
Editorial

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With the special issue 'Social media marketing in the digital era', *IJIMA* provided us a chance to come together with valuable researches focused on the digital world's essential media tool; social media. Social media has taken crucial roles in both business and consumer markets driving and shaping consumers' preferences, tendencies, and demands in markets. Beyond media tools, it is a communication way, basis of information sources, lifestyle, socialisation platform, an escape opportunity from difficulties, responsibilities,

and stress of life. The COVID-19 and exhausting lockdowns have increased the importance of social media not only for individuals but also for businesses.

In this issue, seven papers focused on social media marketing have contributed to the academic and business world. 'Cosmetics interest and behaviour generated from social media advertising and e-WOM among female millennials' by Helen Inseng Duh, tested the AIDA model in the context of social media advertising. 'Attributes of Instagram influencers impacting consumer brand engagement' by Helen Inseng Duh and Thabile Thabethe, investigated the influence of Instagram influencers' characteristics on consumer brand engagement using three models. 'The impact of social media advertising on purchase intention: the mediation role of consumer brand engagement' by Weeraporn Supotthamjaree and Preeda Srinaruewan, focused on social media advertisement's impact on purchase intention with mediating role of consumer brand engagement. 'Instagram marketing: understanding the adoption factors for small and medium enterprises' by Zuraini Harun and Farzana Parveen Tajudeen, brought a new perspective to small and medium enterprises (SME) to adapt and use Instagram as a marketing channel. 'How do people adopt information on social media? The role of e-WOM in revealing travel itineraries' by Nilsah Cavdar Aksoy, Alev Kocak Alan, Ebru Tumer Kabadayi and Hayri Sinan Dagistanli, explained information shared in social media and consumers adaptation this information evaluating travel itineraries. 'A brand-centric framework for ephemeral media: conceptual approach to Instagram stories' by Fatih Pınarbaşı, prepared a conceptual paper about social media literature by developing a comprehensive framework for ephemeral media concept. 'The influence of brand image for the online direct selling of a Malaysian micro-enterprise cosmetic brand: the mediating role of brand awareness' by Rajat Subhra Chatterjee, Linda Seduram, Tan Sin Kwang, Chay Yau Choon and Abdullah Al Mamun, examined the effects of credibility opinion, electronic word of mouth (eWOM), and social interaction on brand awareness and brand image into the micro-enterprise cosmetic brand. We offer our most sincere thanks to all authors and reviewers and also want to thank the *IJIMA* editorial board for giving us these opportunities.