# Article information:

Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach | PLOS ONE
<https://journals.plos.org/plosone/article?id=10.1371%2Fjournal.pone.0264899>

# Article summary:

1. Social media marketing activities positively affect brand equity and repurchase intention of high-tech products among Chinese consumers.

2. Trendiness, interaction, word of mouth, and customization are important factors in developing brand awareness and image through social media marketing.

3. Brand awareness is a significant factor that nurtures repurchase intention, highlighting the relevance of social media marketing activities in predicting brand loyalty.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

作为一篇研究文章，本文提供了对社交媒体营销活动对品牌权益和忠诚度的影响的初步探讨。然而，文章存在一些潜在的偏见和局限性。

首先，文章没有充分考虑到社交媒体营销活动可能会引起消费者负面反应的风险。例如，过度推销、虚假宣传或侵犯隐私等问题可能会导致消费者对品牌产生不信任感，并减少他们的忠诚度。

其次，文章只关注了高科技产品市场中中国消费者的行为和态度，而没有考虑其他市场或国家的情况。这种片面报道可能会导致结论不够全面和普适。

此外，文章提出了一些主张，但缺乏足够的证据来支持它们。例如，在多层人工神经网络分析中发现“时尚”是发展品牌认知和形象最显著的因素之一，但并没有详细说明如何得出这个结论。

最后，文章没有探索反驳观点或其他解释可能性。这种未探索反驳可能会导致结论过于肯定或不够可靠。

总之，本文提供了对社交媒体营销活动对品牌权益和忠诚度的初步探讨，但存在一些潜在的偏见和局限性。未来的研究应该更加全面地考虑社交媒体营销活动的风险和不同市场或国家的情况，并提供更多的证据来支持其主张。

# Topics for further research:

* Negative effects of social media marketing
* Cross-market and cross-country analysis
* Evidence supporting the claims
* Alternative explanations and counterarguments
* Comprehensive consideration of risks
* Further research on social media marketing impact on brand equity and loyalty

# Report location:

<https://www.fullpicture.app/item/110062045edce0daa6168eacd4d3a232>