purchase intentions (Ao et al., 2023). The ability of influencers to create relatable content allows them to connect with their audience on a personal level, which is essential for building longterm relationships. Moreover, the interactive nature of influencer marketing, particularly through platforms that support live streaming, further enhances consumer engagement. Shou notes that live streaming has transformed traditional marketing by allowing influencers to demonstrate products in realtime, thereby creating a more immersive shopping experience (Shou et al., 2023; Yan et al., 2023). This format not only captivates consumers but also encourages immediate interaction, which can significantly influence purchasing decisions. Xue and Liu highlight that live streaming improves the authenticity and interactivity of online activities, making it a powerful tool for driving consumer impulse buying (Xue & Liu, 2023). The implications of these findings extend beyond mere engagement; they also suggest that effective influencer marketing strategies can lead to increased brand loyalty. As digital influencers cultivate authentic connections with their followers, they enhance brand image and consumer trust, which are critical components of customer loyalty (Ahmadian et al., 2023). This is further supported by research from AlSous et al., which emphasizes the importance of information quality and trustworthiness in shaping consumer attitudes toward brands and their subsequent purchase intentions (AL-Sous et al., 2023).

Influencer characteristics, particularly trustworthiness and expertise, have been identified as significant factors impacting customer engagement and purchase intention in the ecommerce sector. The literature consistently highlights the importance of these traits in shaping consumer perceptions and behaviors. Trustworthiness is a critical attribute that influences how consumers perceive digital influencers. Ao et al. conducted a metaanalysis that identified several key characteristics of social media influencers, including trustworthiness, expertise, and credibility, which significantly affect customer engagement and purchase intentions (Alam et al., 2022; Cutshall et al., 2022). Their findings suggest that when influencers are perceived as trustworthy, consumers are more likely to engage with their content and consider their recommendations seriously. This aligns with the research by Wang and Huang, which emphasizes that trustworthiness significantly impacts consumer attitudes toward brands and their subsequent purchase intentions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). The study highlights that consumers are more inclined to follow and act on the recommendations

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of influencers who they perceive as credible and trustworthy. Expertise is another vital characteristic that enhances the effectiveness of influencer marketing. Influencers who demonstrate a high level of expertise in their respective fields are more likely to gain consumer trust and drive engagement. Wang and Huang highlight that digital influencers are often viewed as knowledgeable figures within their niches, which can enhance their ability to influence consumer decisions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). This expertise not only boosts their credibility but also reinforces their role as authoritative sources of information, making consumers more receptive to their recommendations. Moreover, the interactive nature of social media platforms allows influencers to showcase their expertise and build trust through direct engagement with their audience. The rise of live streaming ecommerce has transformed how influencers present products, enabling them to interact with consumers in realtime, which can further enhance trust and engagement. This dynamic interaction fosters a sense of community and connection, making consumers feel more involved and valued, which can lead to increased purchase intentions.

The integration of content marketing strategies alongside influencer marketing has proven effective in enhancing customer satisfaction and loyalty in the ecommerce sector. This synthesis of marketing approaches leverages the strengths of both strategies to create a more engaging and fulfilling customer experience. Content marketing plays a crucial role in establishing a brand's narrative and fostering customer relationships. Research by Shou indicates that digital marketing strategies, which encompass content marketing, significantly improve customer satisfaction and loyalty (Shou et al., 2023; Yan et al., 2023). The study emphasizes that the development of sophisticated digital marketing tools allows businesses to create tailored content that resonates with their target audience, thereby enhancing the overall customer experience. This tailored approach not only meets customer needs but also builds a sense of community and connection, which is essential for fostering loyalty. Moreover, the effectiveness of content marketing is amplified when combined with influencer marketing. Influencers, who often serve as content creators, can effectively disseminate brand messages and engage with their followers in a manner that feels authentic and relatable. Geng et al. highlight that interactions within fan communities exert secondorder effects of content marketing on sales performance (Geng et al., 2020a, 2020b). This suggests that the collaborative nature of influencer partnerships can enhance the reach and impact of content marketing efforts, ultimately leading to increased customer satisfaction and loyalty. Additionally, the dynamic nature of live streaming as a content marketing strategy has transformed how brands engage with consumers. Shou notes that live streaming ecommerce has shifted product presentations from static formats to interactive experiences, allowing influencers to demonstrate products in realtime (Shou et al., 2023; Yan et al., 2023). This level of engagement not only captivates consumers but also fosters trust and authenticity, which are critical for building longterm customer relationships. Xue and Liu further support this by stating that live streaming enhances the authenticity and interactivity of online shopping experiences, making it a powerful tool for driving consumer engagement and purchase intentions (Xue & Liu, 2023). Furthermore, the integration of content marketing strategies with influencer marketing can lead to enhanced brand image and customer loyalty. Ahmadian's research indicates that brandimage associations are reinforced through effective communication and experiences, contributing to brand equity when these experiences align with consumer expectations (Ahmadian et al., 2023). This alignment is crucial, as it helps to create a consistent brand narrative that resonates with consumers, thereby fostering loyalty.

Effective content marketing, particularly in the context of live streaming ecommerce, has been shown to create meaningful interactions with consumers, fostering a sense of community around the brand. This approach not only enhances customer engagement but also contributes to brand loyalty and satisfaction. Live streaming ecommerce represents a transformative shift in how brands communicate with consumers. Shou emphasizes that this format has changed product presentations from static descriptions to dynamic, interactive experiences, allowing social media influencers to demonstrate products in realtime (Shou et al., 2023; Yan et al., 2023) This immediacy and interactivity create a more engaging shopping experience, where consumers can ask questions and receive instant feedback, thereby enhancing their connection to the brand. Furthermore, Xue and Liu highlight that live streaming

improves authenticity and interactivity, which are crucial for building trust and community among consumers (Xue & Liu, 2023). The ability for consumers to interact directly with influencers during live streams fosters a sense of belonging and involvement, making them feel like part of a community. This communal aspect is vital for brand loyalty, as consumers are more likely to remain loyal to brands that make them feel valued and included. The interactions facilitated by content marketing strategies, particularly through live streaming, have been shown to exert significant effects on consumer behavior. Geng et al. discuss how interactions within fan communities can lead to secondorder effects of content marketing on sales performance, indicating that engaged consumers are more likely to make purchases and advocate for the brand (Geng et al., 2020a, 2020b). This communitydriven approach not only enhances customer satisfaction but also encourages repeat purchases, as consumers develop a deeper emotional connection to the brand. Moreover, Ahmadian's research indicates that brandimage associations are reinforced through effective communication and experiences, contributing to enhanced brand equity when these experiences align with consumer expectations (Ahmadian et al., 2023). This alignment is particularly important in live streaming contexts, where the authenticity of the influencer and the quality of the content can significantly impact consumer perceptions and loyalty.

Website quality, trust, and perceived value are fundamental factors influencing eloyalty in the ecommerce landscape. These elements play a critical role in shaping consumer perceptions and behaviors, ultimately affecting their loyalty to online brands. Website quality encompasses various dimensions, including usability, design, and functionality, which collectively contribute to the overall user experience. Research by Wicaksana indicates that the quality of digital marketing efforts directly influences customer loyalty, highlighting the importance of a welldesigned and userfriendly website (Wicaksana, 2021) A positive online experience fosters satisfaction, which is essential for building eloyalty. Furthermore, the study emphasizes that product quality, while important, does not directly affect loyalty; rather, it influences loyalty through customer satisfaction, reinforcing the notion that website quality is paramount in the ecommerce environment. Trust is another critical factor that significantly impacts eloyalty. Alam et al. found that trust in online communities and social commerce intentions are antecedents of online purchase intentions (Ahmadian et al., 2023). This trust is often cultivated through consistent and transparent communication from brands, as well as through positive interactions with influencers. The credibility of influencers can enhance consumer trust in the brand, thereby increasing the likelihood of repeat purchases and fostering loyalty. AlSous et al. affirm that trustworthiness significantly affects consumer attitudes toward brands, which in turn influences their purchase intentions (AL-Sous et al., 2023). This suggests that building trust is essential for brands seeking to enhance customer loyalty in the competitive ecommerce landscape. Perceived value, which encompasses consumers' assessments of the benefits they receive relative to the costs incurred, is another fundamental factor influencing eloyalty. Ahmadian's research highlights the robust correlation between perceived quality and perceived value, indicating that consumers' judgments of product excellence significantly shape their assessment of a brand's worth (Alam et al., 2022; Wahab et al., 2024). When consumers perceive high value in their purchases, they are more likely to develop loyalty toward the brand. This is particularly relevant in ecommerce, where consumers often compare multiple options before making a purchase decision. Moreover, the integration of effective content marketing strategies, particularly through influencer marketing, can enhance perceived value. Geng et al. discuss how interactions within fan communities can lead to increased perceived value, as consumers feel more connected to the brand and its offerings. This sense of community can enhance the overall shopping experience, leading to higher levels of satisfaction and loyalty.

Digital marketing techniques, including social media marketing and content marketing, significantly impact customer preferences, particularly among younger consumers. This demographic is especially responsive to the dynamic and interactive nature of digital marketing strategies, which cater to their preferences for authenticity and engagement. Social media marketing, particularly through the use of digital influencers, has emerged as a powerful tool for shaping consumer preferences. Wang and Huang note that nearly 80% of marketers view digital influencers as essential for enhancing consumer engagement and driving purchase intentions (Geng et al., 2020a, 2020b; N. Wang, 2023; P.

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Wang & Huang, 2023) This is particularly relevant for younger consumers, who are more likely to trust recommendations from influencers they follow on social media platforms. The credibility and relatability of these influencers foster a sense of connection, making their endorsements more impactful than traditional advertising methods. Moreover, the rise of live streaming ecommerce has transformed how brands interact with consumers. Shou highlights that live streaming allows influencers to present products in realtime, creating an immersive shopping experience that resonates well with younger audiences (Shou et al., 2023; Yan et al., 2023). This format not only enhances engagement but also allows for immediate feedback and interaction, which are critical for maintaining consumer interest and loyalty. Xue and Liu further emphasize that the authenticity and interactivity of live streaming improve the overall consumer experience, making it a compelling marketing strategy for brands targeting younger demographics (Xue & Liu, 2023). Content marketing also plays a crucial role in influencing customer preferences. Effective content marketing strategies can create meaningful interactions with consumers, fostering a sense of community around the brand. Geng et al. discuss how internet celebrity endorsements have become a prevalent approach to content marketing, significantly impacting marketing outcomes in ecommerce contexts (Geng et al., 2020a, 2020b). This approach aligns well with the preferences of younger consumers, who often seek out brands that resonate with their values and lifestyle. Additionally, Wicaksana's research indicates that digital marketing techniques have great potential in increasing customer preferences, particularly among young people who are quick to adapt to digital products (Wicaksana, 2021). This adaptability is crucial in a rapidly changing digital landscape, where brands must continuously innovate to capture the attention of younger consumers.

Table 4. Summary of Key Insights on Social Media Marketing and Content Marketing in E-commerce

Key Concepts	Key Findings	Relevant References
Role of Digital Influencers	Digital influencers are seen as key enablers of consumer engagement and purchase decisions. Their credibility and entertainment value are essential in shaping consumer perceptions and behaviors.	Wang & Huang (2022), Ao et al. (2023)
Influencer Impact on Engagement	Nearly 80% of marketers consider digital influencers crucial for driving consumer engagement. Influencers create authentic, relatable content that connects with audiences, fostering trust and loyalty.	Wang & Huang (2022), Ao et al. (2023)
Entertainment Value of Influencers	The entertainment value provided by influencers strongly correlates with customer engagement, impacting purchase intentions and driving brand loyalty.	Ao et al. (2023)
Live Streaming as a Marketing Tool	Live streaming ecommerce has transformed traditional marketing by offering realtime product demonstrations, fostering direct interaction between influencers and consumers, enhancing authenticity and engagement.	Shou (2023), Xue & Liu (2022)
Influencer Characteristics	Trustworthiness and expertise of influencers are key attributes that impact customer engagement and purchase intentions. Consumers are more likely to act on recommendations from trustworthy influencers.	Ao et al. (2023), Wang & Huang (2022)
Interactive Content Marketing	Live streaming creates immersive shopping experiences by allowing consumers to interact with influencers in realtime, which boosts consumer engagement and drives impulse buying.	Shou (2023), Xue & Liu (2022)
Social Media Marketing Strategies	A cohesive strategy integrating influencer marketing and engaging content is necessary for maximizing consumer satisfaction and loyalty.	Tuharman (2022), Alam et al. (2022)

Effect of Influencers on Trust	Influencers enhance trust within online communities, which is critical for shaping purchasing decisions and building longterm loyalty.	Alam et al. (2022), Al-Sous et al. (2023)
Content Marketing's Role in E-commerce	Content marketing, when integrated with influencer partnerships, improves customer satisfaction, loyalty, and brand image by creating meaningful interactions and fostering community engagement.	Shou (2023), Geng et al. (2020), Ahmadian (2023)
Brand Image and Consumer Loyalty	Effective content marketing strategies, including influencer collaborations, reinforce brand image and contribute to enhanced customer loyalty and longterm relationships.	Ahmadian (2023), Geng et al. (2020)
Perceived Value in E-commerce	Consumers' perceived value, which is influenced by product quality and the shopping experience, significantly impacts loyalty. Positive content marketing experiences enhance perceived value, especially with influencer interactions.	Wicaksana (2021), Geng et al. (2020), Alam et al. (2022)
Social Commerce Growth	The COVID19 pandemic accelerated the growth of social commerce, necessitating innovative, integrated marketing strategies that effectively engage consumers through social media platforms.	Alam et al. (2022)
Digital Marketing's Impact on Preferences	Younger consumers are particularly responsive to interactive and authentic marketing strategies, especially those involving influencers and live streaming, which align with their preferences for engagement.	Wang & Huang (2022), Shou (2023), Xue & Liu (2022), Wicaksana (2021)
Community Building via Content	Content marketing, especially when paired with influencer marketing, fosters a sense of community, which is crucial for building longterm brand loyalty and increasing customer satisfaction.	Geng et al. (2020), Shou (2023), Ahmadian (2023)

4.2 Discussion

The body of research examined in this literature review highlights the multifaceted impact of digital marketing strategies, particularly social media marketing and content marketing, on customer satisfaction and loyalty in the ecommerce context. The integration of these strategies has proven to be effective in enhancing consumer engagement and fostering brand loyalty, especially among younger consumers. Social media marketing, particularly through the use of digital influencers, has emerged as a powerful tool for shaping customer preferences and driving engagement. Wang and Huang emphasize that nearly 80% of marketers believe digital influencers significantly enhance consumer engagement and purchase intentions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023). This is particularly relevant in the ecommerce sector, where influencers can create authentic connections with their audience, leading to increased trust and loyalty. Ao et al. further support this notion, revealing that the credibility and entertainment value of social media influencers are strongly correlated with customer engagement and purchase intentions (Alam et al., 2022; Cutshall et al., 2022). This indicates that effective influencer marketing strategies must prioritize these attributes to resonate with consumers.

Content marketing also plays a crucial role in influencing customer satisfaction and loyalty. Geng et al. discuss how internet celebrity endorsements, a form of content marketing, have become prevalent in ecommerce, significantly impacting marketing outcomes (Geng et al., 2020a, 2020b). The ability of influencers to generate engaging content fosters a sense of community among consumers, which is essential for building longterm relationships with brands. Shou highlights that live streaming ecommerce has transformed product presentations, allowing influencers to interact with consumers in realtime, thereby enhancing the overall shopping experience (Shou, 2023). This interactive format not only captivates consumers but also encourages immediate feedback, which is critical for maintaining

consumer interest and loyalty. Moreover, Wicaksana's research indicates that digital marketing has a positive and significant direct effect on customer loyalty, with customer satisfaction acting as a mediating factor (Wicaksana, 2021). This underscores the importance of integrating social media and content marketing strategies to enhance customer experiences and drive loyalty. Thahirrah also emphasizes the effectiveness of digital marketing in improving customer satisfaction, suggesting that brands that leverage these strategies can significantly enhance their appeal to consumers (Thahirrah, 2022)

Table 5. Summary of Key Insights on Social Media Marketing and Content Marketing in E-commerce

Key Concepts	Key Findings	Relevant References
Impact of Digital Influencers	Digital influencers significantly enhance consumer engagement and purchase intentions. They build authentic connections with audiences, fostering trust and loyalty. Nearly 80% of marketers agree on their importance.	Wang & Huang (2022), Ao et al. (2023)
Influencer Credibility and Engagement	The credibility and entertainment value of social media influencers are strongly correlated with customer engagement and purchase intentions. Effective influencer marketing prioritizes these attributes to resonate with consumers.	Ao et al. (2023)
Content Marketing's Role in E-commerce	Content marketing, including influencerdriven internet celebrity endorsements, plays a crucial role in shaping consumer perceptions and significantly impacts marketing outcomes in ecommerce.	Geng et al. (2020)
Building Community through Content	Influencers' ability to create engaging content fosters a sense of community among consumers, which is vital for developing longterm brand loyalty and satisfaction.	Geng et al. (2020)
Live Streaming Impact	Live streaming in ecommerce transforms product presentations, enhancing consumer engagement through realtime interaction, immediate feedback, and personalized experiences, all of which boost loyalty.	Shou (2023)
Mediating Role of Customer Satisfaction	Digital marketing strategies positively impact customer loyalty, with customer satisfaction serving as a key mediator. Satisfied consumers are more likely to develop loyalty toward the brand.	Wicaksana (2021)
Digital Marketing and Brand Appeal	Brands leveraging digital marketing, particularly through social media and content strategies, significantly enhance their appeal and satisfaction levels among consumers, improving brand loyalty.	Thahirrah (2022)
Integration of Social Media & Content Marketing	Integrating social media marketing with content marketing (e.g., influencer endorsements, live streaming) enhances consumer engagement, satisfaction, and loyalty, driving positive marketing outcomes in ecommerce.	Wicaksana (2021), Shou (2023), Thahirrah (2022)

5. CONCLUSION

The extant literature demonstrates that effective digital marketing strategies, including social media marketing and content marketing, play a pivotal role in shaping customer satisfaction and loyalty in the ecommerce industry. These strategies not only enhance consumer engagement but also foster deeper connections between brands and their customers, particularly among younger demographics. Social media marketing, particularly through the use of digital influencers, has been shown to significantly impact customer preferences and behaviors. Wang and Huang highlight that nearly 80%

of marketers view digital influencers as powerful enablers of consumer engagement and purchase intentions (Geng et al., 2020a, 2020b; N. Wang, 2023; P. Wang & Huang, 2023) This is particularly relevant in the ecommerce context, where influencers can create authentic connections with their audience, leading to increased trust and loyalty. Ao et al. further support this notion, revealing that the credibility and entertainment value of social media influencers are strongly correlated with customer engagement and purchase intentions (Alam et al., 2022; Cutshall et al., 2022). This indicates that effective influencer marketing strategies must prioritize these attributes to resonate with consumers. Content marketing also plays a crucial role in influencing customer satisfaction and loyalty. Geng et al. discuss how internet celebrity endorsements, a form of content marketing, have become prevalent in ecommerce, significantly impacting marketing outcomes (Geng et al., 2020a, 2020b). The ability of influencers to generate engaging content fosters a sense of community among consumers, which is essential for building longterm relationships with brands. Shou emphasizes that live streaming ecommerce has transformed product presentations, allowing influencers to interact with consumers in realtime, thereby enhancing the overall shopping experience (Shou et al., 2023; Yan et al., 2023). This interactive format not only captivates consumers but also encourages immediate feedback, which is critical for maintaining consumer interest and loyalty. Moreover, Wicaksana's research indicates that digital marketing has a positive and significant direct effect on customer loyalty, with customer satisfaction acting as a mediating factor (Wicaksana, 2021). This underscores the importance of integrating social media and content marketing strategies to enhance customer experiences and drive loyalty. Thahirrah also emphasizes the effectiveness of digital marketing in improving customer satisfaction, suggesting that brands that leverage these strategies can significantly enhance their appeal to consumers (Thahirrah, 2022). The interplay between website quality, trust, perceived value, and the integration of influencer and content marketing strategies is vital for enhancing eloyalty in the ecommerce sector. Brands that prioritize these factors are more likely to foster strong customer relationships and achieve longterm loyalty. Ecommerce businesses should focus on developing comprehensive digital marketing strategies that prioritize trust, enhance the customer experience, and foster a sense of community. By addressing these key factors, brands can significantly improve customer satisfaction and loyalty, ultimately driving longterm success in the competitive ecommerce landscape.

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