
| RESEARCH ARTICLE

The Effects of Social Media Marketing on Customer Engagement

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| ABSTRACT

In today's business world, people increasingly interact on social media platforms such as Facebook, Instagram, LinkedIn, and Twitter, which have become fundamental to daily life. This study examines the effects of social media marketing on customer engagement. This study is a causal form of research. The study used an actual survey to gather information to ensure the accuracy of the data. Random sampling was used for the customers from Barangay Imbatug, Baungon, Bukidnon, using the simple random sampling with a total sample size of 80 respondents. Data were analyzed through descriptive and inferential statistics using mean and standard deviation, t-test, and ANOVA in determining the significant difference. Pearson's R was used to test the significant relationship. Results revealed that the overall mean of social media marketing was generally perceived as involved, while customer engagement was viewed as satisfactory. The outcomes indicated a clear difference in customer engagement when grouped according to their profile. The data show that there is a significant relationship between social media marketing and customer engagement. Based on these results, it is recommended that businesses implement programs and strategies that can increase customer engagement. One way to achieve this is by using creative marketing techniques to capture the attention of potential customers. When businesses or companies make a strategy that could gain the attention of their target customers, it is when they are promoting their products in a creative manner. For instance, they can have activities like a Q & portion about their products, explaining what benefits one could get from a specific product, and many more. Providing discounts on a certain product to the target customers would definitely help to make them decide to buy the product, and is one way of promoting to enhance the level of customers' engagement. These strategies not only promote the product but also foster stronger connections between businesses and their customers. When customers feel more involved and valued, they are more likely to engage consistently with the brand. This study highlights the importance of social media as a marketing tool and encourages businesses to continue improving their online presence to build lasting relationships with customers.

| KEYWORDS

Social Media Marketing, Customer Engagement.

| ARTICLE INFORMATION

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1. Introduction

In today's business landscape, people are increasingly inclined to interact on social media platforms such as Facebook, Instagram, LinkedIn, and Twitter, as social media has become an integral part of one's daily life. Developing additional advantages ahead of the competition is one way to do this. In certain places, social media

usage on mobile devices is still increasing by up to 30% annually, so social media management has become essential to sustain business expansion.

Social media is the most important and popular marketing at the current time, and it is a powerful platform that connects many people in a way of interacting with customers through business, and improves customer relationship engagement (Yilung, 2022). Social media plays an important role for marketers to gain a wider customer. It can be used as a business strategy to make interesting content that would attract the customer's attention, and it was considered a more effective way of communicating between the sellers and customers.

The researchers aimed to understand how social media marketing works to influence customer engagement growth. It helped businesses to develop and improve social media marketing strategies, innovation, customer satisfaction, and customer relations. The implication of this research is to help businesses in Imbatug, Baungon, Bukidnon, and identify the convenience of social media platforms by creating a holistic approach, considering the interests of the customers. Moreover, this research will serve as a foundation for future researchers with their prospective studies.

Further, marketing through social media provides a great opportunity for marketers to promote their products or businesses and build relationships with customers (Obar & Wildman, 2015). Furthermore, social media marketing is the fastest way to promote a business, easily connect with other people, and create content that will catch the interest of customers and make them decide to buy the products.

Social media marketing reflected positively on attitudes and actions toward all forms of social media. As compared to traditional marketing, it is the cheapest, fastest, and most effective marketing. It helped marketers gain customers through the use of social media marketing. It became an important tool for businesses that allowed them to interact and communicate directly with customers, raise customer awareness for the goods and services they offer, and post engaging content to promote the business (Cheodon et al., 2020).

Customer engagement can be gained through social media platforms, and it might be useful because customers will be motivated to engage by reading or commenting on the product's post, watching product-related videos, or viewing the product photos (Albayrak & Ceylan, 2021). Social media marketing is adopted by various businesses to market their product and services. Modern technology offers options for Companies worldwide, requiring marketing and management to understand the positive and negative aspects that will influence operations and marketing strategies (Nikoli, 2021).

This study was anchored on Customer Engagement Theory (Brodie, 2013), which focused on fostering the connections between the brand and the customers. A positive relationship between the firm and its customers based on engagement will foster loyalty to continue purchasing the company's products or services on a regular basis (Gupta, Pansari, & Kumar, 2018).

The study was supported by Chaffey's Theory (Chaffey, 2012). According to this view, social media marketing significantly enhanced customer engagement, leading to improved brand loyalty and sales performance. Businesses that regularly communicate with their customers on social media present levels of customer satisfaction and loyalty (Hootsuite, 2021).

The study examined the effects of social media marketing on customer engagement in the people of Imbatug, Baungon, the province of Bukidnon.

The researchers are 4th-year college students at Bukidnon State University- Baungon Campus who got interested in delving deeper into the effects of social media marketing on customer engagement.

Social media marketing allows people to freely interact with customers and offer multiple ways for marketers to reach and engage with customers, thereby enhancing customer engagement and creating opportunities to increase company profit regardless of their location (Hayank & Zilluv, 2018).

The entertainment quality, also known as the mean value of SMI material, is consistent with people's motivations for using social media platforms. PLS-SEM was utilized to uncover that social media entertainment is essential for developing social media content in order to obtain optimal performance among university students (Dzogbenuku et al, 2022).

It is the perception of the customers about the extent to which social media provides the latest content (Yadav & Rahman, 2018). Trendiness is one of the important components of social media that provides customers with the latest and trendy content about products and brands.

Companies produce content through blogs, white papers, social media posts, videos, images, websites, microsites, and webinars. This content has been created to align with consumers' values and capture their interest (Kotler et.al., 2017).

Some academics see Internet-based communication as a platform with opportunistic interactivity and discriminating self-presence in real-time engagement, targeting asynchronous audiences led by online user-generated marketing material (Lund, 2019; Carr and Hayes, 2015).

Customer engagement (CE) has a significant impact on many parts of our lives (both professional and personal) by enhancing the relationship between customers and businesses. Customer participation in this marketing process can occur offline, through direct connection with producers, or online, via social media (Chen et al., 2020).

Perceived and visitor interest Perception among customers is important since a person's knowledge is created through a stranger's recommendation, and customers may not believe the recommendation (Denizci et al., 2016; Li et al., 2021).

Loyalty is an important part of any successful business strategy (Otsetova, 2017). Customer loyalty in the e-retailing industry occurs when a consumer's first choice of product or service to make a purchase is fulfilled, and then the customer frequently or continues to make purchases at an e-retailer over time.

The affective commitment and how trust mediates these relationships were examined using structural equation modeling. Affective commitment is directly correlated with advocacy and collaboration, and it is mediated by trust in relation to engagement and personalization. The post emphasizes how important it is in technology when utilizing online platforms to cultivate customer relationships (Boateng & Narteh, 2016).

1.1 Research Questions

This study seeks to answer the following core question: How does social media marketing affect customer engagement? Supporting questions examine the relationship between social media marketing and customer engagement.

1.2 Purpose of the Study

Understanding how social media marketing affects customer engagement is the aim of this study. Its specific goal is to determine how various social media marketing strategies and objectives affect customers' engagement, level of engagement, and loyalty to a company or brand. Through an analysis of these consequences, the study aims to offer insights that can assist companies in improving their marketing strategies, strengthening their relationship with customers, and enhancing brand performance through the effective application of social media platforms.

1.3 Significance

The results of this study will benefit the business owners, customers, researchers, and future researchers. By helping them develop successful social media strategies to increase interactions with customers, this study will help business owners. Customers will benefit from better service and interactions. Future researchers can use it as a reference for additional research on social media and customer engagement, and it improves the researchers' knowledge and research skills.

2. Methods

The researchers used a descriptive correlational design for their research. The researchers make descriptive questions to evaluate and assess the factors of The Effect of Social Media Marketing on Customer Engagement. According to Quaranta (2016), descriptive correlational research is a study in which the researcher's primary goal is to describe correlations between variables, a type of non-experimental research in which the researcher examines two variables and assesses their statistical relationship (i.e., the correlation) with little or no effort to control for extraneous variables.

The respondents of this study were the customers who used social media marketing of the different purok in the barangay Imbatug, Baungon, in the province of Bukidnon. This study utilized a simple random sampling technique to select respondents from Barangay Imbatug. A total of 80 respondents were randomly chosen from the barangay's population of 7,489. This method ensured that each individual within the barangay had an equal chance of being selected for the study, minimizing bias and promoting the generalization of the study.

Inclusion criteria included at least 15 years of age, regular users of at least one social media platform, individuals who had interacted with business or brand content on social media, and residents in the barangay of Imbatug. These respondents were selected as they use social media marketing for their daily use. Data were gathered using a structured questionnaire with two main sections. Part I contained items about the demographic profile of the respondents as to age, sex, civil status, and monthly income. Part II covered questions relating to the assessment of social media marketing and customer engagement.

The questionnaire on the assessment of the effects of social media marketing on customer engagement was adapted from the previous study by Alalwan, Rana, Dwivedi, & Alghabarat (2017), which was modified to suit the variables of the present study. The researchers sought the permission of the aforementioned rightful owners of the instruments to give proper credit to their work.

The researchers sought the approval of the campus in charge, the program head, and the punong barangay of Imbatug to formally notify them regarding the intention to conduct a survey involving selected social media customers of the different puroks in Barangay Imbatug as respondents of the study. Data were gathered through a survey questionnaire. The aforementioned letter was supported by the endorsement of the campus in charge of Bukidnon State University, Baungon Campus. Additionally, key informant interviews were conducted to gain deeper insights into the effects of social media marketing on customer engagement.

This study ensured ethical compliance by securing informed consent from participants, guaranteeing anonymity and confidentiality of responses, and allowing voluntary participation with the option to withdraw anytime. The collected data were encoded and analyzed using statistical tools. Descriptive statistics: Frequency Distribution was used to determine the profile of the respondents, and Mean and Standard Deviation were used to assess the effects of social media marketing on customer engagement. Inferential statistics: T-test and ANOVA to determine the significant difference in customer engagement when grouped according to their profile. Pearson's R: to examine the relationship between social media marketing and customer engagement. Responses were qualified using a four-point Likert scale.

3. Results and Discussion

Table 1. Summary of Respondents' Perception of Social Media Marketing

Social media marketing was evaluated in four domains: entertainment, trends, content, and platform.

Social Media Marketing	Ave. Mean	Std. Deviation	Description	Interpretation
Entertainment	3.06	0.06	Agree	Involved
Trends	3.11	0.05	Agree	Involved
Content	3.18	0.05	Agree	Involved
Platform	3.25	0.03	Agree	Involved
Average	3.15	0.05	Agree	Involved

The results show that social media marketing is perceived by respondents to be positively engaged in all dimensions being considered: entertainment, trends, content, and platform. Mean scores range between 3.06 and 3.25, and all dimensions receive the rating "Involved." The platform dimension has the highest mean score of 3.25, implying that people find social media platforms themselves as the most important factor in marketing efficacy. Conversely, entertainment garnered the lowest rating (3.06), but still within what was regarded as "Involved." This would indicate that while entertainment is valued, it perhaps is not the most compelling influencer in social media marketing initiatives based on the perceptions of respondents.

Table 2. Summary of Respondents' Perception of Customer Engagement

Customer engagement was evaluated in three domains: interest, loyalty, and commitment.

Customer Engagement	Mean	Std. Deviation	Description	Interpretation
Interest	3.21	0.04	Agree	Satisfactory
Loyalty	3.15	0.06	Agree	Satisfactory
Commitment	3.14	0.06	Agree	Satisfactory
Average	3.17	0.05	Agree	Satisfactory

Table 2 reflects a summary of customer engagement measurement in terms of interest, loyalty, and commitment. The mean value for all three categories shows an acceptable level of engagement, with the average values over $M=3.17$; $SD=0.05$, reflecting respondents generally agreeing. The low standard deviations reflect consistency in the responses.

Table 3. A Significant Relationship Between Social Media Marketing and Customer Engagement

Variables	Customer engagement	
	R	P
Social media marketing	0.77747	> 0.05
Strength	Strong	
Interpretation	Not significant	

The data showed that there is no significant relationship between social media marketing and customer engagement. Nevertheless, the relationship is not statistically significant because the result shows that p-values = > 0.05, which means we have to accept the null hypotheses.

Profile	Customer engagement					
	Interest		Loyalty		Commitment	
	p-value	Decision on Ho	p-value	Decision on Ho	p-value	Decision on Ho
Age	< 0.05	Reject	< 0.05	Reject	< 0.05	Reject
Sex	> 0.05	Accept	> 0.05	Accept	< 0.05	Reject
Civil status	< 0.05	Reject	< 0.05	Reject	< 0.05	Reject
Average monthly income	< 0.05	Reject	> 0.05	Reject	< 0.05	Reject

Table 4. A Significant Difference in Customer Engagement When Grouped According to Profile

The data implies that there is a significant difference because the result shows that p-values = < 0.05, which means we have to reject the null hypothesis on customer engagement when grouped according to age, sex, civil status, and average monthly income, and also the aspects of customer engagement, which are interest, loyalty, and commitment.

3.1 Comparison with Existing Literature

Based on the previously attached manuscript, the comparison between the results of the current study and existing literature reveals both alignments and affirmations with prior research.

The findings of the study affirm the conclusion of Santini et al. (2020), who described how social media may foster long-term relationships with customers as well as trust and happiness, which are comparable to this. Research studies suggest that social media may be used to build greater relationships in addition to marketing businesses. This shows how our study supports previous research on the benefits of social media marketing.

Similarly, the study aligns with the Journal of Business Research in 2023, which found that customers are more engaged with trending and engaging content. This showed that engaging and entertaining content increases customer engagement and loyalty. Customers are more likely to pay attention to posts that are appealing and creative, according to research. This shows how important excellent content is for engagement.

Moreover, the findings are consistent with Young Customers (2021), demographic variables, including age, sex, and income, had an effect on customer engagement. It was discovered that younger customers use social media platforms more frequently than older audiences. Both findings concur that different customers react differently to different strategies for marketing. This implies that companies must modify their social media marketing strategies according to their target market.

Additionally, Namibian Studies (2023) observed that cultural background and brand trust may change the strength of a relationship. Social media is influential, according to both research studies, but its impact varies depending on other factors. It shows how crucial context is to successful marketing.

Lastly, it provides support for the idea that social media marketing promotes customer engagement; however, with different levels of significance. This relates to Zeqiri et al.'s (2025) study, which discovered that social media marketing's effects change in emerging economies. Although social media is useful, both studies show that its effect varies depending on where it is being used. This shows how our research contributes valuable insight to the broader body of literature.

In summary, this study shows that customer engagement can benefit from social media marketing. Content that is engaging, trend-based, and entertaining encourages customer engagement and attention. People's use of social media marketing is impacted by demographic variables like age, gender, and income. Although the connection was strong, it was not always significant, indicating that other factors may also play a role. Although social media

marketing is generally successful, its effects vary depending on the situation and the characteristics of the target customer.

4. Conclusion and Implications of the Findings

The study has practical implications for research, suggesting that businesses should keep using social media marketing as a significant strategy to improve relationships with customers. Businesses must spend money on original as well as relevant postings that draw customers in because it has been shown that trend-based and captivating content works. This implies that in order to improve audience engagement, business strategies should give priority to timeliness, entertainment, and platform-specific features.

Additionally, customer responses to social media marketing are influenced by demographic variables, including age, gender, and income. It indicates that businesses are required to divide up their customer base and modify their advertising strategies according to their characteristics. By doing this, companies may develop more individual strategies that are probably going to result in increased loyalty and engagement.

Finally, the study continues by highlighting the fact that although social media marketing works, its effects can change based on the situation and other outside variables. This suggests that in order to fully understand customer engagement, future studies need to investigate other factors like cultural effects or brand trust.

4.1 Limitations

This study focused on the online purchasing behaviour of customers in a specific barangay of Imbatug, Baungon, with data collected from 80 respondents in Barangay Imbatug. The research utilized questionnaires as the primary survey instrument to identify factors influencing customer engagement. The results provide insights into how local customers make purchasing decisions and what influences their online purchase practices.

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