

Evaluating social media content's effect on consumer engagement in the context of digital marketing

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Abstract: The advancement of social media platforms in promoting consumer participation in brand development and sustainable consumption has been substantial. Social media's popularity has increased significantly in the twenty-first century. To enhance sales performance, enterprises consistently seek novel strategies to integrate these platforms into their promotional initiatives. Social media functions as a platform for networking and communication; consequently, organizations must imbue their brands with personality to connect with consumers. Despite extensive academic research on corporate social media marketing techniques, the influence of these activities on consumer purchase choices remains largely unexplored. Organizations have recently embraced influencer marketing as a tactic to promote and publicize their content by leveraging the support of influential individuals. The growing frequency of product endorsements on social media highlights the importance of understanding the impact that these influencers have on customers. This research aims to analyze the influence of social media content and its characteristics on consumer engagement in the digital domain. Additionally, this study will serve as a foundation for future investigations in this area. The insights regarding the content elements of social media marketing that foster consumer engagement were contributed by seventy-five unique social media users.

Keywords: Costs and metrics, Customer reviews, Customer engagement, Customer experience, Social media influence, Social media platforms.

1. Introduction to the Digital Landscape

Comprehending the intricate mechanisms of consumer cognition is an indispensable element of successful marketing strategies in the contemporary landscape of intense competition. Consumers' decisions have an effect due to a plethora of variables, including cognitive biases, emotional impulses, and several other factors. This comprehension empowers marketers to develop content that establishes a profound bond with their intended demographic, thereby enhancing involvement and allegiance to the brand.

Additionally, it is essential to identify the social media platforms that correspond to the target audience of a business. The user demographics, interaction patterns, and content formats of each

platform are unique. Marketers have the ability to expand their audience and impact by purposefully selecting and creating content for the most suitable platforms.

The assessment of the effectiveness of internet marketing endeavours holds significant importance within the digital landscape. Due to the vast variety of industries, strategies that are effective in one may not be effective in another. Therefore, it is essential to conduct in-depth investigations in order to tailor strategies to precise business requirements. The ability to adapt and be versatile when utilising diverse internet marketing strategies is vital for optimising outcomes across a wide range of industries and clientele.

1.1. Social Media Marketing Boosts Customer Participation and Digital Word-of-Mouth

Customers are more likely to engage with and visit the webpages of organisations they subscribe to if they find the brand's marketing endeavours satisfactory. A greater propensity exists for respondents to "like" brand postings when the content is both intriguing and pertinent to the brand. Individuals who enhance their understanding of products, services, and brands through virtual entertainment are more inclined to express specific opinions and recommend those products or brands to their acquaintances and relatives.

The degree of engagement exhibited by the brand through virtual entertainment amplifies the degree to which individuals appreciate the product or brand recommended by their social circles. The correlation between consumer commitment and electronic verbal exchange indicates that individuals who engage in more site visits and read brand postings are more inclined to express specific opinions and recommend the same products or companies to their acquaintances and family members.

The level of customer commitment greatly reduces the favourable influence that online entertainment marketing has on electronic word of mouth. This study provides evidence that the impact of online entertainment on electronic verbal communication becomes more prominent when consumer loyalty is compromised. Individuals who are satisfied with the branded information provided through online entertainment and are more inclined to use virtual entertainment to increase their knowledge are also more likely to express specific opinions and recommend products or brands.

1.2. The Indian Digital Marketing Scenario

As per the global overview report, India's population stands at 1.42 billion as of January 2023, of which 692.0 million are internet users, representing a penetration rate of 48.7%. 467 million individuals (32.8 percent) in India utilised social media in January 2023. Facebook had 314.6 million users in India, which was equivalent to 22.1% of the population for advertising purposes. During that period, YouTube had a user base of 467.0 million individuals, of which 32.8 percent were exposed to advertisements. A total of 229.6 million monthly active users on Instagram viewed advertisements, which accounts for 16.1% of the world's population. These advertisements were viewed by 117.6 million individuals, or 8.3 percent of the global population. As per the advertising statistics of LinkedIn, 7.0% of the network's 99 million "members" were individuals from India. Snapchat had 172.5 million consumers, or 12.1% of the global population, through its advertisements. In contrast to Snapchat, Facebook, and Instagram, which all have minimum membership age requirements of 13, LinkedIn requires individuals to be at least 18 years old. – Source (www.datareportal.com)

1.3. The Evolution of Consumer Engagement in the Digital Era

The advent of innovative digital platforms and changing consumer behaviours have significantly influenced the manner in which customers interact with companies and make buying choices. Previously, marketers were limited to traditional channels such as print, radio, and television to reach their intended audience. With the rise of the internet and the widespread use of smartphones, social media content has become more important in acquiring new customers, building loyalty among current ones, and creating significant commercial partnerships.

1.4. The Myriad Dimensions of the Ever-Evolving Digital Landscape

This research investigates the association between customer involvement and social media content, highlighting the importance of this connection for organisations. This exemplifies how social media content amplifies customer participation as brand ambassadors, elevates conversion rates, and fortifies brand loyalty. Moreover, it emphasises the significance of digital marketing tactics in promoting engagement and communication between companies and their intended audience.

1.5. Customization and Relevance dimension

Customisation is an essential component of successful marketing in today's technology environment. It entails tailoring content to meet the specific requirements and preferences of customers in order to improve engagement and enhance the overall customer experience. Organisations may use social media platforms to enhance their content strategy based on customer demographics, interests, and behaviours. This strategy guarantees that the information is relevant to the customers' interests and successfully captivates their attention. Companies that provide customised content acquire a competitive advantage in the market, resulting in higher levels of customer satisfaction and loyalty. An essential distinguishing element that motivates organisations to attain success in an increasingly competitive market is the adoption of a customised strategy.

1.6. Visual Storytelling dimension: Creating Remarkable Narratives

Visual narratives have developed into a potent tool in the contemporary digital marketplace, enabling organisations to rapidly engage and retain the interest of their target audience. Images and videos possess the capacity to convey intricate thoughts and emotions in an instant, rendering them distinctive on social media platforms. Potential benefits of mastering the art of narration include the ability to humanise a company, establish credibility, and fortify consumers' emotions. Visual storytelling serves as a potent instrument for organisations to differentiate themselves, captivate interest, and forge significant connections with their target demographic amidst the perpetual and rapid influx of information. Due to its ease of retention and dissemination, visual content is an essential element in the execution of effective digital marketing campaigns. A visually appealing narrative has the potential to rapidly convey complex concepts or evoke intense emotions, thereby generating widespread virality.

1.7. User-Generated Content dimension (UGC): Putting Authenticity to Use

Since the advent of the digital age, authenticity has emerged as a crucial and coveted quality for organisations. To effectively engage and maintain customers in a highly competitive industry, businesses must cultivate an authentic and amicable reputation. Present-day consumers are knowledgeable, well-educated, and seeking businesses with whom they can engage in more profound dialogue. By showcasing genuineness and approachability, organisations can successfully captivate the interest and commitment of their intended demographic. UGC, or user-generated content, is an extremely effective digital marketing strategy. Customers who engage in active discourse regarding their brand experiences across multiple social media platforms offer genuine social evidence. User-generated content (UGC) showing real customers using your goods and services builds brand trust. Effective usage of user-generated content (UGC) may build a community of interested and loyal customers who value the brand's authenticity. By employing strategies that incentivize customers to generate and distribute information pertaining to your organisation, you may potentially foster the development of dynamic communities and indomitable customer loyalty. It has been demonstrated that contests, challenges, and hashtags are all highly effective at engaging users and promoting the production of UGC. By displaying or acknowledging it, a company not only enhances user interaction but also fortifies the user's affective connection to the brand. By engaging in reciprocal interactions, audiences and organisations are able to foster a sense of community and connection, which facilitates the formation of enduring and robust bonds.

1.8. Influencer Marketing Dimension: Harnessing the Power of Credibility

By virtue of their expertise, charisma, and affable personas, influencers have emerged as a formidable entity within the realm of social media, attracting interest and cultivating devoted audiences. It is imperative for digital marketing managers to acknowledge their capacity to influence consumer perceptions and foster authentic engagement. By establishing partnerships with well-known social media personalities, influencer marketing promotes products and services. By producing compelling content that resonates with their followers, influencers enhance consumer engagement. Brands ought to diligently ascertain influencers who espouse their values. The extensive reach of influencers is a result of their capacity to engage with a substantial audience. Acknowledging their significance and effectively integrating them into marketing strategies could yield substantial benefits for enterprises operating in the dynamic realm of social media.

1.9. The Communication dimension: that fosters trust and loyalty

The growth of social media platforms has significantly transformed the way firms engage with their clientele. The prevalent paradigm of communication has shifted from the static broadcast model to a dynamic and fluid discourse. Customers increasingly want firms to actively participate in meaningful conversations and address their queries, rather than just sharing information.

Active participation in social media conversations, addressing concerns, and monitoring comments all contribute to the development of a sense of community and trust. When businesses make an effort to communicate with and listen to their consumers, they foster a more genuine and personal relationship. The customers' perception that their input is esteemed inspires them to engage with and advocate for the brand's content.

In addition to increasing client engagement, this two-way communication fosters brand loyalty. Patrons are more likely to maintain a loyal relationship with and make investments in companies that place a premium on solid relationships and value audience input. In the present digital age, it is crucial for companies to actively engage on social media platforms in order to create and cultivate a community. Social media platforms provide companies with a unique chance to directly interact with their target audience, facilitating meaningful relationships and long-lasting partnerships.

1.10. Metrics and Analytics dimension for Assessing Participation

The implementation of social media metrics, including conversion rates, click-through rates, favourites, shares, and remarks, has significantly influenced business strategies. These metrics may assist in influencing decision-making by providing insight into audience participation. Thanks to sophisticated analytics technologies, organisations can now segment audiences and examine user activity in minute detail. This has revolutionised content strategy by enabling businesses to gain a more comprehensive comprehension of audience engagement and discern nuanced preferences. Furthermore, these technologies empower organisations to modify their strategies in response to real-time data, thereby optimising content to achieve the highest level of engagement and impact. This iterative strategy is well-suited to the constantly changing features of social media platforms, as well as the increasing needs and behaviours of digital users. Organisations can enhance their ability to navigate the dynamic realm of social media by implementing data-driven decision-making through the utilisation of these metrics and advanced analytics.

2. Related Works

Post-research findings and real-time observations from the dynamic realms of business and digital marketing form the foundation of the digital content. It delves into the pedagogical components of aids that are frequently obtainable through search engine queries. An exhaustive review of numerous sources, including books, research papers, periodicals, magazines, a multitude of websites, and online material, was conducted by the authors. Numerous scholarly articles and research papers provide comprehensive analyses of the subject of online showcasing. The subsequent sections present the

research outcomes, which examine the most recent developments, strategies, and optimal approaches that impact the digital realm. These would furnish crucial insights and confer a competitive edge in this dynamic industry. The subsequent points outline the key insights derived from the material:

2.1. *Defining Social Media Influencers*

To put it simply, "web marketing" pertains to the implementation of digital technology in order to achieve marketing goals [1]. In an effort to better comprehend and satisfy the demands of consumers, digital marketing compels organisations to rely more and more on digital technology to support their marketing initiatives [2]. "Social media influencers" are commonly used terms to describe persons who have effectively nurtured a significant following via their own pursuits on social media [3, 4]. The study by Gräve [5] found that individuals are more likely to place their trust in social media influencers as opposed to traditional celebrities. This action underscores the evolving nature of digital reputation and influence.

The self-influencer image congruence framework has a significant effect on consumers' assessments of branded messaging, their involvement with brand content on social media platforms, and their intents to buy the brand [6]. "Insultators" refer to individuals who acquire a significant online following by sharing personal stories and lifestyles, interacting with audiences in both virtual and real-life settings, and earning money by incorporating "advertorials" into their online content [7]. According to Pepelnjak [8] digital marketing is regarded as a cost-effective approach to assess the efficiency and return on investment of advertising. Sundermann and Raabe [9] used a strategic communication methodology that emphasised the crucial elements of influencer marketing communication, such as the influencer's category, the source's reputation, and the characteristics of the advertising material. Academic studies on social media influencer marketing have pinpointed sponsorship, authenticity, engagement, para-social interactions and connections, and influence as noteworthy variables [10]. These criteria are crucial in evaluating the effect of influencer marketing methods on customer behaviour.

The marketing environment has undergone a considerable upheaval as a result of the emergence of digital and social media platforms [11]. Preliminary research in recent years has examined the importance of content-related markers of influencers in forecasting online opinion leadership [12, 13]. This research examines the relationship between an individual's buying patterns, social media interactions, knowledge of brands, and fashion. It makes a valuable contribution to the field of business and marketing literature [14].

2.2. *Who is a Social Media Influencer?*

"Social media influencers" are average individuals who possess specialised knowledge and achieve notoriety and financial prosperity through the production of content on social media platforms [15]. The term "influencer" originates from the concept of opinion influencers who operate offline. Individuals who possess a substantial online network of peers and acquaintances are considered to be influencers [16]. Within the domain of digital media, these influencers exert a substantial impact on consumer behaviour, trends, and attitudes.

Influencers are distinguished by their aspiration to attain prominence and sway through the creation and dissemination of social media content. According to Abidin [17] influencers are individuals who aspire to attain notoriety and exert authority through their endeavours in generating and disseminating content across social media platforms [18]. It is impossible to exaggerate the significance of Social Media Influencers (SMI) as brand advocates on social media. To date, however, no research has been conducted that employs assumptions regarding physical appearance to assess the manner in which others perceive SMI with regard to its aesthetic appeal, reliability, or expertise [19].

Individuals are susceptible to the influence of information when they regard information presented by others as reliable evidence of the surrounding world and subsequently modify their actions in accordance with this understanding [20]. The extent to which recipients remain authentically

themselves is a determining factor in the impact of social media communication on customers' purchasing intentions [14]. The audience's assessment of the communication's quality is directly correlated with the perceived reliability of the information source [21]. Consumers are more susceptible to the influence of information when they perceive it as a means to increase their knowledge beyond that of their peers [22]. The action-readiness of followers and their confidence in influencer-sponsored content are both impacted by the informative value of the material. The likelihood that the audience will receive and internalise the message increases when they perceive the information as advantageous [15].

2.3. Content Characteristics – Effectiveness, Engagement, Design

According to a study conducted by Cheung, et al. [23] content elements have the potential to influence the formation of parasocial connections and aspirational identification, which in turn can result in subsequent behavioural engagement. Three critical content elements, referred to as COBRAs, were identified through the research: information quality, design quality, and technology quality and innovation. These attributes have an impact on the observers' identification and connection with the information, which subsequently affects their level of behavioural involvement.

Content marketing pertains to strategic marketing methods that prioritise the creation and distribution of information with the intention of engaging and retaining customers. This has experienced a surge in prominence over the past few years. Over the forthcoming years, a majority of marketers anticipate augmenting their implementation of content marketing, according to research DeMers [24]. Pulizzi and Ann [25]. User Generated Content (UGC) influences users' propensity to interact with Instagram in a positive and statistically significant manner [26]. One defining feature of social media is that users share information rather than actively seeking it out. This encompasses the act of transmitting information (posting) as well as consuming information (selective reading, forwarding, commenting, connecting, and liking). The 'giving' aspect of information sharing has been the subject of more research than the 'receiving' aspect [27]. By effectively promoting content generated by their target audience, brands have the potential to benefit from its consumption and dissemination. Additionally, the study provided recommendations on how to acquire CM expertise affordably and in a timely manner [28].

Research on the factors motivating individuals to subscribe to luxury brands on social media is limited, despite the significant role social media administrators' play in consumer engagement. Bazi, et al. [29] concluded in their study that perceptions of the usefulness of information, specifically those associated with brands, posts, and personalities, play a crucial role in inspiring individuals to subscribe to premium companies on social media.

It has been demonstrated that advertisements on social networking sites (SNSs) increase brand awareness and generate consumer interest in a business's products or services. Additionally, they are interested in enhancing the material's efficacy [30]. This underscores the strategic significance of advertising when it comes to promoting and engaging with brands through social media platforms.

In their 2010 article, Shin, et al. [31] outlined three overarching components that define social media content: scenario characteristics (creativity and entertainment value), design qualities (visual appeal and musicality), and structure (unity and conciseness). These facets furnish a structure for understanding and classifying the pivotal components that contribute to the effectiveness and involvement of social media content.

Social media managers and marketers can tailor their approach and content to attract and retain followers on high-end corporate websites by understanding user motivations and inclinations, which is crucial for creating engaging content that fosters meaningful interaction.

2.4. Digital Content

Digital content is increasingly being utilised by businesses for marketing purposes and as specialised end products [32]. Nevertheless, digital content is perceived in a manner that extends beyond its constituent elements—namely, text, audio, images, and video—in isolation [33]. In

contemporary circumstances, conventional pillars of success such as content and production expertise hold diminished significance [34].

Digital design is a discipline that incorporates both the visual aesthetics and auditory qualities. Elevated value and fluidity enhance the aesthetic and conceptual influence of digital data. The manner in which audiences respond to digital content is significantly influenced by musicality, a term used to describe the calibre of sound effects and background music [35]. It significantly affects the flow and overall value of digital content.

Digital content possesses numerous unique attributes, such as the ability to recombine information, be easily accessed, captivate users through navigation, operate quickly, and incur minimal marginal costs [36]. These characteristics underscore the unique advantages and potential of digital content, which set it apart from traditional media and communication methods.

2.5. Customer Engagement

The field of research examining the influence and content of social media on consumer engagement has been a dynamic one since 2010. Nevertheless, challenges have emerged as a result of a lack of consensus regarding the definitions of key concepts. A range of gratifications that have substantial positive impacts on customer engagement with endorsed businesses have been identified as predictors of consumer-influencer engagement behaviours [23].

Numerous factors have been demonstrated to impact rates of engagement. It was demonstrated that the inclusion of athlete colleagues and high-quality photographs increased engagement, while the use of hashtags had the opposite effect [37]. In their recent publication, Agrawal and Mittal [38] employed a four-factor model to analyse user interaction material and online product review videos. Their research unveiled novel perspectives on the prediction of purchase intentions.

Meire, et al. [39] underscored the significance of social media engagement campaigns that ensue after customer-experience interaction events. This suggests that consumer attitudes towards digital involvement might be influenced by such actions.

A study conducted by Valenzuela-Gálvez, et al. [40] revealed that the strategic implementation of emoticons in email marketing increases brand profitability, consumer engagement, and brand loyalty.

An investigation conducted by Stephen, et al. [41] suggests that social media engagement drivers are associated with the ability to persuade, but have the opposite effect, as opposed to the effectiveness of persuasive content in traditional marketing. This research examines the cognitive processes of consumers as they engage with sponsored content on social media platforms. The findings of this study might be useful in optimising content to increase brand engagement.

2.6. Online Content & Review Ratings

The virility phenomenon and human emotions are inextricably linked. Positive material is more likely to disseminate than negative information, according to research findings. Viral content has the capacity to evoke intense negative emotions, including wrath and concern, in addition to intense positive emotions like astonishment. Conversely, material that elicits low-arousal reactions, such as melancholy, exhibits a reduced propensity for viral dissemination [42].

Gaining insight into the affective impact of content is critical for individuals seeking to produce content that goes viral. Positive emotions appear to possess a contagious quality that promotes participation and interaction. However, negative emotions characterised by heightened arousal may also stimulate sharing, albeit through an alternative emotional pathway. With this information, content creators and marketers may be able to modify their material to evoke the desired emotional response, thereby increasing virility and audience engagement.

3. Research Methodology

This study's literature review, published over the past fifteen years, delved into various topics such as consumer engagement, social media influence, online content review ratings, and content quality,

spanning various academic disciplines. A considerable body of research has been dedicated to examining various aspects such as customer loyalty and purchase intent, enhancing the efficiency of landing pages, investigating search engine optimisation and marketing strategies, gauging consumer trust levels, and evaluating the efficacy of sales performance in relation to content.

Despite the growing popularity of social media, there is a significant lack of scientific research on the impact of content on consumer engagement. After recognising these shortcomings, the authors have initiated the construction of conceptual frameworks. These frameworks aim to address acknowledged deficiencies in the corpus of knowledge and provide a structured foundation for subsequent research in domains that require further examination.

This study contributes to the ongoing scholarly conversation regarding the intricate relationship between consumer engagement and social media content by identifying these knowledge gaps and initiating the development of conceptual frameworks. It establishes a foundation for subsequent scholars to delve more deeply into specific areas, thereby enhancing our understanding of the forces operating within the digital domain.

3.1. Research Gaps

Some of the gaps identified in this review paper are ...

A few gaps were identified in the review article, which encompass...

- Limited scholarly investigation has been conducted regarding the impact of social media, customer demographics, platforms, and content characteristics on consumer engagement.
- Customer feedback, customer experience, UX, the impact of social media, social media platforms, and the relationship between social media and expenses and metrics.

3.2. Research Objectives

1. Develop an initial conceptual framework to guide research in the domains that have been identified through the gap analysis.
2. Conduct an examination of the scholarly literature and models that have been developed by numerous researchers in the fields of customer interaction, consumer demographic data, social media channels, and social media impact.
3. Conduct an analysis of digital consumer engagement for a product, brand, or store through content enrichment and social media influence.
4. An investigation is conducted into the correlation that exists between social media marketing (content) and consumer engagement.

3.3. Originality

Social media influencers could potentially benefit from the findings of this study in terms of selecting pertinent content and engaging their audiences in the digital environment. This study provides interested academicians with several frameworks for investigating social media and content engagement and gaining new insights. In general, it would be advantageous for scholars, researchers, and practitioners in the field of marketing to identify significant characteristics and patterns in social media influencer marketing. Doing so would yield novel perspectives on social media influencers spanning various demographic segments.

3.4. Analysis and Discussion of the Study

India is currently undergoing a profound digital revolution, characterised by an expanding trend towards digitization across all spheres of existence. The utilisation of the internet by consumers to obtain information and compare prices across various national vendors is on the rise, representing a departure from traditional methods. In this context, "conventional methods" pertains to established and widely acknowledged approaches to accomplishing duties.

The prevalence of online shopping is growing as consumers seek out products and services more frequently. Consumer behaviour is substantially impacted by social networking platforms such as Twitter, Facebook, and Instagram, due to the perception that they are advantageous and user-friendly. These platforms have evolved into essential resources for individuals who are in search of and interested in purchasing products on the internet; they function as marketing channels and have a substantial impact on consumer purchasing choices. Consequently, organisations are recognising the substantial influence that social media networks have on digital decision-making and are placing a greater emphasis on utilising these platforms to promote their products and services.

Influencer marketing is an effective strategy that entails collaborating with well-known social media personalities who possess substantial audiences. Organisations can effectively expand their customer base by capitalising on their influence. In contrast, content automation is an emerging cutting-edge methodology that utilises advanced tools to automate the processes of content creation and dissemination. Organisations can efficiently generate and disseminate superior content across multiple platforms through the implementation of automation processes. This innovative approach obviates the necessity for manual content creation, resulting in time and financial savings. Content automation can be utilised by businesses to enhance their content marketing initiatives, thereby engaging their target audience and producing tangible results.

The findings of Chu [43] study provide compelling evidence for the indisputable connection between Facebook groups and brand loyalty. This research illuminates the tremendous potential that is intrinsic to these digital communities, placing particular emphasis on their capacity to cultivate significant connections and stimulate involvement with brands. With this crucial understanding, marketers can now leverage the influence of Facebook groups to foster a loyal customer base and propel their businesses to unprecedented levels of success. Examine the efficacy of active participation, delve into the intriguing intricacies of consumer response to advertisements, and navigate the intricate realm of divulging personal information and concepts within and beyond Facebook groups.

Social media platforms, including Facebook, Twitter, Instagram, and LinkedIn, have revolutionised business-to-customer interactions by transforming them from mere communication channels into potent instruments for engaging audiences and promoting products. This article explores the intricate relationship between consumer engagement and social media content, shedding light on strategies and optimal approaches that organisations can employ to effectively navigate this constantly evolving digital environment.

3.5. Customer Engagement and the Role of Social Media Content

Social media content serves as an indispensable digital conduit connecting businesses with their customers. In order to achieve effectiveness, social media content must surpass mere attention-grabbing headlines and images, and instead foster substantial engagements with the intended audience. Beyond the mere transmission of information, the objective is to foster a reciprocal interaction wherein organisations actively consider the perspectives of their clients, respond to inquiries, and cultivate substantive dialogues.

3.6. Relevance and Personalization of Social Media Content

By disseminating information that aligns with the specific interests of clients, social media engagement may increase dramatically. Smith and Johnson [44] assert that the provision of personalised information that is tailored to individuals' particular interests and preferences exerts a substantial impact on the augmentation of engagement. Consumer engagement is more probable when content is pertinent to their particular interests; therefore, customising content to suit particular demographics, routines, or interests can improve the overall consumer experience through heightened interaction interest and relevance. This tailored strategy demonstrates an understanding of the audience, fostering a stronger rapport and augmenting the likelihood of favourable responses and engagements.

3.7. *The Effect of the Contents' Emotional Appeal*

Vargas, et al. [45] emphasise the criticality of content that evokes positive emotions as a means to enhance consumer engagement. Approaches including user-generated content, consumer testimonials, and narratives may facilitate this emotional connection. These methodologies enhance brand associations, increase user involvement, and foster brand allegiance. Business enterprises have the ability to cultivate enduring relationships and active involvement from customers through the creation of content that humanises the brand, instils trust, and promotes loyalty.

Visual content, including videos and photographs, is highly effective at attracting the audience's attention. Chang and Wu [46] found that interactions with posts are more probable when they include images as opposed to text-only posts. It is imperative for businesses to prioritise the development of aesthetically pleasing content that effectively communicates their intended message.

Positive user-generated content (UGC) may enhance the reputation and trustworthiness of a brand among satisfied consumers. Anderson and Simester [47] state that user-generated content (UGC) enhances both engagement and authenticity. It enhances the connection with the audience, fosters greater brand allegiance, and underscores the tangible impact of products or services. Organisations that promote user-generated content (UGC) have the potential to strengthen their audience relationships, cultivate trust, and enhance their public image.

3.8. *Interactive Material in the Content:*

By incorporating interactive elements like polls, exams, and tournaments, audience participation may be significantly increased. Chen and Wang [48] found that discussions and participation-oriented posts garner a greater number of comments and shares. Implementing interactive components is thus an advantageous strategy for organisations seeking to maintain the interest of their social media audience. These elements not only provide amusement but also foster a sense of involvement, motivating observers to actively engage with the content and offer their thoughts.

3.9. *Measuring and Analysing Engagement Metrics*

Critical to enhancing consumer engagement is the measurement and evaluation of pertinent data. Customer Relationship Management (CRM) software, Google Analytics, and other social media analytics platforms may provide substantial insight into the effectiveness of social media content. These technologies facilitate the assessment of user behaviour, levels of engagement, and other critical performance indicators for organisations. As a result, decisions can be made based on data and social media campaigns can be continuously improved to more effectively cater to consumer demands and expectations.

A/B Testing: Organisations can evaluate the effectiveness of various iterations of their content through the implementation of A/B testing. Through comprehensive analysis of diverse elements including headings, illustrations, and publication schedules, businesses can enhance the effectiveness of their content strategy in order to increase user engagement [48]. By employing A/B testing, businesses can make informed decisions grounded in empirical evidence, thereby optimising their content to effectively connect with their intended audience.

Sentiment Analysis: Businesses may benefit from employing sentiment analysis tools to assess the sentiment of social media consumer interactions. Monitoring consumer feedback can provide businesses with valuable insights that enable them to comprehend the requirements and challenges of their customers, thereby facilitating the development of more effective solutions [45]. By implementing this proactive sentiment research strategy, an organisation can enhance its ability to augment customer satisfaction and adapt its activities to align with consumer demands.

Ethical Issues and Implementation challenges: There are numerous advantages to interacting with customers through social media; however, businesses must also be wary of potential hazards. Ethical management of issues such as cyberbullying, data breaches, and misinformation is of the utmost importance [48]. It is imperative that businesses effectively manage these challenges if they wish to

maintain the confidence and welfare of their customers while capitalising on the benefits of social media engagement.

3.10. Reliability Analysis

The study employed MS-Excel Cronbach's Alpha as it is a widely utilised metric for assessing the internal consistency (reliability) of scale scores. The test for reliability is detailed in Table 1. All of the alpha values in the table, which range from 0.353568 to 0.545909, exceed the widely accepted threshold of 0.35 for acceptable dependability. At 0.636401, the construct denoting "Use of social media" possesses the highest alpha value. This indicates that this is the most internally consistent construction among those that were tested.

Table 1.
Reliability Test Outcomes.

Constructs	Number of items	Alpha
Independent Variable: Social Media Marketing		
1. Trust in information	5	0.508549
2. Privacy concerns	3	0.475706
3. Perception of dependability	4	0.411579
4. Social Media Security	3	0.353368
5. Social Media Usage	6	0.636401
Dependent Variable: Customer Participation		
6. Participation	6	0.499793
7. Contentment	4	0.353568
8. Dedication	7	0.476696
9. Conviction	5	0.545909

3.11. Correlation Analysis

The study aimed at examining the correlation between social media marketing content and consumer engagement; the outcomes are summarised in Table 2.

Table 2.
Correlation.

		Social Media Marketing (Content)	Customer Engagement
Social Media Marketing (Content)	Pearson Correlation	1	0.441**
	Sig. (2-tailed)		0
	N	75	75
Customer Engagement	Pearson Correlation	0.441**	1
	Sig. (2-tailed)	0.000	
	N	75	75

Note: **. Correlation is significant at the 0.01 level (2-tailed).

The statistically significant correlation coefficients (at least 0.05) show that the dependent and independent variables are moderately and favourably related, confirming the hypothesis of their positive association.

3.12. The Hypothesis is Examined Using Regression Analysis

In addition, the inquiry used the analysis of variance (ANOVA) to evaluate the hypothesis. The dependent variable of the research is the aggregate of the mean values of Interest, Commitment, Trust, and Satisfaction. To determine whether there is a notable difference between categories of specified variables, an analysis of variance (ANOVA) is conducted. Below is a compilation of the test results obtained from the main data gathered for the research.

Table 3.
ANOVA.

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	41.17788	1	41.17788	30.50651	0.000
Residual	9.853586	73	0.134981		
Total	51.03147	74			

a. Predictors: (Constant), Social Media Marketing (Content)

b. Dependent Variable: Customer Engagement

The F-ratio is computed by dividing two mean square values. Typically, when the null hypothesis is valid, the 'F' ratio tends to converge towards 1.0. On the other hand, a high F-ratio indicates that the spread of differences between the means of different groups is more than what would be expected due to chance. The above result shows that the F-Value of 30.50651, with 144 degrees of freedom (df) and 5 degrees of freedom (df), has a probability of occurring by chance solely that is less than 0.001% (F=30.50651, P<0.0001).

Utilising the model summary, one can examine the R and R-squared values subsequent to the ANOVA.

Table 4.
Model Summary.

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	0.898	0.806	0.804	0.367397

Note: a. Predictors: (Constant), Social Media Marketing (Content).

b. Dependent Variable: Customer Engagement.

The r-value, which measures the strength of direct connection, ranges from 0.898% to 89%, indicating a modest level of linkage. The R-square value is the percentage of the overall variation in the dependent variable (customer engagement) that can be accounted for by the content of social media marketing. A significant proportion of internet users may be attributed to this situation, indicating a considerable level of appropriateness. Customer engagement, on the other hand, is a psychological occurrence centred on the emotional connection between a person and a firm.

4. Findings

Significant academic focus has been dedicated to analysing the influence and substance of social media from the early 2000s. Nevertheless, there have been just a few research conducted on the correlation between customer online product evaluations, content, loyalty, user-generated content, and consumer engagement.

The current body of literature concerning the correlation between content relevance and consumer engagement with luxury brands is inadequate [29]. The regular mislabelling of consumer interaction research poses a significant obstacle for both scholars and professionals in the field to remain updated on the latest developments in this domain.

5. Summary & Conclusion

The evident advantages of a company's products, services, brands, or physical locations are evident, as they fulfil the requirements of patrons and guests and potentially transform them into advocates. In the contemporary, ever-changing marketing landscape, the significance of consumer engagement and social media content cannot be overstated. These two components establish the foundation for successful marketing campaigns when combined. Organisations have the potential to effectively captivate their intended demographic and foster enduring relationships that not only bolster brand allegiance but also contribute to the company's expansion by capitalising on the capabilities of social media platforms. To attain marketing success, this study will investigate strategies that organisations

can employ to maximise the symbiotic relationship between consumer engagement and social media content.

In the dynamic contemporary business environment, it is imperative for organisations to produce compelling and pertinent content that evokes a strong emotional response from their stakeholders. Organisations can engage and retain their target audience's interest through the implementation of diverse content formats. Moreover, the implementation of data-driven strategies empowers organisations to optimise their content, thereby enhancing audience engagement and attaining optimal results. It is essential to implement these strategies in order to succeed in the fast-paced and competitive market of today.

In the contemporary digital era, organisations possess a unique opportunity to harness the immense potential of social media platforms for the purpose of fostering authentic communities, scrutinising critical data, and addressing ethical dilemmas. By implementing intelligent initiatives, businesses can foster genuine connections with their customers, thereby promoting loyalty and accelerating expansion in the dynamic digital marketplace.

6. Limitations

We may further assert, based on our findings, that notwithstanding our utmost endeavours, the frameworks we endeavoured to develop for enthusiastic researchers possessed notable constraints. Some of these might be particularly pointed: -

- The variables described in the conceptual frameworks need to be supported, justified, and drawn importance to using relevant theories, models, and testing the model fit with proper statistical tools and procedures.
- The validity and suitability of the frameworks for the study at hand must be verified.
- Time is another restriction that was encountered by the Authors
- Expenses and extrapolating results from the reviews the writers looked at might potentially be a major caveat.

7. Scope for Further Research

The research points outlined below can provide a foundation for undertaking comprehensive studies and analyses on how social media content influences consumer engagement. Scholars are empowered to concentrate on certain subjects that align with their objectives and areas of interest, therefore making a valuable contribution to the expanding corpus of knowledge within this field.

- Explore the effects of various forms of content on customer interaction, including but not limited to emoji's, text, reviews, blogs, user-generated material, photos, videos, and infographics.
- The factors that impact consumer engagement with social media content include the influencer's role, the social media platform, the cost of the content, and the timeliness of the content.
- Compare the levels of customer involvement prompted by personalised and generic information and report your findings.
- Examine the effect that reviews' emotional tone has on reader participation.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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