

HETEROGENEOUS MARKETING APPROACHES IN SOCIAL MEDIA MARKETING; AN EXAMINATION OF CUSTOMER VALUE

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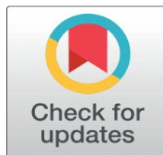
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ABSTRACT

The study examined the role of heterogeneous marketing approaches in social media marketing (SMM) and their impact on customer value. As businesses increasingly leverage social media platforms to engage diverse audiences, a one-size-fits-all approach no longer suffices. Heterogeneous marketing strategies, which adapt messaging, content, and interaction based on customer segments, have proven more effective in delivering personalized experiences. The article explored how such approaches influence customer value dimensions, including perceived value, loyalty, and purchase intention. Using case studies and empirical data, the study investigates the effectiveness of different social media marketing tactics across various demographics, helping marketers refine their strategies for optimal results. 150 respondents were selected by choosing convenient random sampling technique. The consumers agreed on the factor influencing Heterogeneous Marketing Approaches in Social Media Marketing in the study region. Personalization, enhanced engagement, optimized ad spend, improved customer experience, and valuable insights all contribute to the success of these strategies. The authors recommend that brands leverage insights from social media analytics to fine-tune their strategies for each platform, thereby enhancing their ability to create meaningful interactions and drive customer value. By addressing the unique characteristics of various customer groups, brands can create more impactful and meaningful interactions, ultimately driving greater satisfaction, loyalty, and business success.

Keywords: Heterogeneous Marketing, Social Media Marketing (SMM), Customer Value, Personalization, Customer Segmentation, Consumer Engagement, Digital Marketing Strategies, Perceived Value and Customer Loyalty



1. INTRODUCTION

The purpose of engagement tactics is to build a sense of community and loyalty by creating meaningful interactions. Brands that engage effectively on social media can humanize themselves, build trust, and strengthen customer relationships. A brand that consistently responds to comments and messages shows that it values its customers, leading to greater customer satisfaction and loyalty. Engagement also drives organic reach, as interactions like comments,

shares, and likes increase a brand's visibility within social media algorithms, making it more likely that its content will be seen by a broader audience. Effective engagement tactics are often personalized to different customer segments, ensuring that interactions resonate with the audience's interests and needs. A beauty brand might use Instagram Stories to ask followers about their skincare routines, creating a dialogue that feels relevant and personal to its target audience. Overall, engagement tactics are key to fostering long-term relationships, enhancing customer value, and driving sustained brand loyalty. Platform-specific strategies allow brands to leverage each platform's strengths and target the right audience with content that is relevant and engaging. The key does understand not just the functionality of the platform, but also the user expectations and behaviors that define how they engage with content. By aligning marketing efforts with the unique characteristics of each platform, brands can increase customer value and improve the effectiveness of their social media marketing campaigns. Influencer marketing also allows brands to tap into highly targeted segments. Similarly, a luxury fashion brand may focus on high-end fashion trends and exclusivity in content aimed at affluent customers, while providing fashion tips and special promotions for a broader audience. This precision reduces wasted spend and increases the return on investment. Moreover, understanding different segments helps in optimizing social media platforms used, content formats, and interaction methods based on segment preferences, further enhancing the effectiveness of social media marketing strategies.

2. RESEARCH BACKGROUND

The study investigates how platform-specific characteristics—such as user demographics, engagement patterns, and content preferences—affect the way brands can deliver value to their customers through tailored marketing efforts. The authors find that each social media platform offers unique opportunities and challenges for implementing heterogeneous marketing strategies. In contrast, platforms like LinkedIn are better suited for B2B marketing, where professional and informative content can drive customer value. The importance of adapting marketing strategies to fit the distinct characteristics of each platform and its user base. They emphasize that a one-size-fits-all approach is inadequate, as different segments respond differently to content and interactions based on their platform preferences. By tailoring their approach to the unique attributes of each platform, brands can maximize their marketing impact and deliver greater value to their customers. Alalwan and Rana (2022) explored how different social media platforms impact customer value and the effectiveness of heterogeneous marketing strategies. The study also discusses the impact of these platform-specific strategies on overall customer value, noting that personalized and contextually relevant content leads to higher engagement and satisfaction.

SIGNIFICANCE OF HETEROGENEOUS MARKETING APPROACHES

The importance of using different marketing strategies in social media marketing lies in their capacity to address the distinct requirements and preferences of a diverse audience. Heterogeneous techniques in marketing entail customizing tactics to specific consumer groups based on attributes like as demographics, interests, behaviours, and geographic regions, rather than using generic strategies that apply to all customers. This customization guarantees that the content, adverts, and interactions are very relevant and connect with particular groups of customers, hence improving engagement and efficacy. By using data-driven analysis to provide tailored experiences, companies may enhance consumer happiness, foster deeper connections, and enhance the probability of conversions. Furthermore, using diverse marketing strategies enables firms to differentiate themselves in a saturated online environment by catering to the distinct requirements and preferences of different audience groups, resulting in more influential and triumphant social media campaigns. In the end, this focused approach not only optimizes the financial gains from investment but also cultivates enduring client loyalty and support for the brand. Customer segmentation significantly influences the effectiveness of social media marketing strategies by allowing brands to deliver more targeted and relevant content to distinct groups within their audience. A fitness brand might create content focused on high-intensity workouts for younger, fitness enthusiasts while offering stress-relief tips for older, health-conscious individuals.

CONCEPTUAL FRAMEWORK

The conceptual framework for examining the role of heterogeneous marketing approaches in social media marketing (SMM) on customer value can be structured around several key components, integrating the interaction between

marketing strategies, customer segmentation, and the resulting customer value. Below is a breakdown of the conceptual framework:

PERSONALIZATION involves using data-driven insights such as browsing behavior, purchase history, location, and social media engagement patterns to create highly relevant and personalized experiences for users. Personalization enhances customer value by fostering a sense of connection and relevance, which improves user satisfaction, engagement, and loyalty. In heterogeneous marketing approaches, personalization is crucial as it allows brands to resonate with different audience segments, leading to more meaningful interactions, higher conversion rates, and stronger customer relationships.

TARGETED ADVERTISING core advantage of targeted advertising is that it minimizes wasted ad spend by focusing only on users who are most likely to engage with or purchase from the brand. A company selling eco-friendly products can target ads to users interested in sustainability, significantly increasing the likelihood of conversion. Additionally, behavioral data, such as what users have previously searched or purchased, is used to deliver relevant ads, creating a personalized user experience that enhances customer satisfaction. Ensuring transparency and user consent is essential for maintaining trust. In summary, targeted advertising maximizes efficiency in social media marketing by focusing resources on high-potential customers, improving both conversion rates and customer value.

ENGAGEMENT TACTICS in social media marketing encompass a range of strategies designed to foster interaction, conversation, and relationship-building between a brand and its audience. Unlike traditional one-way advertising, engagement tactics encourage two-way communication, allowing customers to actively participate in the brand's content, share their opinions, and contribute to the brand narrative. Common engagement tactics include responding to comments, hosting live Q&A sessions, conducting polls, sharing user-generated content (UGC), and creating interactive content such as quizzes or contests.

PLATFORM-SPECIFIC STRATEGIES platform has distinct functionalities, content formats, and user demographics, a one-size-fits-all approach to social media marketing is often ineffective. Instead, brands must develop strategies that align with the strengths of each platform and the preferences of its user base to maximize engagement and relevance. . The platform also skews younger, with a high percentage of users under the age of 35, so brands targeting this demographic often focus on creating visually engaging, trendy, and influencer-driven campaigns. In contrast, LinkedIn is a professional network, making it the platform of choice for B2B is marketing and brands looking to engage with professionals through thought leadership content, industry insights, and networking opportunities. Twitter's strength lies in real-time communication, making it effective for brands that want to engage in timely conversations, customer service, or share quick updates. TikTok, known for its short-form video content and viral trends, caters to a younger, more creative audience, making it an ideal platform for brands that can tap into viral challenges and user-generated content. On Facebook, with its diverse user base and advanced targeting tools, businesses often focus on a mix of content including text, images, and video ads, while taking advantage of Face book Groups to build community.

INFLUENCER MARKETING act as intermediaries, endorsing products or services to their followers, who often trust their recommendations more than traditional advertising. Influencers typically have built trust and credibility within their communities, making their endorsements more organic and relatable compared to standard brand messaging. Consumers are more likely to respond positively to product recommendations from influencers they follow and admire, which can significantly boost brand awareness and conversion rates.

BEHAVIORAL SEGMENTATION: This method categorizes customers based on their behavior in relation to the product or service, such as purchase history, frequency of use, brand loyalty, or responsiveness to promotions. Behavioral segmentation helps brands identify their most valuable customers or those who may need a nudge to convert. An e-commerce site might offer special discounts to repeat customers or retarget ads to users who abandoned their shopping carts.

TECHNO GRAPHIC SEGMENTATION: With the rise of digital marketing, techno graphic segmentation is increasingly important. This approach segments customers based on their technology preferences, usage patterns, and adoption of digital platforms. A software company might target users based on their familiarity with certain operating systems or tech products. Firm graphic Segmentation (for B2B): For business-to-business (B2B) marketing, firm graphic segmentation is used, where companies are divided based on characteristics such as industry, company size, revenue, or geographic location. By effectively segmenting customers, brands can develop more personalized marketing strategies. In social media marketing, this translates into delivering tailored content, ads, and engagement tactics that resonate with

specific customer groups. A brand might create separate social media campaigns for different age groups or run localized ads targeting users in particular cities. By understanding and catering to the diverse needs of their audience, brands can create more meaningful connections with their customers and enhance the overall customer experience.



Figure: 01

Source: Author

3. LITERATURE REVIEW

The study examined the effectiveness of diverse marketing tactics—such as personalized content, targeted advertising, and interactive engagement—in enhancing customer value. By analyzing how these strategies affect different consumer groups, the authors reveal that tailored approaches can lead to significant improvements in customer satisfaction, loyalty, and overall perceived value. The research underscores the importance of adopting heterogeneous marketing strategies to maximize the value created for customers, thereby enhancing the effectiveness of social media marketing efforts and driving better business outcomes. **Kannan (2023)** highlighted how heterogeneous marketing approaches—tailoring content and interactions to specific audience segments—enhance consumer engagement and satisfaction. The emphasizes that adopting such targeted strategies allows brands to optimize their social media marketing efforts, ultimately driving greater consumer value and achieving better overall marketing outcomes. **Zhou and Wang (2021)** investigated how different social media marketing strategies impact customer value creation across various segments.. **Dwivedi and Hughes (2022)** provided an in-depth analysis of how social media marketing (SMM) strategies contribute to customer value creation. The authors explore various social media marketing strategies, including personalized content, targeted advertising, and interactive engagement, and their effects on different aspects of customer value. They find that personalized marketing efforts, which cater to the unique preferences and behaviors of individual customers, significantly enhance perceived value and customer satisfaction. The authors highlight that using data-driven insights to segment audiences and tailor messages can lead to more efficient ad spend and higher return on investment. However, they also note the importance of balancing targeting with privacy considerations, as overly intrusive advertising can negatively impact customer perceptions. Interactive engagement, such as responding to customer inquiries, participating in conversations, and encouraging user-generated content, is also identified as a crucial factor in creating customer value. Engaging actively with customers on social media helps build trust and strengthens brand relationships, which can enhance overall customer satisfaction and loyalty. The study concludes that a multi-method approach provides a richer understanding of how different social media marketing strategies contribute to customer value. By integrating various research methods, the authors offer valuable insights into how brands can effectively leverage social media to enhance customer experience and drive business success. **Kapoor and Rana (2022)** delve into the role of big data analytics in understanding and leveraging heterogeneity in social media marketing. The study examines how big data tools and techniques can uncover nuanced insights into diverse customer segments and their responses to various marketing strategies. The authors highlight that traditional social media marketing approaches often overlook the complex and varied nature of consumer behavior across different segments. By utilizing big data analytics, brands can gain a deeper understanding of these heterogeneous patterns, enabling more precise targeting and personalization. The study emphasizes that big data allows for the analysis of vast amounts of user-generated content, engagement metrics, and demographic information, which can be used to segment audiences more effectively. The research presents several case studies demonstrating how big data analytics has been successfully applied to social media marketing strategies. The authors showcase examples where brands have used data-driven insights to optimize content delivery, enhance user

engagement, and improve the overall customer experience. By identifying key factors that drive engagement and conversion across different segments, brands can refine their marketing strategies and allocate resources more efficiently. The challenges associated with big data analytics in social media marketing, including data privacy concerns, the need for advanced analytical skills, and the potential for information overload. Despite these challenges, the study concludes that big data analytics offers significant opportunities for brands to understand and address customer heterogeneity, leading to more effective and impactful social media marketing campaigns. The article underscores the importance of integrating big data analytics into social media marketing strategies to better manage and leverage the diverse behaviors and preferences of customers, ultimately driving improved marketing outcomes and customer value.

4. MARKETING STRATEGIES AND CUSTOMER VALUE MAXIMIZATION

The effectiveness of these heterogeneous strategies in maximizing customer value is significant and multifaceted. Tailoring marketing efforts to individual segments allows brands to deliver highly relevant content that meets the specific needs and interests of each group. Personalization increases the perceived value of marketing messages, as customers feel that the content speaks directly to their preferences. A beauty brand might create different campaigns for skincare enthusiasts and makeup lovers, each focusing on relevant products and solutions. This targeted approach enhances engagement and satisfaction, leading to higher conversion rates. Heterogeneous strategies often involve using data-driven insights to engage customers through channels and formats they prefer. This targeted engagement fosters a stronger connection between the brand and its customers, encouraging more meaningful interactions and fostering brand loyalty. By segmenting the audience and targeting ads based on detailed customer profiles, brands can allocate their marketing budget more effectively. A travel company might use data to target ads for luxury vacation packages to high-income individuals while promoting budget-friendly travel options to price-sensitive travelers. By continuously analyzing segment-specific data, brands can adapt their strategies to better meet evolving customer needs and maximize value.

5. OBJECTIVES

1. To explore the significance of heterogeneous marketing approaches in social media marketing.
2. To examine how customer segmentation influences the effectiveness of SMM strategies.
3. To identify the best practices for implementing heterogeneous marketing tactics across different social media platforms.

6. FINDINGS, ANALYSIS AND RESULTS

Heterogeneous strategies contribute to a more personalized and satisfying customer experience. When brands use insights from social media analytics to tailor their approach, they can address specific customer needs and preferences, enhancing overall satisfaction. A fitness brand might segment its audience based on fitness goals and provide customized workout plans, leading to a more valuable and relevant experience for each user. Implementing heterogeneous strategies provides brands with valuable insights into the preferences and behaviors of different customer segments. This information can inform future marketing efforts, product development, and customer service improvements. 150 respondents were selected by choosing convenient random sampling technique.

Table 1

Descriptive statistics

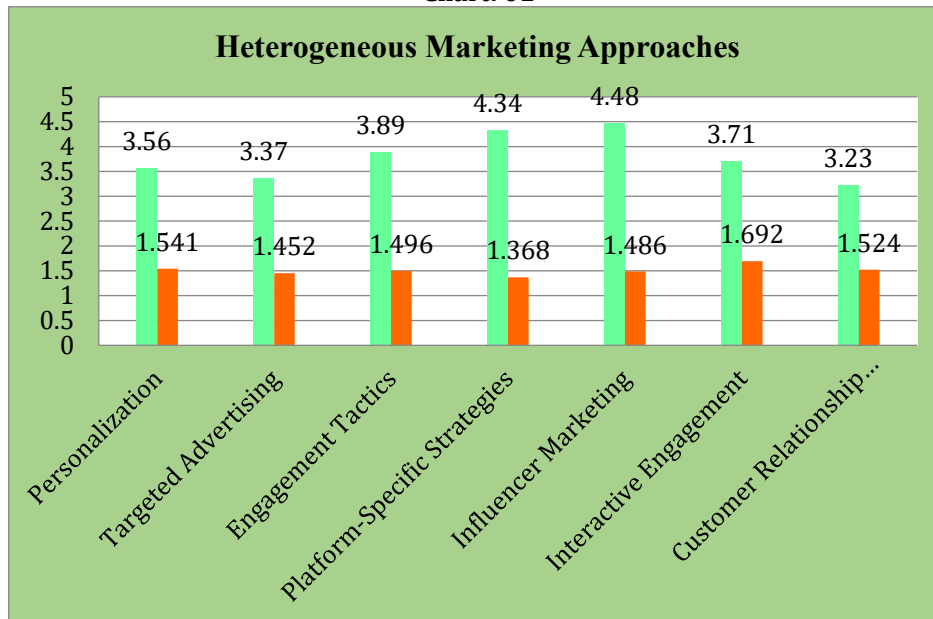
Factors influencing Heterogeneous Marketing Approaches in Social Media Marketing

Factors	N	Mean	SD
Personalization	150	3.56	1.541
Targeted Advertising	150	3.37	1.452
Engagement Tactics	150	3.89	1.496
Platform-Specific Strategies	150	4.34	1.368
Influencer Marketing	150	4.48	1.486
Interactive Engagement	150	3.71	1.692
Customer Relationship Management (CRM)	150	3.23	1.524

Table 1 presents the results of descriptive statistics of factors influencing Heterogeneous Marketing Approaches in Social Media Marketing. The results Shows that the most significant website customization is Influencer Marketing (4.48). It is followed by the Platform-Specific Strategies (4.34), Engagement Tactics (3.89) and consumers agreed on the factor

influencing Heterogeneous Marketing Approaches in Social Media Marketing in the study region. Wang and Lee (2021) investigated how heterogeneous marketing campaigns affect customer value across different countries and cultural contexts. The authors conduct a cross-national comparison to explore how marketing campaigns, which are customized to fit the specific preferences and cultural nuances of various segments, influence customer perceptions and behaviors. This underscores the importance of adapting strategies to fit specific market conditions. Global vs. Local Integration: The research also explores how global brands can balance standardized and localized marketing approaches. Successful campaigns often combine global brand messaging with local adaptations to maintain brand consistency while catering to regional preferences. The study demonstrates that heterogeneous marketing campaigns are crucial for maximizing customer value in social media marketing, especially in a cross-national context. By tailoring campaigns to fit cultural and regional differences, brands can enhance their relevance, engagement, and overall effectiveness, leading to better customer satisfaction and business outcomes.

Chart: 01



Factors influencing Heterogeneous Marketing Approaches in Customer Value

Null Hypothesis: The factors do not influence heterogeneous marketing approaches in Customer Value

Table 2

Factors influencing Heterogeneous Marketing Approaches in Customer Value(One-sample t-test)

Approaches	N	Mean	SD	t	p
Perceived Value	150	3.87	1.678	28.480	<0.001**
Customer Satisfaction	150	3.60	1.587	39.321	<0.001**
Brand Loyalty	150	3.55	1.572	33.246	<0.001**
Purchase Intention	150	3.28	1.640	31.250	<0.001**
Customer Engagement:	150	4.17	1.678	33.454	<0.001**
Content Creation	150	4.24	1.571	33.251	<0.001**
Purchase intention	150	3.09	1.564	32.615	<0.001**

Table 2 describes the results of a one-sample t-test for Factors influencing Heterogeneous Marketing Approaches in Customer Value. Therefore, the proposed hypothesis was rejected at the 1% level and confirmed that the factors significantly influence Factors influencing Heterogeneous Marketing Approaches in Customer Value. The study also inferred that the whole factors mean value is > 3, which indicates that the factors significantly influence Heterogeneous Marketing Approaches. Nguyen and Simkin (2021) proposed a comprehensive framework for utilizing diverse digital and social media strategies to enhance customer value and drive brand success. The framework outlined in the study highlights the need for brands to leverage a mix of personalized content, targeted advertising, and interactive engagement to address the specific needs of different customer groups. The study provides practical insights and

recommendations for implementing these strategies, underscoring the role of data-driven decision-making and continuous adaptation to evolving customer preferences. Ultimately, the authors demonstrate that heterogeneous digital and social media strategies are crucial for achieving sustained brand success and delivering superior customer value.

7. DISCUSSION

The research underscores the importance of incorporating customer co-creation into social media marketing strategies while accounting for the heterogeneous nature of the customer base. By effectively managing and leveraging this diversity, brands can create more meaningful and valuable interactions, ultimately driving greater customer engagement and business success. Hoffman and Novak (2022) examined how customer co-creation influences value creation in social media marketing, with a focus on the role of heterogeneity. The study explores how involving customers in the creation of content and marketing initiatives can enhance the perceived value and effectiveness of social media strategies. By engaging customers in co-creation processes, brands can tap into a wide range of perspectives and ideas, which leads to more personalized and relevant content. Hoffman and Novak highlighted that the effectiveness of co-creation strategies depends on how well brands manage and leverage this heterogeneity. The study also discusses the benefits of customer co-creation in terms of increased authenticity and trust. When customers see their contributions reflected in marketing efforts, they perceive the brand as more genuine and aligned with their values, which enhances overall customer satisfaction and loyalty. This approach not only enhances the value customers derive from their interactions with the brand but also fosters deeper emotional connections and brand loyalty. In social media marketing, segmentation plays a critical role in ensuring that brands deliver the right message to the right audience, increasing engagement and ultimately driving customer value.

8. CONCLUSION

The research reveals that heterogeneous campaigns—those that adapt content and messaging to local contexts—tend to generate higher levels of customer engagement and perceived value compared to generic, one-size-fits-all approaches. Marketing campaigns that are tailored to reflect local cultural values, traditions, and preferences are more effective in resonating with audiences. Campaigns that align with local festivals or cultural practices tend to achieve higher engagement and positive customer responses. Customizing content to reflect regional languages, symbols, and issues enhances the relevance and impact of marketing efforts. The authors find that localization leads to better audience connection and trust, which in turn increases the perceived value of the brand. The study provides insights into how different marketing strategies perform across various countries. While some strategies may work well in certain regions, they may be less effective or even counterproductive in others. Heterogeneous social media marketing strategies are effective in maximizing customer value by ensuring that marketing efforts are tailored to the diverse needs of different audience segments. Personalization, enhanced engagement, optimized ad spend, improved customer experience, and valuable insights all contribute to the success of these strategies. By addressing the unique characteristics of various customer groups, brands can create more impactful and meaningful interactions, ultimately driving greater satisfaction, loyalty, and business success.

CONFLICT OF INTERESTS

None

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