

EN_11077720 Review of A Scientific Article

The article follows the standard structure of an academic paper (Van Loon et al., 2018) and can be broken down into four sections; Introduction, Methodology, Results and Discussion. In the first section the researchers state their hypotheses, concepts and list studies on the topic used in their investigation. Additionally, this section provides definitions of the concepts used in the investigation. The second part focuses specifically on research; it describes methodology together with sources and estimations devised by the researchers. It is followed by a third section, which describes the research outcome, states which hypotheses were confirmed during the investigation and which were refuted. The final section consists of a discussion of findings paired with their possible applications in the field of marketing. Moreover, it covers the limitations of the study and recommendations for further research. In my opinion, this particular article is extremely well-structured and thus fairly easy to understand and follow.

The study focuses on understanding how social media communication produced by companies and users influences the way customers behave in a general and more specific way. Quoting the research question from Schivinski and Dabrowski (2014): “How do firm-created and user-generated social media communication influence consumers’ perceptions and behavior, both overall and with regard to industry-specific differences?” its main aim was to define in what ways such communication impacts the brand in different aspects. Aside from the research question, the authors stated two other research objectives, namely to observe and identify the effects of social media communication created both by users and the companies and to observe the effect of the aforementioned social media communication on the brand equity, brand attitude and brand purchase intention (Schivinski & Dabrowski, 2014).

The study contributes to the social media communication literature as it explores how social media communication influences the way customers perceive brands, which is not yet fully understood. The researchers underline that even though the research into social media is developing, the exact mechanism of user-generated and firm-generated social media communication influences on the behaviour of consumers has not been

thoroughly described yet. Covering that research gap and understanding the nature of the above is crucial for both researchers and companies (Schivinski & Dabrowski, 2014).

In order to investigate the impact of online content, the researchers chose different Facebook pages of products from three main categories: non-alcoholic beverages, clothing and mobile networks (Schivinski & Dabrowski, 2014). Then, they carried out a survey among users of social media in order to collect information about the brand's impact and the way users interact and create content. The first part of the survey covered screening questions. The second part of the survey consisted of different questions about brands and how consumers perceive them.

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