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Social Media User Experience: Systematic Literature Review and Future Research Agenda

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Abstract

In order to encourage sales, transactions, and the sharing of product information inside social communities, social commerce is an online business application that directs users to engage in online marketplaces and communities via social media and Web 2.0 technologies. Using social media as a bridge, businesses may build stronger bonds with their clients and reduce distance between them, which will boost client happiness and influence their loyalty. from the effects of social media, particularly with regard to user experience and its application in social community communication. This literature review aims to ascertain how the field of social media user experience measurement has evolved between 2006 and 2024, what dimensions researchers have developed for measuring user experience, and what theories can be developed to fill the knowledge gap in social media user experience management. A narrative approach is employed in the research method for the literature review process, which consists of meta-analysis and the Systematic Literature Review (SLR) technique. This study yielded 2 (two) noteworthy discoveries. In this study, four (four) dimensions were found, with the predominant use of three commonly used dimensions, pertaining to customer experience, community experience, and user experience itself. This clearly indicates that the dimensions of social media user experience measurement that are currently developing are based on the characteristics of instruments and non-instruments. Testing is necessary for a number of crucial factors, including the correlation between the user experience—in this example, novelty—and the intention to reuse.

Keywords: User Experience, Social Media, Systematic Literature Review, Intention To Reuse

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1. Introduction

People now converse and share information mostly through social media in their daily lives. Furthermore, it can facilitate user connections with an expanding array of live services. This has altered how people interact with one another, conduct business, live their lives, and communicate. It has also sparked the creation of new e-commerce models (Gao and Huang, 2019a). Using social media and Web 2.0 technologies, social commerce is an online business tool that helps users engage in online marketplaces and communities in order to drive sales, purchases, and the sharing of product information within their social networks. Compared to traditional brick-and-mortar retailers, it enables businesses to reach and comprehend a far wider spectrum of consumers more quickly by mixing and analyzing a variety of user-generated information, including text, photographs, videos, and social commerce (Yan *et al.*, 2021). By using social media as a conduit, businesses may reach out to customers closer and build better relationships with them, which will boost customer happiness and have an effect on brand loyalty. A company's competitive advantage in the modern sales environment can be greatly enhanced by social commerce due to its substantial impact on user experience, user relationship quality, corporate marketing methods, and communication efficiency. (Shin and Lee, 2021). Customers can then use online cooperation in social commerce to share personal experiences and critical product knowledge, as well as to receive insightful guidance from other community members to help them make more informed and wiser purchases. (Priharsari and Abedin, 2021). As a result, the growth of social commerce is essential to businesses and the lives of customers. based on the effects that social media has had, particularly with regard to user experience and usage in social community communication. Social media user experience can influence a product's purchase choice. Understanding how to measure user experience is crucial since it influences consumers' decisions to buy and creates devoted and satisfied customers. Viewed from the standpoint of customer experience in the marketing domain, user experience is a concept of experience in information systems and marketing. In the field of information systems, an example is given as the experience of using a particular software package and

considering it as a direct experience with a particular system; in contrast, customer experience is defined as a personal event with significant emotional importance based on interactions with consumer product stimuli (Gao and Huang, 2019a). According to many researchers, instrumental, non-instrumental, quality of experience, and sociability are the components or elements of user experience for an information technology system as a whole (Hassenzahl and Tractinsky (2006); (Alsokkar *et al.* (2023). Researchers Zhao and Wagner (2023) presented information experience, entertainment experience, and parasocial relationship-based experience as characteristics of the social media user experience. Because of this, scientific research into creating a thorough framework for user experience construction is still ongoing, and it is generally acknowledged that user experience is multidimensional. Presently, there is a dearth of research that focuses on the social media user experience, which is closely linked to consumer purchasing behavior. Additionally, experts continue to disagree on how best to define the many aspects of the user experience. The relationship between the shopping experience (or customer experience) and the behavior of the consumer is the sole way to characterize the user experience (Bilgihan, Kandampully and Zhang, 2016); (Samuel, Balaji and Wei, 2015); (Martin, Mortimer and Andrews, 2015). A number of other academics solely using the phrase "online community experience," which is tangentially related to customer loyalty and pleasure through consumer involvement and commitment (Wang, Cao and Park, 2019); (Yang, Yu and Yu, 2021). The publications that explore social media users' experiences are the main focus of this review of the literature. This article is organized as follows: an introduction, a methodological section, and a discussion section devoted to user experiences on social media. Lastly, this work can include an overview of the conclusions, ramifications, and suggestions for future study directions.

2. Methods

A narrative approach is employed in the research method for the literature review process, which consists of meta-analysis and the Systematic Literature Review (SLR) technique. In contrast to research in the fields of medicine and engineering, management research is still in its infancy and is still refining its study objective and concentration. An effective method for learning about the advancement of the field's research is to do a systematic literature study. Regardless of the article's publication location or even if its scientific discipline is not examined, this review compiles as much relevant research as it can on the research topic. There are five steps involved in the literature review process. First, creating the questions that will address the objectives; Second, locating the research in the journal database; Third, choosing the journals based on inclusion and exclusion criteria; Fourth, choosing the analysis and synthesis and assessing the three aforementioned analyses and syntheses; and fifth, summarizing the research findings that will serve as a basis for additional research. Figure 1 below depicts these phases.

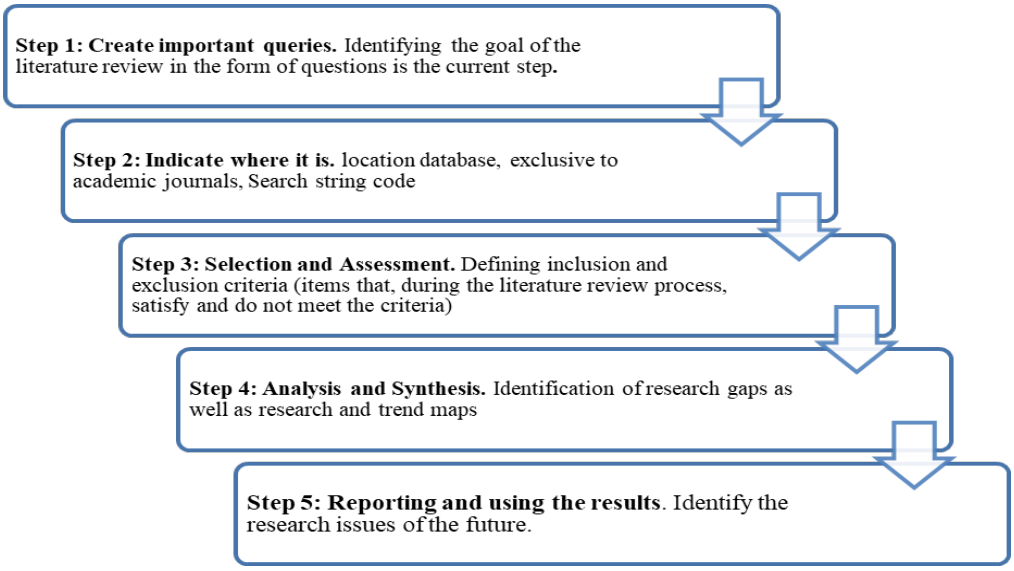

Figure 1 SLR Technique Steps

Step 1: Create questions (choose the SLR's essential objective questions).

The purpose of this literature study is to evaluate works published between 2006 and 2020 that address the user experience of social media. The discussion of this article is the main focus of the variables, dimensions, and indicators of social media user experience measurement. This makes the new construct of user experience dimensions pertinent to the current circumstances and offers new hypotheses based on knowledge gaps.

The following are the goals of this literature review: first, how has research on gauging users' experiences on social media changed between 2006 and 2020? Second, what criteria have researchers established for gauging user experience?, and third, in order to fill the research void in social media user experience management, what theories might be created?

Step 2: Ascertain the address.

Choosing the search engine, the database, and the keywords for the literature search are the first tasks done at this stage (Denyer and Tranfield, 2009). The user experience literature used in this study was found in the Scopus and Google Scholar databases through the Harzing's Publish or Perish search engine.

Step 3: Study Selection and Evaluation (Inclusion and Exclusion Filters).

At this point, items that satisfy the inclusion and exclusion criteria are divided for resorting based on their compliance (Figure 2).

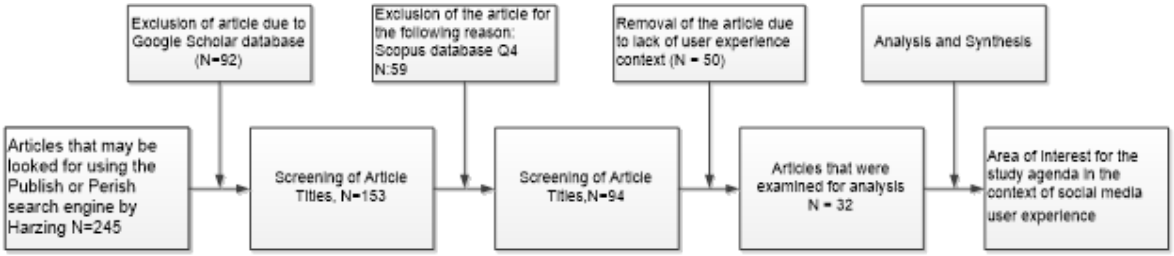

Figure 2: Selection and Assessment of Research Articles

Table 2. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Articles that are discussed from 2006 until 2024	Every article published prior to the year 2000
Having a grasp of Q1, Q2, and Q3	Q3 is the bottom of the journal.
A journal that is tailored to the research topic only discusses the user experience of a certain information technology system.	The term "User Experience" is not included in the abstract.
The abstract and title contain the phrase "User Experience."	

Table 1 lists the criteria for inclusion and exclusion used in the study. A few articles are derived from the summaries that were considered after the "user experience" and the “intention to reuse” string was entered in the title and body of the text. In this study, the authors did not follow the convention guidelines and disregarded a few identifiable criteria in case the subjects failed to meet the predetermined requirements.

A total of 400 articles were gathered using the pre-established search parameters. After that, 153 articles remained out of 400 after 247 articles' Google Scholar databases were deleted. Additionally, out of 153 papers, only journals that were indexed by Q1, Q2, and Q3 were chosen, leaving 94 other articles and 59 other articles. Finally, only 32 of the 94 articles were taken into consideration for study after 50 articles were eliminated since they did not discuss the user experience of a system that is closely tied to social media. Reporting the results of developing articles that examine social media user experiences in order to identify research gaps for more study is the last phase (Figure 2).

Step 4: Evaluation and Combination

In the analysis stage, a study carried out by an individual is described, dissected into its component elements, and the connections between them are noted. Following the analysis phase, a synthesis is conducted with the objective of establishing connections between the components found in the individual's research. As a component of the quickly expanding e-commerce industry, this study focuses on the factors, dimensions, and indicators of user experience in order to develop new constructs in accordance with social media innovation.

The initial stage of the analysis involves pinpointing the essential aspects of the social media user experience, after which the evolution of the dimensions over time is charted. To observe the evolution of the use of dimensions and indicators of social media user experience measurement, data visualization is done using tables and graphs. Which dimensions are most frequently utilized and which should be developed for more research, according to the patterns identified in the literature, to fit the circumstances and circumstances of the present day. Reporting the steps taken to complete the review process and the overall study findings is the ultimate objective of this phase of the literature review process. In order to identify research gaps that will serve as the foundation for future research agendas, the paper addresses the evolution of research in the context of user experience variables, dimensions, and indicators.

Step 5: Reporting and Using Results

Reporting the phases of the review process and the overall study outcomes is the last stage of the literature review process (Penyangkal dan Tranfield, 2009). In order to establish a new user experience construct, the paper addresses the evolution of research about the factors, dimensions, and indicators of social media user experience

1.1 Novelty

Two primary categories of articles were identified in the literature review: conceptual studies and empirical research that address the measuring of social media user experience. Based on Table 2, the primary goal is to investigate the aspects of user experience as perceived by social media users, which has consequences for the intention to reuse, despite variations in study methodologies.

Aiming to forecast individual behavioral intentions or dispositions to behave in a particular way regarding the adoption and usage of information technologies, current research employs the Technology Acceptance Model (TAM) Theory. Perceived utility, perceived ease of use, attitude, behavioral intention, actual usage, and the addition of many external perspectives—experience and complexity—constituted the original TAM concept developed by Davis (Aparicio, Costa and Moises, 2021). The external perspective of the system's experience shapes an individual's purpose to utilize social media, according to this theory. The intention to use and purchase endogenous variables, along with exogenous user experience variables from an online community, particularly the dimensions of knowledge, entertainment, and sociability, are employed by nearly all researchers. In order to further measure the impact of social media user experience on intention to reuse, research on social media user experience that uses TAM theory with a customer retention model—namely, intention to reuse and loyalty—is still very limited. This is because few studies have examined user experience from perspectives other than the three previously mentioned dimensions.

3. Results

3.1 Descriptive analysis

The final sample included thirty-two articles from eleven distinct journals. The distribution of papers among journals is summarized in Table 3, which also highlights the disciplinary areas of the journals according to Scimago Journal and Rank (SJR) (SJR, 2020). With four articles each, The Journal of Retailing and Consumer Services and Frontiers in Psychology had the most papers—representing 12.5% of the sample—than any other journal. These publications concentrate on scholarly research papers and scholarly opinion on important business-related policy, marketing management, and economics topics. In all, Q1 journals published 65.6% of publications, followed by Q2 journals with 28.1% and Q3 journals with 6.3% of publications.

The articles are spread across several research journals with varying numbers. The most frequently found articles are those published in the Journal of Retailing and Consumer Services and Frontiers in Psychology, each with 4 (four) articles; there are 2 (two) articles published in Internet Research; 2 (two) articles in Sustainability, 2 (two) articles in the Journal of Business Research, and 1 (one) article each published in Behaviour & Information Technology, International Journal of Data and Network Science, Walailak J Sci & Tech, Marketing Intelligence & Planning, International Journal of Information Management, International Journal of Human-Computer

Studies, Journal of Electronic Commerce Research, Journal of Broadcasting & Electronic Media, International Journal of Quality and Service Sciences, African Journal of Economic and Management Studies, Journal of Internet Commerce, International Gambling Studies, Tourism & Management Studies, Heliyon, Journal of Direct, Data and Digital Marketing Practice, Cornell Hospitality Quarterly, Information & Management, and Computers in Human Behavior (Figure 3).

From 2006 until the present, user experience research has increased annually. There were five (five) articles in each of the years 2015 and 2022 that had the greatest user experience. This demonstrates the continued openness of research interest in the context of social media user experience. Next, among 32 publications published between 2006 and 2020 that satisfied the requirements for a comprehensive literature review. As compared to other years, this indicates a rise (Figure 4).

Table 2 Article Recapitulation Summary

No	Author and Year	Journal	Research Type	Objective	Findings
1	(Hassenzahl and Tractinsky, 2006)	Behaviour & Information Technology-Q2	Conceptual	The goal of this introduction to the special issue of "Empirical studies of user experience" is to offer a speculative definition of user experience. It gives a quick overview of user experience (UX) and our predictions for the direction of UX research.	UX is the application of technology to identify its use as a subjective, situational, complicated, and dynamic encounter, rather than just a means to an end. User Experience (UX) is influenced by the internal states of the user (predispositions, expectations, needs, motivations, moods, etc.), the features of the system under design (complexity, purpose, usability, functionality, etc.), and the context (or environment) in which the interaction takes place (meaningfulness of the activity, voluntariness of use, organizational/social environment, etc.).
2	(Zhao and Wagner, 2023)	Internet Research Q1	Empirical	to investigate the moderating impact of customer type on the relationship between various user experiences on TikTok and purchase intentions through loyalty to the platform and influencers.	Experiences with information, entertainment, and parasocial relationships have been shown to significantly increase user loyalty to the platform and influencer, which in turn influences purchase intentions based on TikTok.
3	(Alsokkar *et al.*, 2023)	International Journal of Data and Network ScienceQ3	Empirical	to give the results of an experimental research on the presentation of information using "naturalistic" human-like avatars (of both genders). The primary goal was to	Non-expressive avatars had a stronger positive and encouraging effect on participants' purchase intentions, usage attitudes, and satisfaction than other types of information presentation. Participants' perceived values of the measured qualities were found

				find out how information delivered by lifelike avatars with limited expressiveness affected users' perceptions, decisions, and level of pleasure.	to be independent of their own gender and naturalistic avatars.
4	(Kazmi *et al.*, 2021)	Sustainability Q2	Empirical	to ascertain the effects of Augmented Reality (AR) experiences on customer behavior, intention to buy, and satisfaction when buying fashion items in developing nations.	The four defining characteristics of user experience are pragmatic quality, aesthetic quality, and hedonic quality (identification and simulation). Users' attitudes about making a purchase improve when they have a better user experience; on the other hand, users' enjoyment of the application has a direct impact on their intention to make a purchase. It also demonstrates how user experience and attitude are impacted by understanding of augmented reality apps. Additionally, this study supports the theory that the most significant moderator between attitude and augmented reality user experience is application familiarity.
5	(Zhao and Shi, 2022)	Frontiers in Psychology Q2	Empirical	This study explores in depth the mechanisms of various elements of the community experience in purchasing by using the experience of online knowledge communities as a theoretical foundation to create a mediation model to evaluate the behavioral patterns of consumers using online knowledge communities.	It was shown that brand identity significantly influenced purchase intention in addition to the three community experience aspects (information, entertainment, and interactive experiences) having a major impact on brand identity.
6	(Pal *et al.*, 2025)	Journal of Business Research Q1	Empirical	In order to fill this research gap, the empirical framework presented in this paper analyzes unsupervised user comments for a	The results of our investigation show that providing good user experiences on m-health platforms can be significantly predicted by time and money, convenience, responsiveness, and availability.

				number of well-known mHealth platforms.	
7	(Sethjinda and Kitwimontrakul, 2021)	Walailak J Sci & Tech Q3	Empirical	to get knowledge on the connections between functional and emotional consumer experiences, buy intentions, and smartwatch product features.	Emotional experience is positively impacted by Sense of Presence, Intelligence, Convenience, and Connectivity; functional experience is positively impacted by Intelligence, Security, Sense of Presence, Interactivity, and Convenience. Buyer intention is positively impacted by both functional and emotional experiences
8	(Huangfu *et al.*, 2022)	Frontiers in Psychology Q2	Empirical	To examine, from the standpoint of the customer experience, the function and workings of several kinds of community experiences-namely, interactive, entertaining, and informational experiences-that are produced by customers' involvement in community events related to brand loyalty.	Brand loyalty is significantly impacted by various community experiences, and the community identities that are partially mediated across these experiences are also key factors. Significant variations in the aforementioned mechanisms were found for members of different genders in virtual communities after additional study for segmented populations was conducted.
9	(Xiang, Chen and Li, 2022)	Frontiers in Psychology Q2	Empirical	to examine user engagement on the Tourism Mobile Platform, departing from the psychological "cognitive influence" approach and concentrating instead on users' overall cognitive satisfaction.	The development of TMP users' platform attachment (i.e., platform dependence and platform identity) is positively impacted by both functional and social experiences, according to empirical findings. This, in turn, increases the users' intention to keep using TMP to obtain and share travel-related information. This work advances the area on both a theoretical and practical level by expanding on earlier research on TMP use from an attachment perspective.

10	(Yang, Yu and Yu, 2021)	Marketing Intelligence & Planning Q2	Empirical	This study explores the relationship between community engagement and community commitment, with a particular focus on how online brand communities impact customer voice.	The findings indicate that: (1) the positive experience customers have with an online brand community positively affects customer voice; (2) community engagement mediates the positive relationship between the two; and (3) community commitment modifies both customer experience and customer voice.
11	(Nambisan and Watt, 2011)	Journal of Business Research Q1	Empirical	This study explores the impact of customers' experiences in online product communities on their views regarding the firm, the product, and the quality of the services by proposing a four-dimensional construct called Online Community Experience (pragmatic, hedonic, sociability, and usability).	Overall, the study's conclusions point to the OCE construct's potential importance given its function as a predictor of consumer attitudes and perceptions of the caliber of the organization, the product, and the services.
12	(Wang, Cao and Park, 2019)	International Journal of Information Management Q1	Empirical	To determine and evaluate the critical elements of SNS brand communities that are predictive of purchase intentions.	Other experiences (entertainment, homophily, and relationship-based) have a favorable impact on community commitment in addition to knowledge experiences. The study's relationship-based experience had the biggest influence on participants' commitment to the community. Brand attitude is positively impacted by SNS brand community commitment. On the other hand, purchase intention is not much impacted by SNS brand community commitment. Lastly, the study's findings suggest that the association between SNS brand community experience and brand attitude is somewhat mediated by SNS brand community commitment.

13	(Minge and Thuring, 2018)	International Journal of Human-Computer Studies Q1	Empirical	Our experiments are theoretically underpinned by the User Experience Component Model. UX can be studied at many stages of operation. In our trials, we examined how the product was perceived and felt throughout its initial, brief use.	During this early phase, the impact of usability and visual aesthetics on feelings and perceived quality shifts. Furthermore, there was proof of two different halo effects found: On the one hand, aesthetics has an initial impact on how usefulness is viewed. However, later on, perceived visual attractiveness and emotional reactions are influenced by gadget use. We propose separating the pragmatic effect from the hedonic halo effect in order to explain these results. We suggest that two potential mechanisms—one cognitive and the other emotional—could be in charge of the effects during short-term usage based on the results of both effects.
14	(Karampourniotis and Wiedmann, 2022)	Internet Research Q1	Empirical	This study looks closely at the ways in which using parallax storytelling in online stores might impact user experience (UX), behavior, and brand characteristics.	Online retailers can enhance visitors' conscious and implicit information processing experience and boost their overall perception of beauty by implementing storytelling techniques with parallax scrolling. Using parallax movement in storytelling makes it possible to effectively transfer brand associations into consumers' minds, strengthening both their explicit and implicit brand sentiments and raising their willingness to pay a premium. Furthermore, by using PLS-SEM to gather empirical data on the impact of UX on brand-related behaviors, this study demonstrates the causal relationship between UX effects on online store attractiveness, brand attitude, and behavioral intention. Once more, perceptions—both explicit and implicit—are taken into account.

15	(Herrando and Jiménez-martínez, 2019))	Journal of Electronic Commerce Research Q1	Empirical	To examine the ways in which utilitarian (usefulness) and hedonistic (here called sPassion) stimuli affect the user flow experience (organism) in order to enhance behavioral and emotional loyalty (user reaction).	The results indicate that the flow experience of social commerce users is more influenced by hedonic stimuli than by utilitarian ones. When users have the best possible experience, they respond positively and are more likely to recommend the website to others, visit it again, and make more purchases there. Additionally, hedonic stimuli are the primary source of ideal user experiences in social commerce environments. It should be noted that cultural diversity in these environments does not always translate into changes in users' behavioral patterns.
16	(Cheng and Jiang, 2020)	Journal of Broadcasting & Electronic Media Q1	Empirical	This study investigates the effects of chatbots powered by artificial intelligence (AI) on user experience.	The findings demonstrated that user satisfaction with their chosen brand's chatbot service was positively correlated with utilitarian (information), hedonic (entertainment), technological (media appeal), and social (social presence) gratifications obtained from chatbot use. On the other hand, users were less satisfied when they felt there were privacy dangers when using chatbots. Additionally, the data demonstrated that customer loyalty and the intention to utilize the chatbot service going forward were positively impacted by user happiness.
17	(Bilgihan, Kandampully and Zhang, 2016)	International Journal of Quality and Service Sciences Q2	Empirical	Using relevant research on online consumer behavior, a theoretical model for integrated online customer experience is being developed.	An integrated online customer experience has several antecedents, including accessibility to websites and web applications, usability, perceived utility, hedonic and utilitarian features, perceived enjoyment, personalization, social interaction, and compatibility with multiple devices. An engaging online consumer experience leads to repeat business, positive word-of-mouth (WOM), and brand engagement.

18	(Amoah, Radder and Eyk, 2016)	African Journal of Economic and Management Studies Q2	Empirical	The dimensions of experience value are examined, guest perceptions of experience value are ascertained, the impact of various experience value profile variables is analyzed, and the relationship between experience value, customer behavioral intentions regarding accommodation in Ghana, and satisfaction is investigated in this study.	The study's findings demonstrate that behavioral intentions and pleasure are positively impacted by the value of experience. There are seven dimensions: atmosphere, enjoyment, amusement, escape, excellence, economy, and efficiency.
19	(Martin, Mortimer and Andrews, 2015)	Journal of Retailing and Consumer Services Q1	Empirical	The antecedent model for cognitive and affective experience states and their impact on outcomes, including repurchase intention and online shopping satisfaction, is investigated in this study. The model also looks at the connections between satisfaction, perceived risk, trust, and intention to repurchase.	The study offers a theoretically expanded comprehension of online customer experience (OCE) by delving into two significant shopper segments recognized in e-retailing. The report outlines OCE topics and how they affect continuous online channel management for managers.
20	(Samuel, Balaji and Wei, 2015)	Journal of Internet Commerce Q1	Empirical	to investigate how, within the context of Malaysian online shopping, online experience affects trust, intention to purchase, and word-of-mouth. Furthermore, the investigator investigated disparities in gender among consumers' opinions regarding their virtual encounters.	Purchase intentions are influenced by internet encounters both directly and indirectly through trust. Furthermore, notable gender disparities exist.

21	(Zhao and Zhou, 2022)	Frontiers in Psychology Q2	Empirical	In order to explore the psychological underpinnings and constraints of mediating user experience factors that impact purchase intentions, this study will construct a moderated mediation model..	The study's findings indicate that psychological ownership acts as a mediator between user experience and purchase intention, with the former having a strong beneficial impact on the latter. Additionally, we discovered that privacy concerns moderate the effect of psychological ownership on purchase intention.
22	(Konietzny and Caruana, 2019)	International Gambling Studies Q2	Empirical	to look into how system effort expectancy, perceived fairness, and user experience, as well as their moderating effects, affect the propensity to gamble online.	The findings indicate that gambling intention is directly impacted by perceived fairness and that effort expectancy has an indirect positive influence on gambling intention. User experience, however, mitigates these two consequences.
23	(Crespo-Almendros, Del Barrio-García and Alcántara-Pilar, 2015)	Tourism & Management Studies Q2	Empirical	based on the user's level of expertise with the Internet (novice, intermediate, or expert), determine which kind of online advertising incentives (monetary or non-monetary) are most efficient in accomplishing airline ticket purchase intents.	The results indicate that while expert users favor non-monetary incentives, novice Web users find monetary incentives more appealing when it comes to online plane ticket purchasing.
24	(Gao and Huang, 2019b)	Heliyon Q1	Empirical	created a theoretical model by combining the user trust factor of smart services with the technological acceptance model, and moderating it with the kind of user experience.	This kind of user experience positively modifies two-way communication and personalizes attitudes toward conduct and inclinations to buy.
25	(Boon-Long and Wongsurawat, 2015)	Journal of Direct, Data and Digital Marketing Practice Q3	Empirical	This study demonstrates how to create a measurement tool to assess user comments on social media community sites and determine whether they have an impact on users' decisions to buy.	The most significant remarks center on issues related to user experience, information demands, corporate practices, and remarks regarding the introduction and advancement of new products. In social media marketing, these four variables may serve as predictors of customer purchase decisions.

					These four primary indicator factors are useful for marketers to assess social media marketing.
26	(Aluri, Slevitch and Larzelere, 2016)	Cornell Hospitality Quarterly Q1	Empirical	In order to investigate the connection between traveler contentment, satisfaction, and purchase intention, a comparison of user experiences across hotel websites that integrate social media channels and those that do not will be made.	Travelers' perceptions of websites featuring social media channels integrated into them are more informative, enjoyable, and socially interactive, all of which have a direct impact on their level of pleasure. In contrast, in both groups, perceived informativeness had an indirect impact on purchase intention through visitor satisfaction rather than a direct one.
27	(Wibowo *et al.*, 2021)	Sustainability Q2	Empirical	This research examines the link quality between social media marketing activities (SMMA) and customer experience, since these factors can impact consumer behavioral outcomes such as intention to purchase, intention to remain loyal, and intention to participate.	The study's findings demonstrate that SMMA and customer experience have a major impact on the quality of customer relationships, which in turn has a favorable effect on the behavioral outcomes of customers.
28	(Poushneh and Vasquez-Parraga, 2017)	Journal of Retailing and Consumer Services Q1	Empirical	to investigate how augmented reality (AR) affects the user experience (UX) in retail settings and how this affects user happiness and intention to buy.	The findings demonstrate how AR greatly influences UX through influencing many aspects of product quality, and how UX in turn influences user happiness and purchase intention. Four aspects of the user experience—pragmatic quality, aesthetic quality, hedonic quality through arousal, and hedonic quality through identification—combine to generate the third-order formative construct known as UX. With the exception of the final one, these traits are second-order structures
29	(Flavian, Guinalıu and Gurrea, 2006)	Journal of Retailing and Consumer	Empirical	examined the impact of website familiarity and perceived utility on the degree of	The findings demonstrated that familiarity only had an impact on the loyalty of customers with greater online usage experience.

		Services Q1		customer loyalty.	Nevertheless, regardless of a customer's level of experience, their opinion of a website's usefulness matters a lot.
30	(Castañeda, Muñoz-Leiva and Luque, 2007))	Information & Management Q1	Empirical	explains how managers can use Davis' Technology Acceptance Model (TAM) to forecast users' intention to return to a website and how this varies as users get more familiarity with the website and the Internet. User experience on websites acts as a moderator.	Perceived utility had a greater influence on more seasoned users' decisions to return to a website, but perceived ease of use was found to be more significant for less experienced users. Web designers can therefore recognize and remove web elements that impede user acceptance and deal with underlying obstacles to post-adoption usage.
31	(Kourouthanassis, Giaglis and Vrechopoulos, 2007)	Journal of Retailing and Consumer Services Q1	Empirical	This study looks into how Pervasive Information Systems (PIS) affect customer experience in a retail setting. A field experiment was conducted in a Greek supermarket using a prototype PIS.	The study found that PIS had a good effect on a number of aspects of the purchasing experience, including entertainment, budget monitoring, time constraints, information search, payment issues, and overly promotional offers.
32	(Bilgihan, 2016)	Computers in Human Behavior Q1	Empirical	to create and evaluate a thorough model that explains how Gen Y grows devoted to websites that allow bookings for hotels.	The results show that among Gen Y customers, trust is the most significant e-loyalty when it comes to online shopping. Another important factor that precedes loyalty is brand equity. In conclusion, a favorable virtual encounter, or "flow," is a noteworthy precursor to e-loyalty within this demographic.

Table 3 Research Journal References

Journal	IF (SJR)	References
Behaviour & Information Technology	Q2	(Hassenzahl & Tractinsky, 2006)
Internet Research	Q1	(Zhao & Wagner, 2023)
International Journal of Data and Network Science	Q1	(Alsokkar et al., 2023)
Sustainability	Q2	(Kazmi et al., 2021), (Wibowo et al., 2021)
Frontiers in Psychology	Q2	(Zhao & Shi, 2022), (Huangfu et al., 2022), (Xiang et al., 2022), (Zhao & Zhou, 2022)
Journal of Business Research	Q1	(Pal et al., 2025)
Walailak J Sci & Tech	Q3	(Sethjinda & Kitwimontrakul, 2021)
Marketing Intelligence & Planning	Q2	(Yang et al., 2021)
Journal of Business Research	Q1	(Nambisan & Watt, 2011)
International Journal of Information Management	Q1	(Wang et al., 2019)
International Journal of Human-Computer Studies	Q1	(Minge & Thuring, 2018)
Internet Research	Q1	(Karampournioti & Wiedmann, 2022)
Journal of Electronic Commerce Research	Q1	(Herrando & Jiménez-martínez, 2019)
Journal of Broadcasting & Electronic Media	Q1	(Cheng & Jiang, 2020)
International Journal of Quality and Service Sciences	Q2	(Bilgihan et al., 2016)
African Journal of Economic and Management Studies	Q2	(Amoah et al., 2016)
Journal of Retailing and Consumer Services	Q1	(Martin et al., 2015), (Poushneh & Vasquez-Parraga, 2017), (Flavian et al., 2006), (Kourouthanassis et al., 2007)
Journal of Internet Commerce	Q1	(Samuel et al., 2015)
International Gambling Studies	Q2	(Konietzny & Caruana, 2019)
Tourism & Management Studies	Q2	(Crespo-Almendros et al., 2015)
Heliyon	Q1	(Gao & Huang, 2019b)
Journal of Direct, Data and Digital Marketing Practice	Q3	(Boon-Long and Wongsurawat, 2015

Cornell Hospitality Quarterly	Q1	(Aluri et al., 2016)
Information & Management	Q1	(Castañeda et al., 2007))
Computers in Human Behavior	Q1	(Bilgihan, 2016)

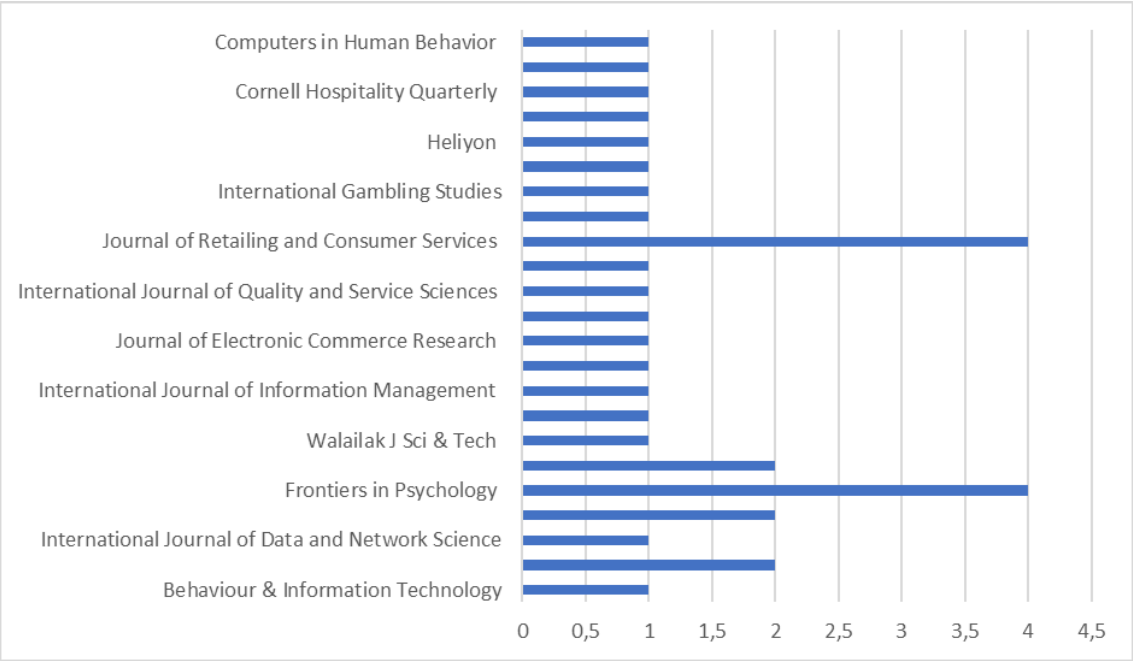

Figure 3 Number of Research Articles

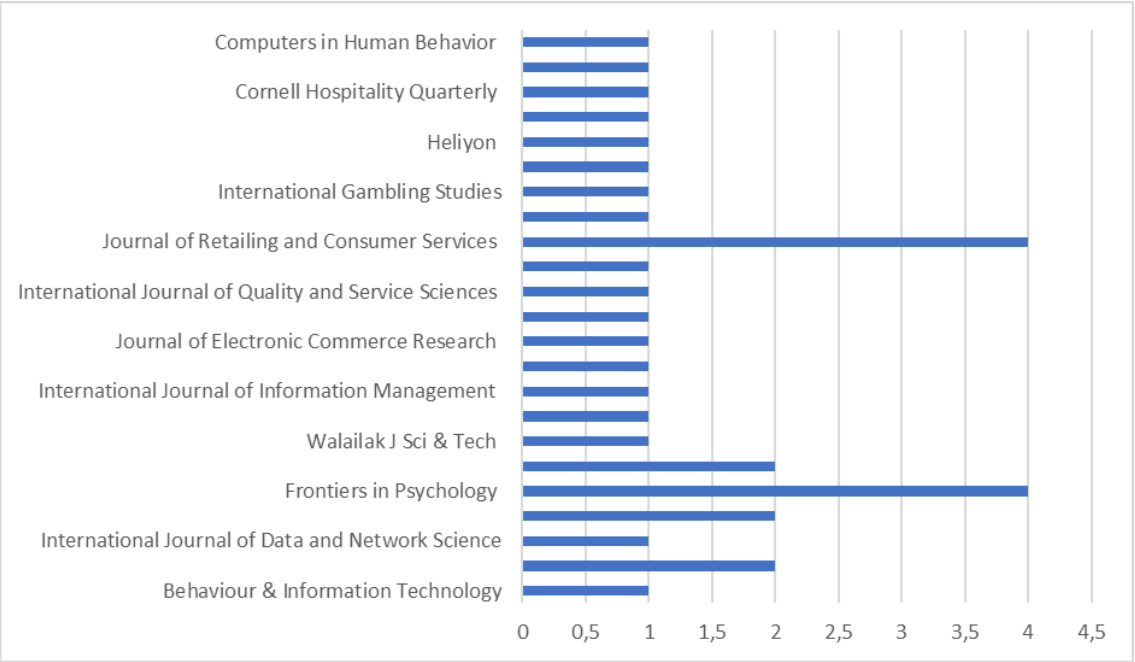

Figure 4 Year of Publication of Research Article

4. Discussion

4.1 Social Media User Experience Dimensions.

Over the past few decades, there has been a noticeable evolution in the user experience of systems. particularly in light of the emergence of a highly well-liked system, namely social media, which is currently employed as a platform for product marketing. We aim to investigate the elements that make up the concept of social media user experience through this study. Identification, synthesis, and segmentation of the social media system's dimensions in connection to reuse intention are all part of the study process. Here is a thorough explanation of the procedure. They began with Hassenzahl and Tractinsky (2006) and carried out a conceptual analysis of an information system's user experience. According to the findings of the conceptual review, there are three different categories of characteristics related to the user experience: (a) instrumental characteristics, which are interaction features that help tasks be completed successfully and usability to be achieved; (b) non-instrumental characteristics, which are elements that satisfy user needs beyond task completion, like aesthetics; and (c) experiential characteristics, which show the emotional impact of user interactions. According to Hassenzahl and Tractinsky (2006), user experience (UX) refers to technology that addresses demands beyond mere functionality and acknowledges its use as a dynamic, subjective, and multifaceted interaction. Users' internal states, which include their preferences, expectations, needs, motivations, and moods, the features of the system being designed, such as its complexity, purpose, usability, and functionality, and the context or environment in which the interaction takes place, such as its social environment, the meaningfulness of the activity, and its voluntariness of use, all influence user experience (UX). Naturally, this opens up a world of design and experience possibilities. The assertion that UX is a formative construct at the third level that is derived from four distinct characteristics of the user experience—pragmatic quality, aesthetic quality, hedonic quality through stimulation, and hedonic quality through identification—is corroborated by recent research conducted by Poushneh and Vasquez-Parraga (2017). The assertion made by Alsokkar *et al.* (2023) corroborates that made by Hassenzahl and Tractinsky (2006).

Table 4 Use of User Experience

No	Use of the Term User Experience	Number	References
1	*Customer Experience*	7	(Kourouthanassis, Giaglis and Vrechopoulos, 2007); (Martin, Mortimer and Andrews, 2015); (Samuel, Balaji and Wei, 2015); (Bilgihan, Kandampully and Zhang, 2016); (Wibowo *et al.*, 2021); dan (Sethjinda and Kitwimontrakul, 2021)
2	*Online Community Experience*	4	(Wang, Cao and Park, 2019); (Yang, Yu and Yu, 2021); (Zhao and Shi, 2022); (Nambisan and Watt, 2011); dan (Huangfu *et al.*, 2022)
3	*User Experience*	21	(Alsokkar *et al.*, 2023); (Aluri, Slevitch and Larzelere, 2016); (Amoah, Radder and Eyk, 2016); (Poushneh and Vasquez-Parraga, 2017); (Gao and Huang, 2019b); (Flavian, Guinalıu and Gurrea, 2006); (Herrando and Jiménez-martínez, 2019); (Crespo-Almendros, Del Barrio-García and Alcántara-Pilar, 2015); (Karampournioti and Wiedmann, 2022); (Bilgihan, 2016); (Xiang, Chen and Li, 2022); (Hassenzahl and Tractinsky, 2006); (Zhao and Zhou, 2022); (Zhao and Wagner, 2023); (Castañeda, Muñoz-Leiva and Luque, 2007); (Konietzny and Caruana, 2019); (Minge and Thuring, 2018); (Kourouthanassis, Giaglis and Vrechopoulos, 2007); (Pal *et al.*, 2025); (Boon-Long and Wongsurawat, 2015); (Kazmi *et al.*, 2021); (Cheng and Jiang, 2020)

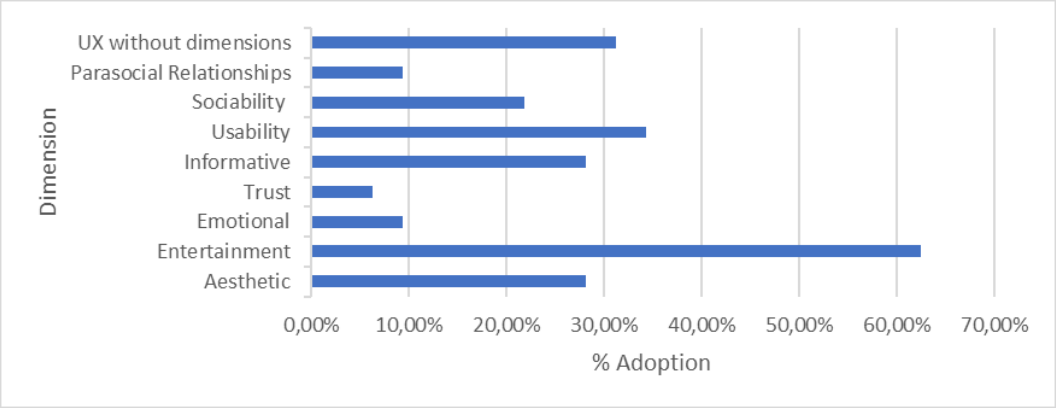

Figure 5 User Experience Dimensions

A lot of studies use the phrase "customer experience," which is associated with the idea of reuse intention and repurchase intention, in relation to the development of information systems, particularly social media. Table 4 reveals that a total of 6 (six) studies, or 18.75 percent of the articles, reported using customer experience. These studies were reported by Kourouthanassis, Giaglis, and Vrechopoulos (2007); Martin, Mortimer and Andrews (2015); Samuel, Balaji and Wei (2015); Bilgihan, Kandampully and Zhang (2016); Wibowo *et al.* (2021); dan Sethjinda and Kitwimontrakul (2021). Emotional/affective, functional, pragmatic, hedonic, usefulness, sociability, cognitive, entertainment, shopping efficiency, information search, payment issues, and overzealous promotions are some of the experience factors that are employed. However, a lot of academics also use the term "social community experience" to refer to the user's experience with the system, particularly when it comes to social media and e-commerce systems. Of the samples utilized in this investigation, 5 studies, or 15.625 percent, were used. Wang, Cao and Park (2019); Yang, Yu and Yu (2021); Zhao and Shi (2022); Nambisan and Watt (2011); dan Huangfu *et al.* (2022) are a few of these researchers.

Information experience, entertainment experience, social relationship experience, and interactive experience are among the experience aspects that are employed. There is a gap that results from the term "experience of using

an information system" when it comes to the creation of user experience. The word "user experience" in relation to social media use appears in the residual composition of 64.5 percent of the 32 articles included in this SLR review. Figure 5 displays the user experience dimensions that are most commonly used and prominent in empirical studies. These studies are characterized by an adoption rate of more than 10% of the instrument characteristics, which include a lot of information experience, pragmatic/usefulness, and many use dimensions from non-instrument characteristics, such as entertainment experience, socializing or interactive experience, and finally aesthetic experience. The most recent experience with aesthetics was described as innovative by Minge and Thuring (2018); and Kazmi *et al.* (2021), who said that early on, perceived quality and emotions are influenced differently by visual and usability aesthetics. Furthermore, there was proof of two different halo effects found: First, perceived usefulness was influenced by visual aesthetics; later, perceived visual appeal and emotional reactions were influenced by gadget usability.

4.2 A New User Experience Dimension.

A new review of the user experience dimensions of social media can be interpreted as an explanation of the preceding dimensions, namely information experience, entertainment experience, sociability or interactive experience, and the most recent one, aesthetic experience, based on the description of the user experience dimensions of an information system, especially user experience. According to Zhao and Wagner (2023), social media information is perceived as truthful, valuable, and of high quality. Entertainment experiences generate intriguing experiences, produce happiness, and decrease life stress (Zhao and Wagner, 2023). Social or interactive experiences generate good communication, pleasant feedback, and a good impression (Zhao and Shi, 2022). Ultimately, aesthetic encounters offer values that are lovely, artistic, practical, and user-friendly (Kazmi *et al.*, 2021).

4.3 Theoretical Omissions and Claims.

Theoretical shortcomings and suggestions regarding the social media user experience, wherein it is nevertheless common to anticipate favorable user experiences with regard to repurchase intentions in particular. The terms "customer experience" and "social community experience" are used differently, and user experience is also used as a moderator of the relationship between repurchase and reuse intentions in many of the studies that have been done up to this point. This suggests that opinions among experts on user experience are still divided and that the subject is actively being discussed. The mediation variables that have been proposed by Wang, Cao and Park (2019); Zhao and Shi (2022); Zhao and Wagner (2023); and Huangfu *et al.* (2022). A number of authors have suggested using user experience as a moderation, including Samuel, Balaji and Wei (2015); Zhao and Zhou (2022); Konietzny and Caruana (2019); Crespo-Almendros, Del Barrio-García and Alcántara-Pilar (2015); Gao and Huang (2019b); Wibowo *et al.* (2021); Flavian, Guinalıu and Gurrea (2006); Castañeda, Muñoz-Leiva and Luque (2007); and Kourouthanassis, Giaglis and Vrechopoulos (2007). The TAM theory (Davis, 1989) is the idea that is pertinent to studies on consumer satisfaction. According to this idea, the external perspective of the system's experience affects the intention to utilize social media for purchases. The relationship between the user experience on social media and the intention to reuse has not been studied up to this point. It is also necessary to fill in theoretical gaps regarding the measurement of user experience that influences reuse intentions in light of these empirical facts.

5. Conclusion

An overview of the evolution of social media user experience research over the previous 20 years is attempted to be provided by this systematic review of the literature on social media user experience. Following the synthesis and critical interpretation of the chosen papers to ascertain their distinctions, this study yielded two (2) noteworthy results. First, it is evident that the dimensions of social media user experience measurement that are currently being developed are based on the characteristics of instruments and non-instruments. In this study, four dimensions were found, with the predominant use of three dimensions—information experience, entertainment, and sociability/interactiveness—that are frequently used in terms of customer experience, community experience, and user experience itself. Aesthetic experience is a novelty in this study. In addition to the differences in measurement dimensions, it shows that there are still theoretical and empirical gaps that need to be aligned so that the dimensions of social media user experience measurement can be solid like the dimensions of other user experience measurement systems such as e-commerce, augmented reality, and artificial intelligence that are widely used in product marketing. Second, current social media user experience research only reaches the measurement of the dimensions of social media user experience treated with mediation constructs and is only used as a moderating variable for the relationship between antecedents and reuse intentions. There are important

variables that need to be tested, namely the relationship between user experience, in this case the dimension that is novelty, and reuse intentions.

Future research plans could look like this: First, a thorough examination of the factors influencing social media user experience measurement from the viewpoints of industry and researchers is necessary to ensure that these factors are reliable, much like the factors influencing service quality in other digital marketing channels. Second, more investigation is needed into the direct connection between reuse intents and social media user experience. This served as both a suggestion for further study and an inspiration for the creation of TAM Theory.

Finally, despite being conducted with great care, the results of this study are still limited by the research criteria used for the relatively new user experience variable. Nevertheless, the findings of this study may be useful for researchers and practitioners interested in this topic, especially in terms of providing an overview of recent developments and their implications for future research and measurement of social media user experience. Researchers and practitioners seeking a comprehensive approach to measuring social media user experience may find this research model useful.

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