Impact of Social Media Marketing on Customer Engagement: A Case Study on BBA Students of ICM, Imphal

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Abstract

This report examines the impact of social media marketing on customer engagement. The study investigates how various social media platforms and marketing strategies affect customer interaction, brand loyalty, and overall customer engagement. By employing a mixed method approach, including quantitative analysis of engagement metrics and qualitative insights from customer surveys, the research identifies critical elements that drive successful social media marketing campaigns. Key findings suggest that high quality, relevant content, consistent posting schedules, and interactive features such as polls, live videos, and personalized responses are important in fostering customer engagement. The study concludes that businesses leveraging these strategies can achieve enhanced brand awareness, customer loyalty, and increased sales. The report provides practical recommendations for marketers to optimize their social media efforts, emphasizing the need for authenticity, responsiveness, and strategic content planning to build and maintain a loyal customer base.

Keywords: Social Media Marketing, Customer Engagement, Digital Marketing

1. Introduction

Social media marketing involves the utilization of social media platforms and websites to promote products or services. Content is created and shared on social networks with the aim of achieving marketing and branding objectives. This form of digital marketing is increasingly popular, with companies of varying sizes and industries leveraging its outreach. The primary goal of social media marketing is to produce shareable content that increases the visibility and reach of the brand across users' social networks. This content can encompass blog posts, product reviews, videos, images, and interactive material. Companies utilize social media marketing to interact with their customers and establish relationships with them.

Companies can also use social media marketing to cultivate loyalty and trust among their customer base. When they actively interact with their customers and address their inquiries and feedback, companies demonstrate their attentiveness to customer needs and issues. This approach is instrumental in fostering loyalty and trust, ultimately resulting in boosted sales and customer retention. Finally, social media

marketing provides the opportunity to monitor and evaluate the effectiveness of digital marketing campaigns. Analytics tools enable companies to track campaign performance and identify the most successful ones. This allows companies to refine their digital marketing strategies and ensure they are utilizing the most efficient approaches to reach their target audience.

2. Literature Review

In the article "Influence of Social Media Marketing on Customer Engagement" by F. Safwa Farook & N. A. (2016), it was found that customer engagement is significantly influenced by five factors: Trust in information, privacy concerns, perceived reliability, social media security, and social media usage. Customers are more likely to engage with an organization if they perceive it to be trustworthy and secure.

In their study titled "The Influence of Social Media Marketing on Customer Engagement and Its Effect on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar," Muchardie, et al. (2016) discovered that social media marketing has a substantial and beneficial effect on customer engagement and brand loyalty. They also found that customer engagement exerts a stronger influence on brand loyalty compared to social media marketing.

Simona Vinerean, A. O. (2021) on their article "Measuring Customer Engagement in Social Media Marketing: A Higher Order Model" shows that CE (Customer Engagement) is a complex concept and validates all the hypotheses proposed in the conceptual model. One of the significant findings of the study is that involvement emerges as the most influential factor affecting customer engagement and underscores the role of CE in both predicting and nurturing customer loyalty. This study contributes to the existing knowledge about customer-brand relationships in digital environments by identifying the primary factors that drive customer engagement and offering valuable theoretical and practical insights. Ultimately, our results offer managerial guidance for developing social media marketing strategies aimed at enhancing customer engagement.

Xi Chen, et al. (2021) on their paper "Examining Customer Motivation and Its Impact on Customer Engagement Behavior in Social Media: The Mediating Effect of Brand Experience" found that the customer brand experience plays a mediating role between customer motivation and customer engagement behavior, and it has an impact on social media. This contributes as a point of reference for research in social media literature. These discoveries will offer valuable understanding on how to motivate customers to engage in social media.

3. Objective of the study

a) To examine the factors that influence customer online engagement.
b) To find out which types of posts, content or media type encourage customer online engagement.

4. Methodology

Institute of Cooperative Management (ICM) has been purposely selected for the present study. The students of BBA have been selected by adopting convenient sampling technique due to the lack of time and present situation of Manipur. The data and information have been collected from 70 students of ICM through structured questionnaire. In order to accomplish the objective, the frequency, percentage and pie chart have been applied.

5. Data Analyses and Interpretation

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings.

Table 1: I intend to shop product/service that I see other consumers talking about on social media

OPTIONS	No. of Respondents
Strongly Agree	2
Agree	19
Neutral	31
Disagree	10
Strongly Disagree	8
Total	70

From the above table, it is interpreted that 2 respondents strongly agree, 19 respondents agree, 31 respondents are neutral, 10 respondents disagree and 8 respondents strongly disagree.
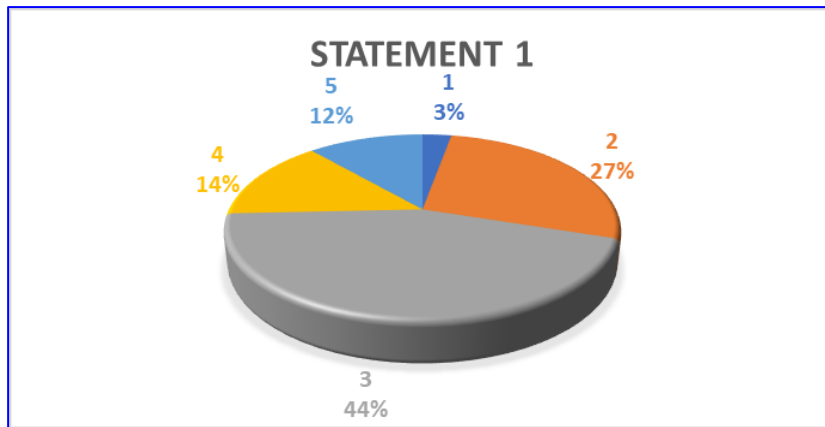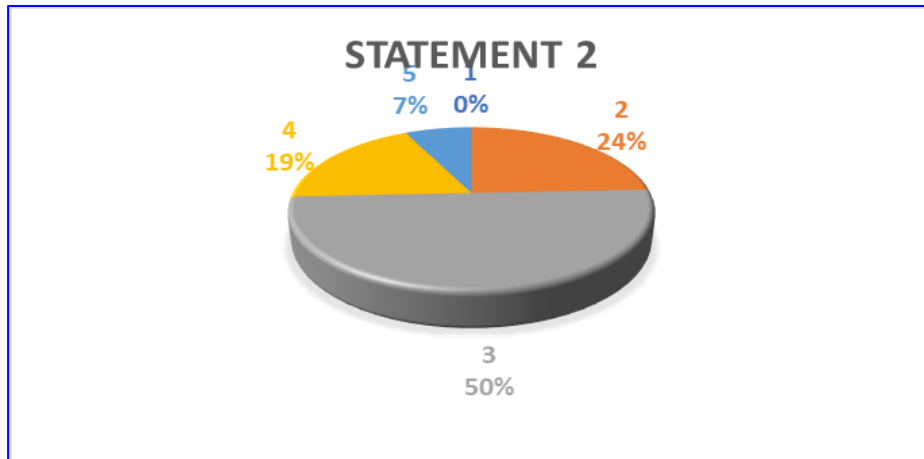

Interpretation:

The above graph shows that 3% of respondents strongly agree, 27% of respondents agree, 44% of respondents are neutral, 14% of respondents disagree and 12% of respondents strongly disagree.

Table2: I am very likely to buy products or services recommended by my friends on social media platforms.

OPTIONS	No. of Respondents
Strongly Agree	0
Agree	17
Neutral	35
Disagree	13
Strongly Disagree	5
Total	70

From the above table, it is interpreted that 17 respondents agree, 35 respondents are neutral, 13 respondents disagree and 5 respondents strongly disagree.
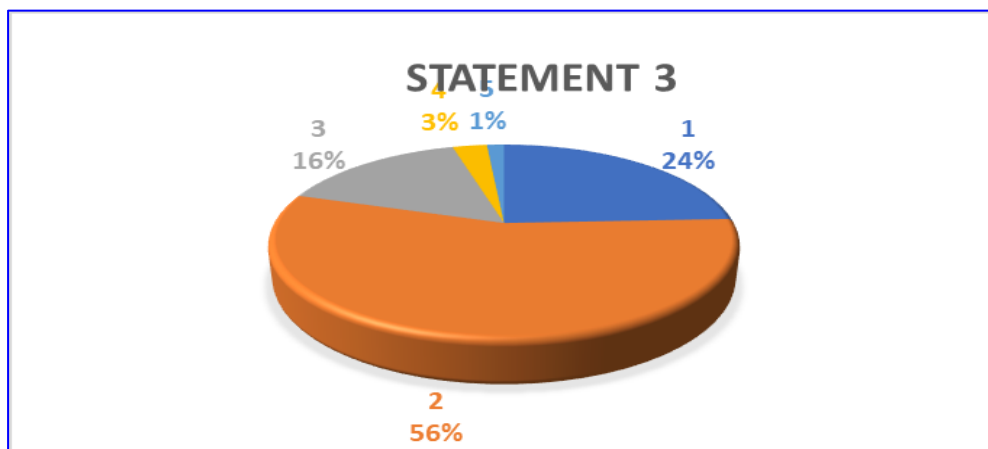
Interpretation:

The above graph shows that 24% of respondents agree, 50% respondents are neutral, 19% of respondents disagree and 7% of respondent strongly disagree.

Table 3: Using social media platforms help me make decisions better before purchasing goods and services.

OPTIONS	No. of Respondents
Strongly Agree	17
Agree	39
Neutral	11
Disagree	2
Strongly Disagree	1
Total	70

From the above table, it's interpreted that 17 respondents strongly agree, 39 respondents agree, 11 respondents are neutral, 2 respondents disagree and 1 respondent strongly disagree.
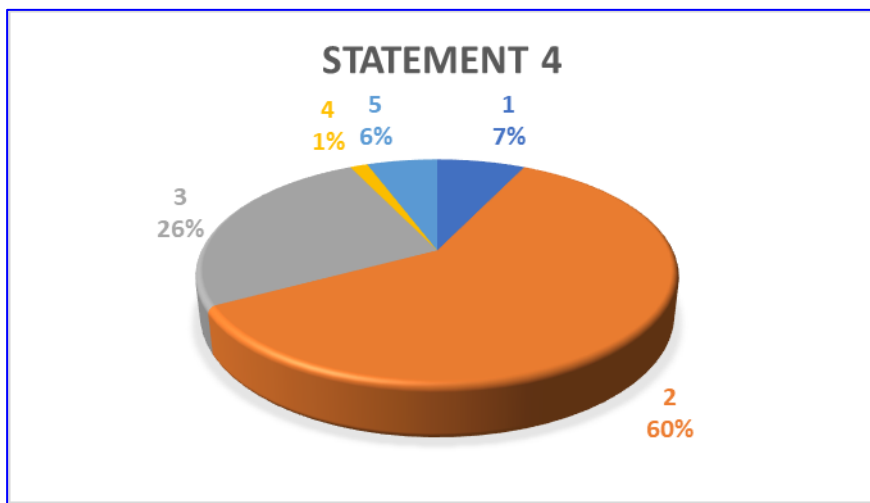

Interpretation:

The above graph shows that 24% of respondents strongly agree, 56% of respondents agree, 16% of respondents are neutral, 3% of respondents disagree and 1% of respondent strongly disagree.

Table 4: Using social media platforms increases my interest in buying products and services.

OPTIONS	No. of Respondents
Strongly Agree	5
Agree	42
Neutral	18
Disagree	1
Strongly Disagree	4
Total	70

From the above table, it is interpreted that 5 respondents strongly agree, 42 respondents agree, 18 respondents are neutral, 1 respondent disagree and 4 respondents strongly disagree.
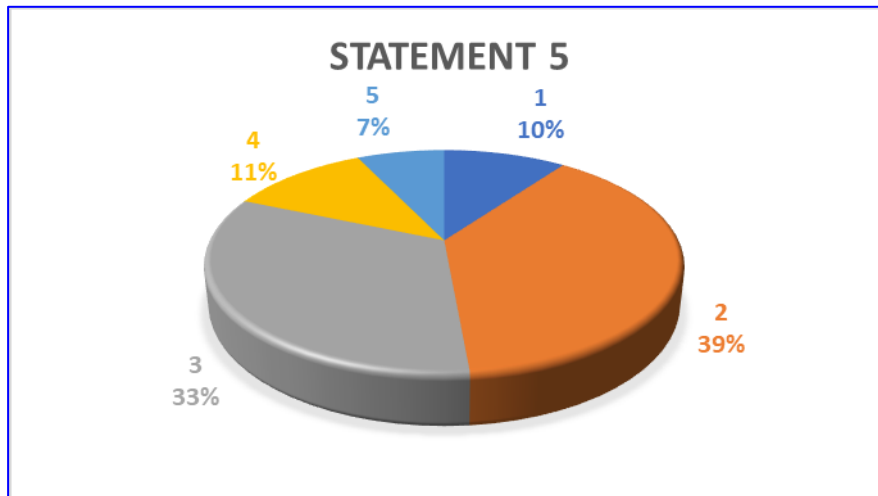

Interpretation:

The above graph shows that 7% of respondents strongly agree, 60% of respondents agree, 26% of respondents are neutral, 1%of respondents disagree and 6% of respondents strongly disagree.

Table 5: I am likely to buy product/service that I see on social media if it has an easy mode of payment.

OPTIONS	No. of Respondents
Strongly Agree	7
Agree	27
Neutral	23
Disagree	8
Strongly Disagree	5
Total	70

From the above table, it is interpreted that 7 respondents strongly agree, 27 respondents agree, 23 respondents are neutral, 8 respondents disagree and 5 respondents strongly disagree.
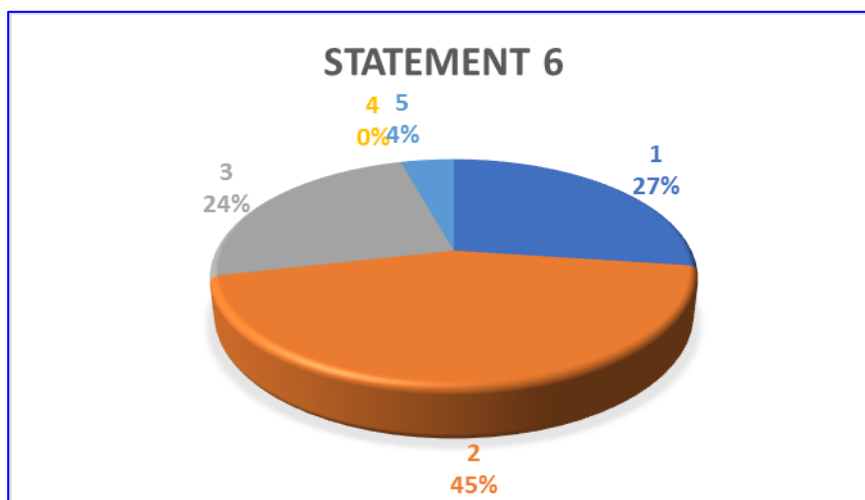
Interpretation:

The above graph shows that10% of respondents strongly agree, 39% of respondents agree, 33% of respondents are neutral, 11% of respondents disagree and 7% of respondents strongly disagree.

Table 6: I am likely to buy product/service that I see on social media if it is a trusted brand.

OPTIONS	No. of Respondents
Strongly Agree	19
Agree	31
Neutral	17
Disagree	0
Strongly Disagree	3
Total	70

From the above table, it is interpreted that 19 respondents strongly agree, 31 respondents agree, 17 respondents are neutral and 3 respondents strongly disagree.
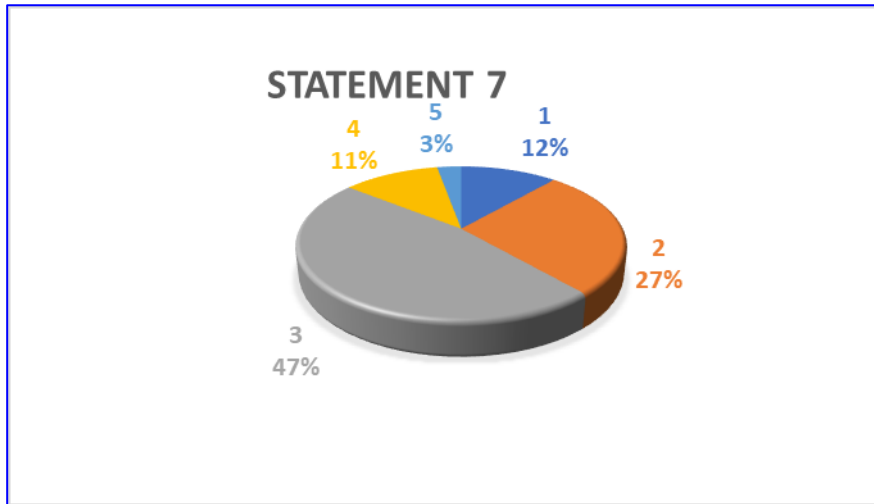

Interpretation:

The above graph shows that 27% of respondents Mutrongly agree, 45% of respondents agree, 24% of respondents are neutral, 0% of respondent disagree and 4% of respondents strongly disagree.

Table 7: I am likely to buy product/service that I see on social media if it is upgraded to a product/service I already have.

OPTIONS	No. of Respondents
Strongly Agree	8
Agree	19
Neutral	33
Disagree	8
Strongly Disagree	2
Total	70

From the above table, it is interpreted that 8 respondents strongly agree, 19 respondents agree, 33 respondents are neutral, 8 respondents disagree and 2 respondents strongly disagree.
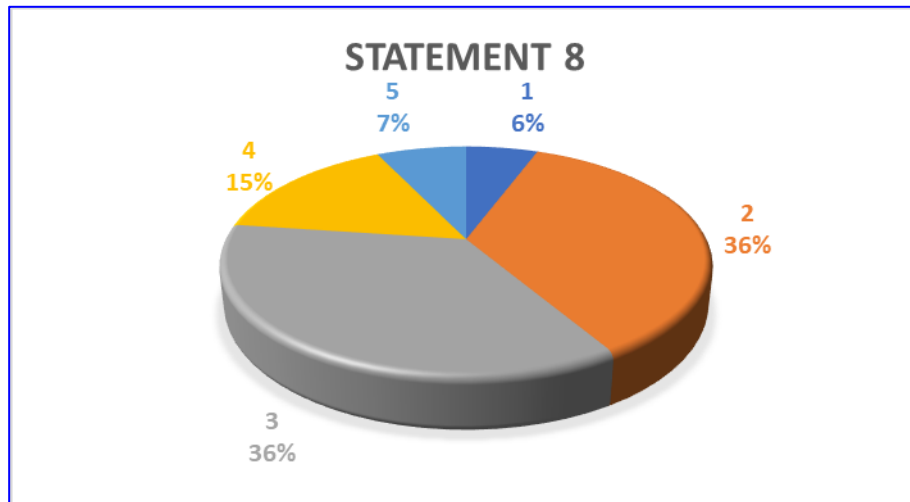

Interpretation:

The above graph shows that 12% of respondents strongly agree, 27% of respondents agree, 47% of respondents are neutral, 11% of respondents disagree and 3% of respondents strongly disagree.

Table 8: I am likely to recommend others to purchase from website that I see on particular social media site.

OPTIONS	No. of Respondents
Strongly Agree	4
Agree	25
Neutral	25
Disagree	11
Strongly Disagree	5
Total	70

From the above table, it is interpretedthat4respondents strongly agree, 25 respondents agree, 25 respondents are neutral, 11 respondents disagree and 5 respondents strongly disagree.
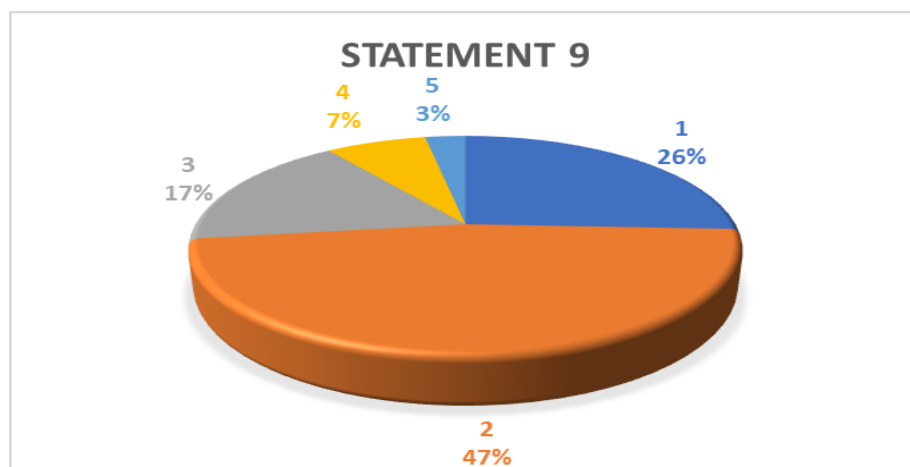
Interpretation:

The above graph shows that 6% of respondents strongly agree, 36% of respondents agree, 36% of respondents are neutral, 15% of respondents disagree and 7% of respondents strongly disagree.

Table 9: I often search product and service information through social media platforms.

OPTIONS	No. of Respondents
Strongly Agree	18
Agree	33
Neutral	12
Disagree	5
Strongly Disagree	2
Total	70

From the above table, it is interpreted that 18 respondents strongly agree, 33 respondents agree, 12 respondents are neutral, 5 respondents disagree and 2 respondents strongly disagree.
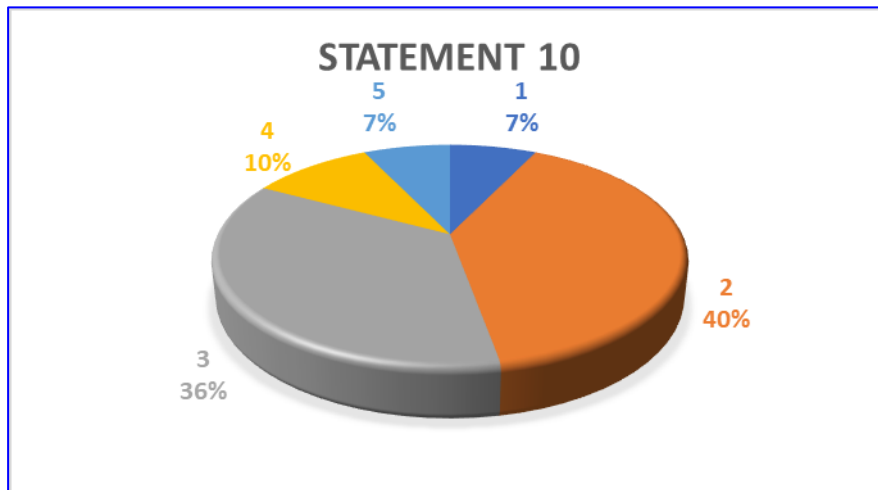

Interpretation:

The above graph shows that 26% of respondents strongly agree, 47% of respondents agree, 17% of respondents are neutral, 7% of respondents disagree and 3% of respondents strongly disagree.

Table 10: I often make comments or share experience with my friends about the products and services I have used before through social media platforms.

OPTIONS	No. of Respondents
Strongly Agree	5
Agree	28
Neutral	25
Disagree	7
Strongly Disagree	5
Total	70

From the above table, it is interpretedthat5respondents strongly agree, 28 respondents agree, 25 respondents are neutral, 7 respondents disagree and 5 respondents strongly disagree.
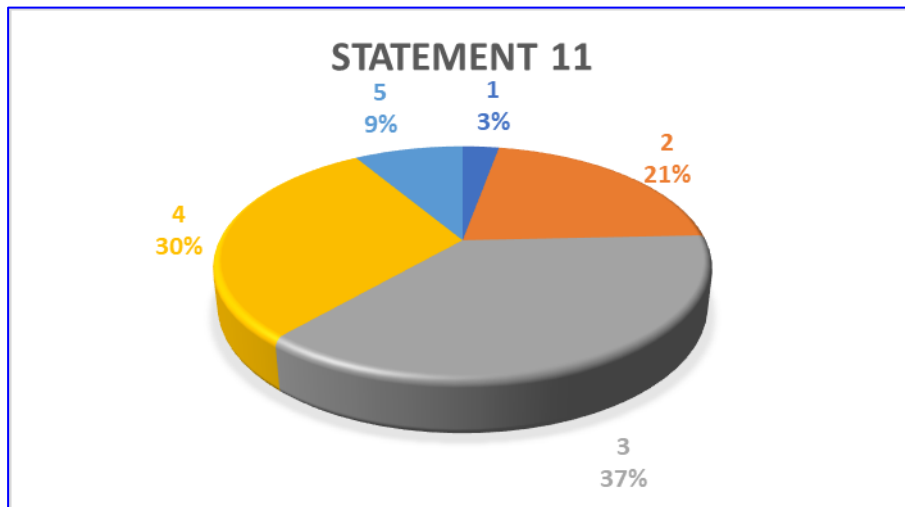

Interpretation:

The above graph shows that 7% of respondents strongly agree, 40% of respondents agree, 3 6% of respondents are neutral, 10% of respondents disagree and 7% of respondents strongly disagree.

Table11: I often start a discussion about products and services on social media platforms.

OPTIONS	No. of Respondents
Strongly Agree	2
Agree	15
Neutral	26
Disagree	21
Strongly Disagree	6
Total	70

From the above table, it is interpreted that 2 respondents strongly agree, 15 respondents agree, 26 respondents are neutral, 21 respondents disagree and 6 respondents strongly disagree.
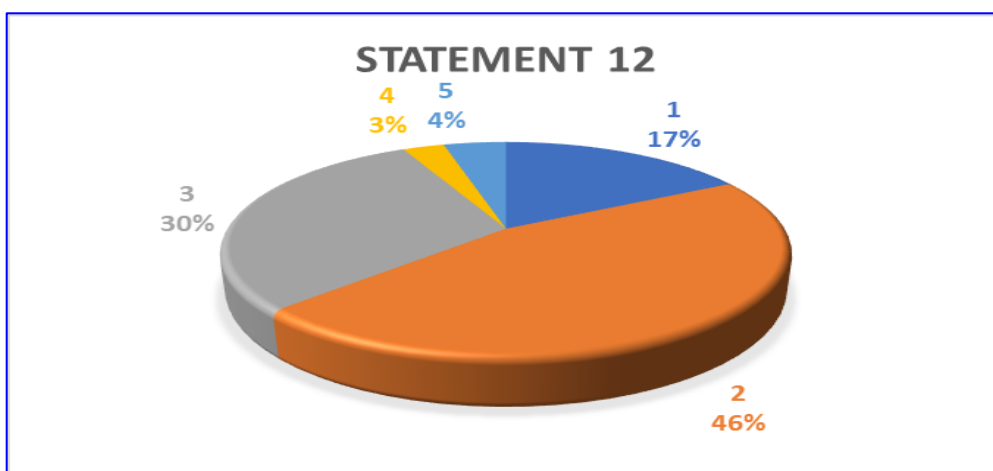
Interpretation:

The above graph shows that 3% of respondents strongly agree, 21% of respondents agree, 37% of respondents are neutral, 30 % of respondents disagree and 9% of respondents strongly disagree.

Table 12: After I acquire information about products/services on social media platforms, I know their quality and function better.

OPTIONS	No. of Respondents
Strongly Agree	12
Agree	32
Neutral	21
Disagree	2
Strongly Disagree	3
Total	70

From the above table, it is interpreted that 12 respondents strongly agree, 32 respondents agree, 21 respondents are neutral, 2 respondents disagree and 3 respondents strongly disagree.
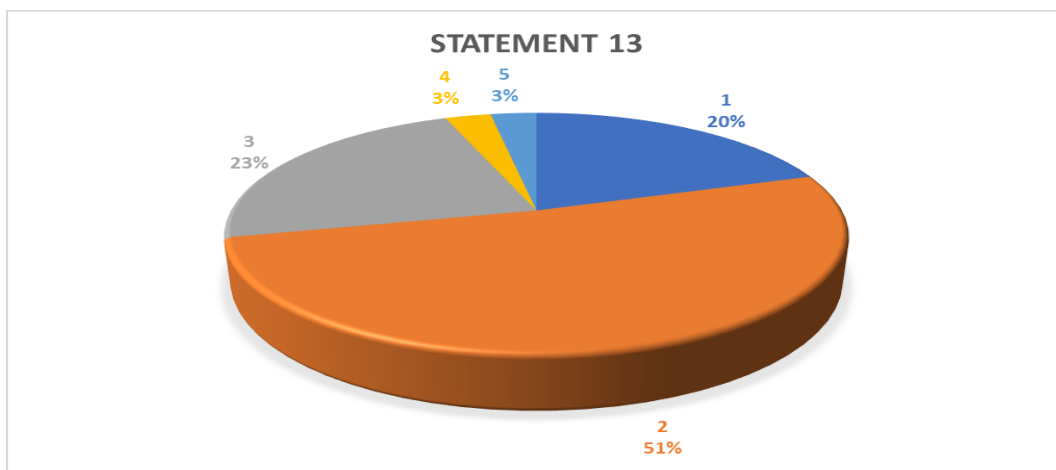

Interpretation:

The above graph shows that17% of respondents strongly agree, 46% of respondents agree, 30% of respondents are neutral, 3 % of respondents disagree and 4 % of respondents strongly disagree.

Table13: I can save a lot of time and energy acquiring information about products/ services on social networking site.

OPTIONS	No. of Respondents
Strongly Agree	14
Agree	36
Neutral	16
Disagree	2
Strongly Disagree	2
Total	70

From the above table, it is interpreted that 14 respondents strongly agree, 36 respondents agree, 16 respondents are neutral, 2 respondents disagree and 2 respondents strongly disagree.
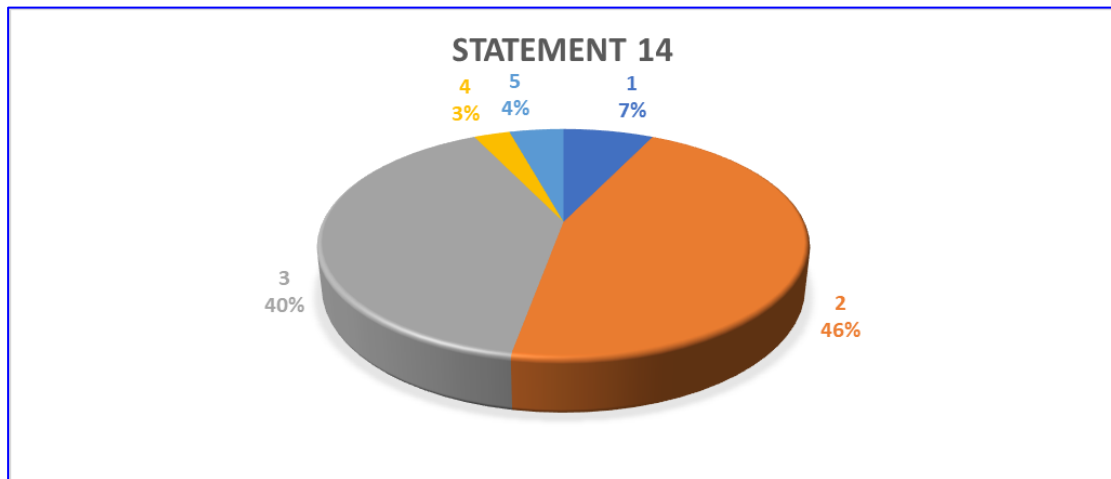

Interpretation:

The above graph shows that 20% of respondents strongly agree, 51% of respondents agree, 23% of respondents are neutral, 3% of respondents disagree and 3% of respondents strongly disagree.

Table14: The products/services on social media would improve the way I perceived them.

OPTIONS	No. of Respondents
Strongly Agree	5
Agree	32
Neutral	28
Disagree	2
Strongly Disagree	3
Total	70

From the above table, it is interpreted that 5 respondents strongly agree, 32 respondents agree, 28 respondents are neutral, 2 respondents disagree and 3 respondents strongly disagree.

Interpretation:

The above graph shows that7% of respondents strongly agree, 46% of respondents agree, 40% of respondents are neutral, 3% of respondents disagree and 4% of respondents strongly disagree.

6. Findings

- The most used social media are WhatsApp and Instagram. Out of 70 respondents 91% of respondents use WhatsApp, 87% use Instagram, 47% use Facebook, 19% use Twitter and LinkedIn and 12% use other applications.

- 52% of respondents spend1-2 hours on social media platform everyday on average, 42% spend 2-3 hours on social media, 4% spend less than 30 minutes to 1 hour and 4% use more than 3 hours.

- 72% respondents agree that social media marketing is time saving, 28% say it is time consuming.

- 80% respondents said that their reason for participation on social media is to get entertainment, 55% said is to get informed about news, 43% said is to know about friends and happenings, 20% said its to review specific products or services online and15% said is to express their reviews about specific products or services.

- 44% respondents said that they always search for product related information on social media before purchase, 31% said they search often, 10% said they search sometimes and 6% said they seldom search, 5% rarely search and remaining 2 % never search.

- 58% respondents agree based on social media marketing blogs/pages post they make product purchase decisions and remaining 42% denies it.

- 52% respondents are neutral about advertisement on social media, say 23% agree, 7% strongly agree, 10% disagree and remaining 8% strongly disagree.

- 76% agree that E-mails influence their purchasing decision, 14% say company's website and 10% offline.

- 53% respondents are not sure about sharing personal details on social media during product purchase is safe or not, where as 9% feel safe and remaining 38% feels unsafe.

-    45% respondents agree that they are likely to buy/services that they see on social media if it is from a trusted brand, 27 % strongly agree, 24% are neutral and remaining 4% disagree.

- Maximum respondents agree that using social media platforms help them make better decisions before purchasing goods and services.

7. Conclusions

The research aims to understand the impact of social media marketing on customer engagement. The findings suggest that social media marketing influences consumer purchasing decisions and that advertising on social media saves time. Among users, WhatsApp has the highest number of users, followed by Instagram, Facebook, and other platforms. Social media allows for real-time communication, personalized interactions, and targeted advertising, which leads to increased customer engagement, brand awareness, and ultimately, sales. However, successful social media marketing requires careful planning, monitoring, and management to ensure effectiveness and prevent potential issues such as negative feedback or harm to brand reputation. Overall, if implemented correctly, social media marketing can significantly boost customer engagement and drive business growth.

8. References

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