Systematic Review of Bibliography Studies: A Meta-Analysis of Facebook Advertising

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ABSTRACT
This article aims to systematically understand the study of Facebook advertising. Facebook is one of the social media that has a large number of users and continues to increase every day. Facebook ads are ads with a wide reach that can reach the target of 1 billion users worldwide. There has been a lot of research on Facebook advertising in the last five years. Previous research conducted by researchers was related to field case studies and data directly related to the use of Facebook advertising. This study uses another approach, namely using a bibliographic study with indexed scientific articles to map topics, themes, and findings related to Facebook advertising. It is necessary to study the topic of Facebook ads because Facebook still has the largers users of social media worldwide. The research method uses literature reviews from various recent studies on the use of social media Facebook using NVivo and VOSviewer tools. The mapping stage in this study was carried out through the imported into the VOSviewer and NVivo 12 plus software. This process is carried out to obtain data clusters, and visualize networks from the research theme. Meanwhile, the Nvivo 12 plus software is used to input the study topic, the relevance of the study themes, and the mapping. The results shows that there are six cluster and six main theme categorizations in the Facebook Advertising study.

Keywords: Bibliography, Facebook Advertising, Nvivo, VOSViewer

INTRODUCTION

The marketing strategy in recent years has undergone many changes. Business people have begun to shift to marketing products, building brand images, and campaigning through social media. People also simply use computers and mobile phones to get various information (Tarina, Faaroek, & Tambunan, 2023). In this era of industry 4.0, social media marketing is the main strategy applied to companies in the world to market their products. The use of social media marketing has the potential to increase the rate of industrial growth and increase sales. Social media marketing enables companies or marketers around the world to reach global markets easily, efficiently, and effectively. The easier and more efficient it is to reach end-users, the easier it is for marketers to increase sales and profits.

Facebook is one of the social media that has a large number of users and continues to increase every day. Based on market data for media users in the United States, Youtube (73%), Facebook (69%) dominate social media platform users, followed by Instagram (37%) and LinkedIn. Statista (2023) released a report that the number of Facebook users stood at 2.9 billion in 2023. According to a consumer study by McKinsey & Company (2020), during Covid-19, global consumers are expected to spend more time viewing digital content and videos, news, and social media. The trend of increasing social media use is expected to continue after Covid-19. Even though many new social media have emerged, such as Instagram, X, and TikTok, Facebook still has the most users worldwide. This cannot be separated from the various facilities and new products, including Facebook Live, Watch Parties, and Marketplace. When using Facebook Advertising, for example, users can target products based on detailed consumer information, such as age, occupation, region, interests, gender, and other detailed categories. This makes Facebook still relevant and exciting for offering goods and services.

Social media platforms are growing rapidly and changing consumer and company interactions in retaining consumers (Leung, Bai, & Stahura, 2015). Previously, marketers made attractive advertisements to lure potential consumers through the mass media with hopes that consumers were aware of and developed preferences to buy the brand. Social media has transformed marketing communications by changing the way consumers select, share and value information. With the advent of social media, traditional media such as television and

newspapers have lost their viewers and readers without distraction, and their influence as an advertising channel may have weakened. The speed of online communication and multiple sources of information make advertising on traditional sources less relevant. Marketers quickly become aware of the influence of social communities in terms of interactivity which consists of a personalized section, shopping experience, greater convenience, and extensive information retrieval (He, Wang, & Zha, 2014).

Marketers are increasing the budget for social media as digital interactive advertising, which is estimated to achieve a Compound Annual Growth Rate (CAGR) of 8.71% from 2022 to 2027, resulting in a projected increase of USD 323.29 billion in market size. According to eMarketer, digital ad spend in Asia-Pacific is projected to reach $157.3 billion in 2021, up 15.2% from 2020. This is driven by the growth of e-commerce and increased internet penetration in the region (Martech Series, 2023). E-commerce business-to-consumer (B2C) revenue is expected to reach $ 1.5 trillion (an increase of 20 percent), with growth mainly coming from emerging markets. Current figures reveal that the world's largest online social media is Facebook, with 1.32 billion active members, and it is also the largest social commerce site accounting for 85 percent of all orders from social media (Conference Procedings, 2019).

Facebook offers a new model for advertising and interacting with consumers. Facebook guarantees more than just a friend request, but also acts as an excellent marketing tool for businesses. This allows consumers to advertise their purchases or submit their complaints and business owners to receive feedback about their products or services. As of August 2010, Facebook has more than 517 million users, consisting mainly of internet users from Europe, North America, and Asia. Facebook serves 100 billion clicks per day, stores 50 billion photos, and generates 130TB (terabytes) of logs every day (37th International Conference on Information Systems Architecture and Technology, 2017).

When using Facebook, users also have complete control over who they add to their pages and who sees what information. This is done using 'Add as friend'. This means that only the friends they have added can see the information they have. If someone accesses their page from outside the friend's list, all they can see is their name or if the user requests their photo. This gives the user complete control over what data others can see online. This of course looks like a very positive idea; people who use the internet can become more social. Although in reality there can be obvious problems with this. There are many problems with becoming too involved with this kind of technology, for example having hundreds of friends on Facebook but having a small social life outside the world of Facebook. One of the more obvious problems with the social networking era is data sharing and concerns over who sees it and how much it shares (Lynch, 2018).

This article aims to systematically understand the study of Facebook advertising. Facebook has an advertising service called Facebook Advertising. Facebook ads are ads with a wide reach that can reach the target of 1 billion users worldwide. There has been a lot of research on Facebook advertising in the last five years. Various business sectors in Indonesia, such as large companies, start-up companies, or MSMEs, can sell their products more effectively via Facebook. Wardana (2018) attempts to analyze the benefits of Facebook in developing start-up businesses. According to Wati et al. (2020), MSMEs can also use Facebook. A study by Nugroho and Agustina (2020) shows that large companies such as Telkomsel also try to approach consumers through Facebook fan pages. Previous research conducted by researchers was related to field case studies and data directly related to the use of Facebook advertising. This study uses another approach, namely using a bibliographic study with indexed scientific articles to map topics, themes, and findings related to Facebook advertising. it is necessary to study the topic of Facebook ads.

SYSTEMATIC REVIEW METHOD

The purpose of this study is to review various scientific articles on the topic of Facebook Ads that have been published in reputable international journals. The review article is directed to conceptualize the study of the development of Facebook Ads, which is explained in the following problem formulations, namely: (1) What is the dominant theme in the Facebook Ads study ?, (2) How are the relationships and theme grouping ?, (3) What are the topics related to the Facebook study. The questions are explained based on the topic of study, the framework, and previous research findings indexed in the Scopus database. The articles reviewed in this study went through the stages of searching for articles and mapping topics.

Articles are searched through the following stages. First, identify the article. This is done by publishing or destroying the software, using the Scopus database. Furthermore, at this stage, the keyword "Facebook Ads" is entered in the article search column in the publish or perish application, and the publication year is limited to 2015 to 2020. The search resulted in a display of 854 scientific articles which are relevant to the topic from various journals (see Figure 1). The second stage is article verification.
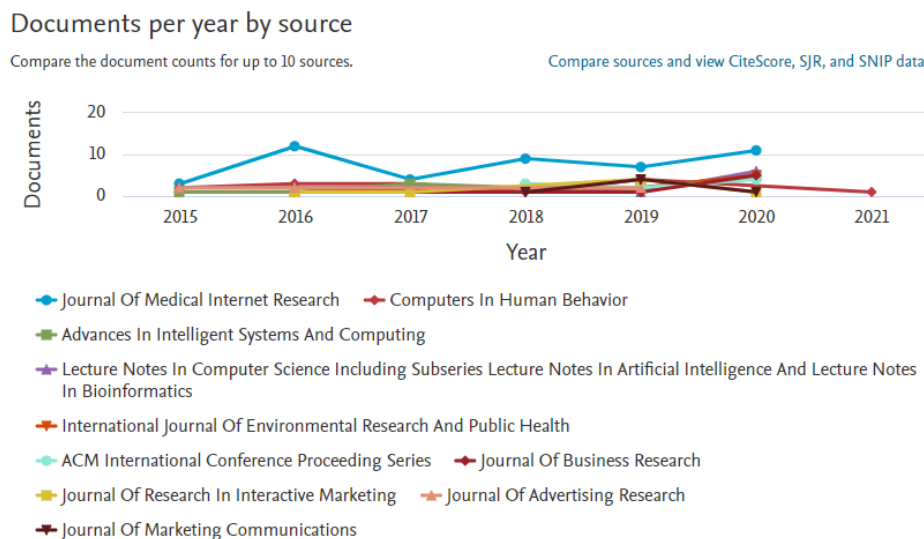

Figure 1 Scientific Articles based on Facebook Advertising Themes. Sources: Authors (2022).

The mapping stage in this study was carried out through the following process - first, full-text articles were imported into the VOSviewer and NVivo 12 plus software. This process is carried out to obtain data clusters and visualize networks from the research theme. Meanwhile, the Nvivo 12 plus software is used to input the study topic, the relevance of the study themes, and the mapping, based on the focus of each article being analyzed. Second, articles are managed in the Nvivo 12 plus software, by classifying them by author, year, journal, and publisher name. Furthermore, this classification is done using the NVivo 12 plus database import feature. The stages of data analysis and conceptualization are the stages of reviewing articles that produce data that can answer research questions. Also, at this stage data analysis is focused on cluster analysis, dominant topics, linkages to themes, and mapping of Facebook Ads study topics, based on the articles analyzed. Finally, this analysis aims to produce a concept for the Facebook Ads study which is formulated based on the articles reviewed.

RESULT & DISCUSSION
Relationship and Grouping of Facebook Advertising Study Themes

Concept is described in several visualizations related to the theme of this research and the results of the review with VOSviewer reveal that there are six concept clusters. Figure 2 shows the concept names derived from the cluster density display with the color code used for

each one used to see a list of the concepts that stand out from each cluster. The aim is to identify as many themes as possible that are often discussed in previous research, and allow them to be used in future research. Identification in the form of a mapping in Figure 2 can help researchers, especially those who are just starting their research from scratch. When you find a topic of interest in a particular field of interest, you can read articles related to that topic with the help of this study.
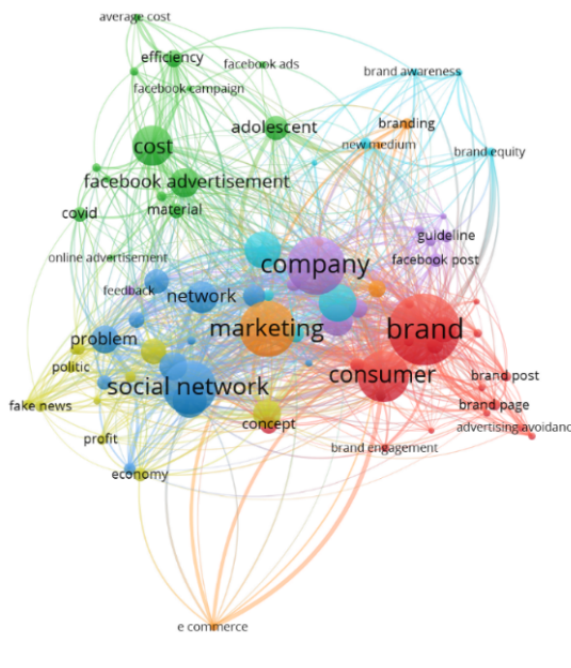

Figure 2Themes Relationship in the Facebook Advertising Sources: Authors (2022).

Table 1. Cluster in the Facebook Advertising

Cluster	Concept Name
Cluster 1	Facebook advertisement, facebook campaign, material, cost
Cluster 2	Company, guideline, facebook post, feedback
Cluster 3	Brand, brand engagement, brand post, brand post
Clustet 4	Marketing, branding, e-commerce
Cluster 5	Social network, new medium
Cluster 6	Economy, politic, profit, fake news

Sources: Authors (2022).

Cluster 1 is related to the concept of Facebook advertisement, which is related to Facebook as an advertising and campaign media, advertising materials, and costs. A relevant article as a reference, for example, was written by Wiese (Rocha et al., 2017) *regarding A framework for Facebook advertising effectiveness: A behavioral perspective*. Facebook takes the main position as the social networking service of choice. The use of Facebook is huge in both developed and developing countries, but the enormous marketing potential of Facebook's various advertising tools (paid and free / organic) is still under-researched. The results show that in developed countries (Australia) and developing countries (South Africa), there is a significant relationship between the constructs considered in the model (privacy issues, trustworthiness, importance of control, advertising interference, attitudes towards advertising,

advertising value, attitudes towards Facebook advertising, and behavior towards advertised and advertising messages.

Cluster 2 related to the *Facebook company guideline.* Research related to this theme is Boyd's research in his research "Breaking down the Facebook auction" (Strategic Direction, 2020). This paper discusses the theory behind the auction. Facebook and how it works in practice The purpose of this exchange is to maximize profit for the consumer. This article provides guidance on what to do when accepted best practices don't work as expected. This applies to all three parties of a successful campaign: audience, offer, and advertising material. The result of this article is more understanding insights into how Facebook matches ads to audiences, lessons learned from real-world scenarios and campaigns, free tools that can be used to maximize the impact of campaign creatives, performance benchmarks for certain Facebook metrics, and solutions to some of the most common problems advertisers face.

Cluster 3 is related to Facebook's role in increasing *brand engagement* and an example can be found in the article "*Posts that attract millions of fans: The effect of brand-post congruence*" by Wang (Proceedings - IEEE Symposium on Security and Privacy, 2018). This study examines the effect of brand-post congruence based on the relevance of posts to brands to explore the effect of congruence and brand type on consumer attention to posts as measured by the intention to interact and whether the interaction intention can influence. consumer attitudes towards brands. The possible moderating effect of brand engagement was also assessed. The results show that low-fit posts on experienced brand pages and high-fit posts from trustworthy brand pages generate less engagement intentions, whereas low brand-fit posts on search brand pages provide higher engagement intentions. Low brand engagement significantly increases interaction intent when post-brand fit is low.

Clusters 4 and 5 are concepts related to Facebook as a newmedia *e-commerce*. The article "*Young attitudes towards F-commerce advertising*" by Siregar (Meiselwitz, 2020). The results showed that gender and age were positively related to attitudes towardsa dvertising *F-commerce*. The variables of entertainment, irritation, trust in Facebook, and trust in *e-commerce* on Facebook have a positive effect. Meanwhile, the themes that are mapped in cluster 6 are related to the types and themes of advertisements that are usually displayed on Facebook. Political advertising on Facebook is the latest in a long line of developments in campaign practice, and is a tool that has been mobilized extensively in elections around the world.

Figure 3World Frequency Queries abot Facebook Advertising. Sources: Authors (2022).

Dominant Themes in the Study Facebook Advertising

Word Frequency Queries, exploring the words that appear most frequently in the research data. Therefore, with this analysis tool, words that have the same meaning can be categorized into one group. This is further explained in Figure 3, especially in bold words. It should be noted that words such as Facebook, advertising, social, media, and marketing dominate the research conducted by experts. Facebook studies new media that is growing and in great demand.

Theme Categorization in the Facebook Advertising Study

Based on cluster analysis with NVivo 12 plus sourced from 60 Scopus indexed articles, there are six main theme categorizations in the Facebook Advertising study (Figure 4), namely advertising, media, marketing, information, online, and users. Furthermore, the results of categorizing research themes indicate that research on Facebook ads discusses the five themes a lot.
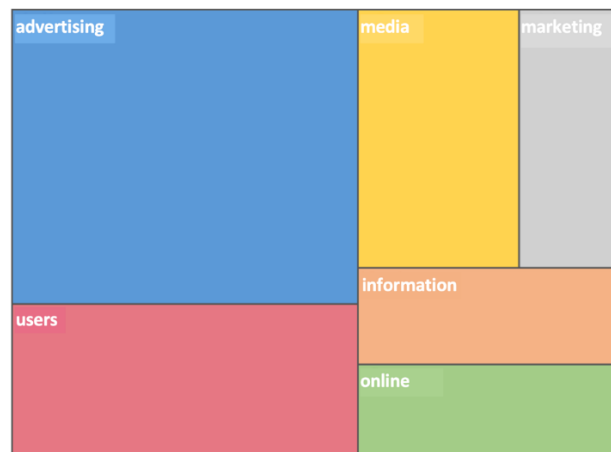

Figure 4Categorization of Themes in the Study of Facebook Advertising. Sources: Authors (2022).

Social media has become the main channel of electronic marketing for business entrepreneurs, especially Facebook, which can reach more old and new customers. Facebook is easy and convenient to use, helping to reduce advertising and public relations costs. Also, customers can view information on goods and services and then buy according to demand at any time. Facebook advertising is an opportunity that is becoming an increasingly attractive way to increase advertising effectiveness (Lee & Hong, 2016; Shen et.al., 2016). SNS provides opportunities for brands to advertise in a more targeted and personalized way. It should come as no surprise, therefore, that brands increasingly allocate their ad spend to social media. To take advantage of this new way of advertising, advertisers and brands must understand what drives social media users to engage in positive attitudes toward brands and their marketing messages. Traditional website advertisements are mostly sent via banner advertisements, or sponsored links, which are identified as marketing communication messages.

However, Facebook advertising differs from traditional website advertising in that Facebook ads are often indistinguishable from user content. Most Facebook ads are designed to resemble regular posts, making it difficult for Facebook users to distinguish between the ad and the type of user-generated content. Nielsen distinguishes between two main types of social network advertising (SNA): "homepage ads", which have a social context; and 'organic impressions', which appear on friends' newsfeeds as "stories" referring to brands that friends use (Wiese, Martínez-Climent, Botella-Carrubi, 2020). Brands can thus engage and communicate with Facebook users through paid advertising or through organic (free)

advertising such as content posted on their brand pages that can be liked, commented on, or shared. Paid advertising includes sponsored posts, pay-per-click ads, carousel ads, and video ads.

Mapping the Facebook Advertising Study Themes

Figure 5 below shows that the Facebook advertising theme has broad, complex dimensions and is interrelated with one another. Scientific research involving Facebook has grown as the platform reaches a large number of audiences and targets efficiently and cost-effectively. Recent genetic research studies use Facebook advertising as a recruiting medium, including paid advertising, posting, targeted search, and chain referrals (Reaves and Bianchi 2013).
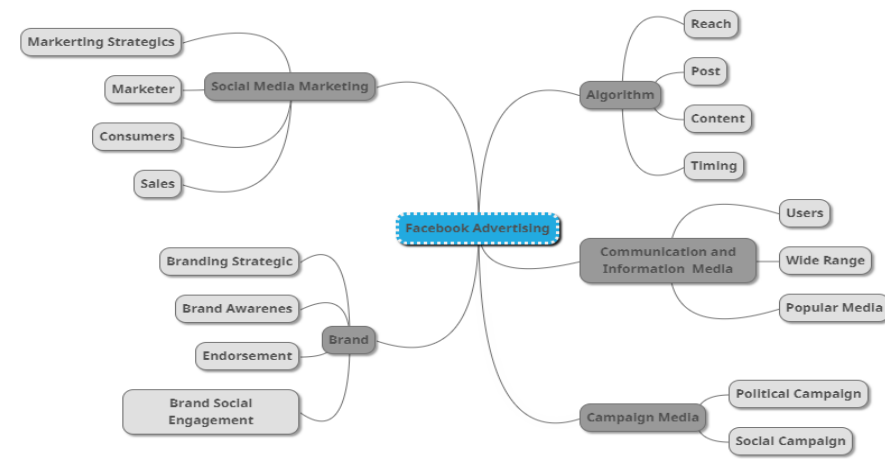

Figure 5Mapping the Themes in the Facebook Advertising Study. Sources: Authors (2022).

Paid advertising, used in some studies, can identify users based on characteristics such as age, geographic area, and search history, allowing researchers to focus on participants who could potentially meet very specific study criteria. Due to the use of new social media platforms in research recruitment, recommendations are continually being developed to guide researchers on how to address issues surrounding internet recruitment, including ethical issues related to privacy and potential third-party tracking (Bender et.al., 2017; SACHRP Committee, 2013). The study results show that the use of Facebook social media can cause the number of participants to increase rapidly. This increase rapidly led to modifications in the study workflow, requiring the recruitment of multiple remote genetic counselors and support staff.

S-commerce (Facebook) differs from *e-commerce* (eg eBay and Amazon) in that transactions are carried out within the community within the s-commerce but are applied individually in e-commerce. Customers in s-commerce are no longer passive like traditional media (eg television (TV) or newspapers); instead, they play an active role in creating and sharing brand messages. This sharing of content causes a viral effect among social media users and motivates customers to share information online and spread word of mouth. Opportunities to interact with brands via social media enhance brand image and significantly influence consumer behavior.

The advertising strategy became much more efficient after Facebook partnered with IBM in 2015 using IBM targeting technology to develop more effective advertising solutions on Facebook. This collaboration allows s-commerce companies to display ads on Facebook users' accounts based on their previous online activities. With the support of this technology, s-commerce companies can send personalized advertisements to target users. Research finds that personalized advertising helps reduce consumer rejection of advertisements, increases advertising credibility, and increases brand awareness.

The current research contributes to the marketing literature in several ways. First, although studies have reported various personalization effects, the results remain inconclusive. Positive effects are reported in several studies that include increased customer retention, customer satisfaction, brand loyalty, and brand awareness. However, negative effects were also found in other studies regarding privacy violations and customer reactance (Chen, et. al., 2019). It is important to understand why there are inconsistencies. Although several types of personalization have been used in research, this paper focuses on specific types created after customers search for brands online. This finding confirmed that the effect was positive. This paper describes the mechanisms underlying the role of personalized advertising on Facebook. If implemented properly, they can be an effective tool for online marketers.

Second, the act of searching for brands online is itself related to brand research because consumers usually tend to look for brands with which they feel a certain relationship. When consumers perceive the connection between their personality and the brand, conformity is formed. This effect not only increases positive feelings about the brand, such as brand preference, attitude, and loyalty, but also results in psychological benefits such as higher self-esteem, the need for social approval, and social consistency. Based on the self-conformity literature, current research suggests that consumer-brand self-conformity can be established online when a customer views a brand advertised on Facebook after searching for the brand online. Consistent with the findings from self-conformity research, this paper finds that through self-conformity, personalized advertising has a positive impact on brand-related outcomes such as consumer-brand identification, engagement, relationships, loyalty, and purchase intention.

Finally, brands not only provide utilitarian and emotional benefits but also help customers communicate something about themselves (Tho, et. al., 2016). Marketers have spent a lot of time identifying the drivers and outcomes of brand relationships. In particular, brand relationships are driven by brand image, attitude, or association and lead to a higher likelihood of sharing or buying again and a lower tendency to switch brands. However, this study goes a step further by investigating the causes and effects of brand relationships in a social media context. This paper not only proposes new antecedents (*customer-brand engagement and identification*) and outcomes (brand loyalty and purchase intention) of brand relationships but also suggests mediation mechanisms that alter the effect of personalization on brand relationships.

Besides the ease of access to advertising on Facebook, there are also several weaknesses, one of which is that the ad is only seen by Facebook social media users. The data shows that although Facebook is a social media with a large number of users and is even considered the number 1 social media in the world, its use is limited to adults to the elderly. Few users are in their teens to young adults. This is because teenagers to young adults use more social media which displays posts in the form of images and video animations such as Instagram and Tiktok.

CONCLUSION

This study discusses Facebook advertising as an advertising and campaign medium that includes six clusters and has six main topics. Furthermore, it appears that there are 50 concepts from 60 articles obtained from the Scopus database. This study contributes to the mapping of the Facebook advertising study, which provides an overview of the dominant topics currently being discussed. Specifically, this topic explains how Facebook ads and Facebook ad algorithms are a new marketing medium for advertising and campaigning. The limitation of this research is that the articles reviewed only come from the Scopus database, so they do not have comparable data. Consequently, future studies need to use a comparative analysis approach involving the Scopus database and the Web of Sciences (WoS).

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