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FROM LIKES TO LOYALTY: EXAMINING THE IMPACT OF CONTENT STRATEGY ON CONSUMER ENGAGEMENT ACROSS SOCIAL PLATFORMS

Karthik G R[1], Dr. Jahnavi M[2]

[1]*Student, RV Institute of Management affiliated to Bangalore City University, Bangalore (560001), Karnataka, India*

[2]*Associate Professor, RV Institute of Management affiliated to Bangalore City University, Bangalore (560001), Karnataka, India*

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ABSTRACT

This study explores the impact of content strategy on consumer engagement across social media platforms, focusing on how various content types and brand interactions shape consumer perceptions. Using a quantitative approach, data was collected from 327 respondents through structured online surveys, examining content relevance, personalization, posting frequency, and brand responsiveness. The findings reveal that personalized, high-quality, and interactive content significantly enhances engagement, while overly promotional content, excessive advertising, and inconsistent posting reduces engagement. Word cloud analyses across demographics (gender and occupation) highlighted common preferences for engaging, authentic, and value-driven content. Chi-square tests demonstrated significant relationships between time spent on social media, brand interaction frequency, and consumer purchase behaviour. Decision tree analysis further confirmed that responsiveness and content relevance are critical drivers of positive engagement experiences. The study concludes that brands must adopt a customer-centric content strategy, blending promotions with education, entertainment, and interaction, to foster deeper loyalty and advocacy. By prioritizing consistent, personalized, and meaningful engagement, businesses can leverage social media as a dynamic tool for building lasting consumer relationships in a competitive digital landscape.

KEYWORDS: *Consumer Engagement, Content Strategy, Social Media Marketing, Personalization.*

INTRODUCTION

Social media has become an integral part of modern communication and a central element in how individuals connect, share information, and engage with both people and brands. It refers to a broad range of internet-based platforms and applications that allow users to create and distribute content, interact with one another, and participate in social networking. Popular examples of social media include Facebook, Instagram, Twitter (now X), LinkedIn, Snapchat, and YouTube. These platforms have dramatically changed the landscape of communication by enabling real-time interaction, global reach, and the rapid spread of information. Unlike traditional media, which relies on one-way communication, social media supports two-way dialogue and encourages user participation, making it a highly dynamic and interactive space. Businesses, governments, and individuals use these platforms not only to connect socially but also to market products, promote services, raise awareness, and influence public opinion. Social media's immediacy, cost-effectiveness, and ability to go viral have made it an essential component of digital marketing strategies across all industries.

Within this digital ecosystem, the concept of consumer engagement plays a critical role. Consumer engagement refers to the emotional, cognitive, and behavioural responses that consumers exhibit when interacting with a brand, product, or service. It is a multi-dimensional concept that encompasses how consumers think about a brand (cognitive), how they feel toward it (emotional), and how they act in response to it (behavioural). For instance, a consumer might engage cognitively by researching a product, emotionally by feeling loyal to a brand, and behaviourally by liking, commenting on, or sharing a brand's social media post. High levels of consumer engagement are often associated with increased brand loyalty, customer satisfaction, and long-term business success. Engaged consumers are more likely to become repeat buyers, brand advocates, and active participants in brand-related communities. In the age of digital communication, measuring and nurturing consumer engagement

has become more important than ever before, especially since many of these interactions now take place on social media platforms.

Given the growing importance of digital marketing, it is essential to study the effect of social media on consumer engagement. One of the primary reasons for this is the significant shift in consumer behaviour. Unlike in the past, where consumers relied on traditional media such as television, radio, or print to learn about products, today's consumers often turn to social media to discover, evaluate, and make decisions about brands. They follow brands online, read peer reviews, watch unboxing or product demonstration videos, and interact directly with company representatives through comments or messaging. This creates a more personalized and immediate experience that can significantly influence a consumer's perception of a brand. Studying how these interactions affect consumer engagement can help businesses understand what strategies foster deeper relationships with their audiences.

Moreover, social media platforms provide brands with unique opportunities for real-time engagement. Unlike conventional advertising, which is often static and unidirectional, social media allows brands to have dynamic conversations with consumers. Companies can respond to customer feedback, address complaints, express brand personality, and even co-create content with users. This constant flow of interaction fosters a sense of community and belonging among consumers, making them feel valued and heard. When consumers feel emotionally connected to a brand, they are more likely to remain loyal and advocate for it. Thus, analysing how different types of content—such as promotional campaigns, storytelling, user-generated content, and influencer collaborations—affect engagement can help brands create more effective marketing strategies.

Another reason to study the effect of social media on consumer engagement is the increasing importance of social proof. Social proof refers to the psychological phenomenon where people copy the actions of others in an attempt to reflect correct behaviour. In the context of social media, consumers are heavily influenced by online reviews, likes, shares, and testimonials. They often trust the opinions of other consumers or influencers over traditional advertisements. Therefore, understanding how social media fosters trust and influences purchasing decisions is essential for marketers. Additionally, because social media platforms offer rich data on consumer behaviour, preferences, and interactions, studying engagement helps businesses optimize their content strategies and target audiences more precisely.

Furthermore, from a business perspective, measuring consumer engagement on social media provides valuable insights into the return on investment (ROI) of digital campaigns. Metrics such as engagement rate, click-through rate, conversion rate, and sentiment analysis allow marketers to evaluate the success of their strategies in real time. By studying how specific actions—such as posting frequency, content style, tone of voice, and platform choice—impact consumer engagement, companies can continuously improve their outreach and customer relationship management. In today's competitive market, where consumers are bombarded with content from countless brands, understanding how to stand out and connect meaningfully with the audience is crucial.

The relationship between social media and consumer engagement is complex, dynamic, and increasingly vital in the digital age. Social media is not just a tool for communication, but a powerful platform that shapes how consumers perceive, interact with, and form relationships with brands. Consumer engagement, as an indicator of brand health and customer loyalty, is deeply influenced by how brands use social media to connect with their audiences. Studying this effect provides valuable insights for marketers, businesses, and researchers aiming to build strong, lasting relationships with consumers in an ever-evolving digital landscape. As social media continues to evolve, so too must our understanding of its impact on consumer behaviour and engagement.

LITERATURE REVIEW

1. Dokyun Lee, The Wharton School, Kartik Hosanagar, The Wharton School, Harikesh S. Nair Stanford GSB (2014) The relationship between social media content and customer engagement has been a key focus in digital marketing literature. Prior studies emphasize that content type significantly influences user interaction, particularly on platforms like Facebook. Research suggests that persuasive content—such as emotional appeals or philanthropic messages—tends to generate higher engagement in terms of likes and comments. In contrast, purely informative content, while essential, may lead to reduced engagement unless paired with persuasive elements. The interplay between emotional resonance and informational value has been highlighted as crucial in optimizing engagement. Moreover, studies have acknowledged the role of platform-specific algorithms like Facebook's EdgeRank in shaping content visibility, necessitating methodological adjustments for accurate impact analysis. This literature forms a foundation for understanding how businesses can strategically craft content to maximize customer interaction in the digital space.

2. F. Safwa Farook, Nalin Abeysekara(2016) Existing literature highlights the growing importance of social media marketing in shaping customer engagement, particularly on platforms like Facebook. Studies consistently show that content type and media format significantly influence users' willingness to interact with brand pages. Interactive and visually appealing content tends to drive higher levels of engagement, encouraging users to revisit brand pages. The concept of self-disclosure has also emerged as a key factor in fostering deeper brand-consumer relationships, enhancing trust and loyalty. Furthermore, social networking sites are seen as vital tools for two-way communication, allowing brands to not only broadcast messages but also receive feedback. Researchers emphasize that a brand's online behaviour and content strategy directly impact consumer perceptions and purchase intentions. Thus, understanding which elements foster meaningful engagement is essential for effective digital marketing strategies.
3. Nima Barhemmati and Azhar Ahmad's (2015) Literature on Social Network Marketing (SNM) underscores its growing role as a powerful advertising tool influencing consumer behaviour. Prior studies highlight that SNM activities not only enhance brand visibility but also significantly impact customer engagement and subsequent purchase decisions. Research indicates that regular interaction with branded content on social platforms fosters emotional connections, which in turn influence buying behaviour. Empirical evidence shows a strong correlation between active engagement on social media and increased consumer spending. The interactive nature of SNM allows companies to build trust, create personalized experiences, and drive brand loyalty. Furthermore, customer engagement acts as a mediating factor between SNM efforts and consumer purchase intent, emphasizing the strategic importance of content and communication style. As such, businesses must carefully tailor their SNM approaches to effectively convert engagement into tangible sales outcomes.
4. Naomi Miryam, Ferdi Antonio (2022) Existing literature on social media marketing in the fitness industry emphasizes the critical role of content in driving customer engagement and behavioural outcomes. Key content dimensions such as social interaction, self-concept alignment, functional information, and entertainment have been identified as significant antecedents influencing user engagement. Prior studies suggest that higher engagement levels lead to greater continuous usage intention (CUI) and an increased likelihood of positive electronic word-of-mouth (E-WOM). Structural models often highlight that emotional and interactive content fosters deeper consumer-brand relationships. Additionally, while health literacy is commonly assumed to moderate these effects, findings have been mixed, suggesting it may instead act as a predictor rather than a true moderator. These insights underline the need for tailored content strategies that balance informative and entertaining elements to enhance both engagement and advocacy in fitness-related social media contexts.
5. Lie Ao, Rohit Bansal, Nishita Pruthi, and Muhammad Bilawal Khaskheli (2023) The literature on social media influencers highlights their growing impact on customer engagement and purchase intention, with various influencer characteristics playing crucial roles. Key attributes such as homophily, expertise, trustworthiness, and credibility have been shown to foster stronger consumer connections. Meta-analytic studies indicate that entertainment and informative value significantly enhance user interaction, with entertainment value being the most influential factor in driving engagement. Credibility, on the other hand, emerges as the strongest predictor of purchase intention. The congruence between the influencer and the product also contributes positively to consumer trust and action. These findings emphasize the need for brands to strategically collaborate with influencers whose traits align with audience expectations, thus maximizing the impact of influencer marketing efforts.
6. Didem Demir, Selçuk Yasin Yıldız (2021) Literature in the field of social media marketing increasingly acknowledges the powerful role of electronic word-of-mouth (e-WOM) in influencing consumer behaviour. While the direct effects of social media marketing activities on customer engagement are well-documented, the mediating role of engagement in shaping e-WOM intention has received limited attention. Recent studies suggest that consumer engagement acts as a critical bridge, linking marketing efforts to user-generated promotional behaviour. Interactive and value-driven content on social platforms has been shown to enhance engagement, which in turn positively impacts users' likelihood to share brand-related information. Structural equation modeling techniques have further validated the significant relationship between social media marketing, engagement, and e-WOM. These findings highlight the importance of fostering meaningful engagement to amplify marketing reach through consumer-driven communication channels.
7. Ligita Zailskaite-Jakste, Rita Kuvykaite(2012) Literature on online consumer engagement highlights its growing importance in building brand equity and achieving competitive advantage in the digital space. Social media platforms are recognized as vital tools for brands to connect with consumers through interactive, creative, and regularly updated content. Studies show that successful engagement fosters brand loyalty, advocacy, and a positive brand image. Researchers have examined various motivational factors—such as social influence, perceived benefits, and brand affinity—that drive consumer participation. Despite extensive exploration, there remains a lack of a systematic approach linking consumer engagement directly to brand

equity outcomes. Recent efforts have aimed to bridge this gap by analysing engagement from both the company's and the consumer's perspectives. Conceptual models emerging from these studies underscore the need for brands to actively motivate and incentivize users to participate in co-creating brand value through social media.

8. Khoirina Kencana Ningrum, Ratna Roostika(2021) Literature on social media marketing emphasizes its critical role in enhancing consumer engagement and brand knowledge, particularly in dynamic sectors like the culinary industry. Previous studies have identified elements such as interaction, trending content, and electronic word-of-mouth (e-WOM) as key drivers of consumer engagement on platforms like Instagram, YouTube, and TikTok. Engaged consumers are more likely to develop stronger brand awareness and a positive brand image. While entertainment and content customization are often viewed as engagement boosters, some research indicates their impact may vary across contexts and audience segments. Structural modelling approaches have been widely used to assess these relationships, validating the significance of interactive and socially driven marketing activities. Overall, the literature underscores that strategic use of social media elements can effectively build consumer-brand relationships and shape brand perceptions in virtual spaces.
9. Yoesoep Edhie Rachmad. The literature presented by Yoesoep Edhie Rachmad explores the evolving nature of consumer behaviour, emphasizing a shift from passive consumers to active participants in the digital marketing ecosystem. With the rise of e-commerce, social commerce, and social media, consumers are now playing dynamic roles as content creators, affiliates, brand ambassadors, and dropshippers. The Consumer Behaviour Evolution Theory highlights how technological advancements and increased access to digital platforms have transformed purchasing decisions, driven by user-generated content and influencer recommendations. Research data supports this shift, showing that consumers rely heavily on online research and social media before making purchases. This evolution underscores the need for companies to adopt more interactive, consumer-centric marketing strategies to foster engagement, build trust, and enhance brand loyalty in a digital-first world.
10. Areeba Toor, Mudassir Husnain, and Talha Hussain (2017) The literature surrounding social network marketing suggests a growing recognition of its influence on consumer behaviour, particularly in shaping purchase intentions. Prior studies have emphasized the role of interactive platforms in fostering brand-consumer relationships and enhancing consumer trust. Consumer engagement has emerged as a crucial mediating variable, linking marketing efforts on social media to actual purchasing behaviour. Research also shows that engaged consumers are more likely to exhibit brand loyalty and advocacy. Social network marketing, when strategically executed, not only informs but also involves consumers, creating emotional connections that influence their decisions. This evolving paradigm highlights the importance of two-way communication, personalized content, and community building in driving consumer intentions and actions.
11. Rebecca M. Achen, Ashley Stadler-Blank, and John J. Sailors (2024) The literature on social media marketing suggests that both platform choice and message content significantly influence consumer engagement. Previous research has highlighted how different platforms, such as Facebook, Instagram, and Twitter, each provide unique user experiences and encourage distinct types of engagement. Studies show that visual-heavy platforms like Instagram may foster different consumer interactions compared to text-based ones like Twitter. Message themes also play a crucial role, with sales-oriented messages often driving purchase behaviour, while informational and relationship-building messages are linked to higher engagement actions such as commenting, liking, and sharing. Gender differences in response to these message types further complicate the landscape, indicating that marketing strategies need to be tailored for both platform and audience. These findings underscore the importance of customizing social media content to optimize specific consumer actions and engagement outcomes.
12. Mitra Amini, Prof. Kaleem Mohammad Khan (2016) The literature on social networking sites (SNSs) highlights their significant role in fostering consumer engagement and facilitating electronic word of mouth (e-WOM). SNSs, such as Facebook, Twitter, and Instagram, provide a platform for businesses to interact directly with consumers, enabling real-time communication and feedback exchange. Previous studies emphasize that these platforms not only serve as tools for brand promotion but also empower consumers to share their experiences, opinions, and recommendations, thereby influencing the purchasing decisions of others. Research further suggests that effective consumer engagement through SNSs can enhance brand loyalty, increase consumer trust, and drive positive word-of-mouth behaviour. Moreover, the role of e-WOM in shaping consumer perceptions and influencing brand image has been widely acknowledged as crucial for marketing strategies. This growing body of research underscores the importance of leveraging SNSs to create a two-way dialogue with consumers, fostering an engaged and loyal customer base.

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RESEARCH GAP

- While existing literature emphasizes consumer engagement and content effectiveness, few studies deeply explore the specific content elements (e.g., offers, testimonials, frequency) that influence engagement across platforms.
- There is limited empirical data connecting user disengagement factors (such as content fatigue or inconsistent posting) with actual engagement behaviour.
- Most past studies focus on platform performance or user behaviour individually, but fewer analyse the synergistic impact of content strategy, user expectations, and platform dynamics together.
- Prior research lacks a demographic-centered analysis of engagement trends and overlooks how students and professionals differ in their brand interaction patterns across social media platforms.
- This study aims to bridge the gap by incorporating those underexplored variables in measuring social media content types and consumer engagement metrics to assess strategic effectiveness in content marketing.

OBJECTIVES

Primary Objective

- To examine the impact of social media content strategies on consumer engagement across various digital platforms.
- To analyse the factors that drive consumer engagement on social media.

Secondary Objectives

1. To identify which types of content (e.g., promotional offers, interactive posts, behind-the-scenes) most influence consumer interaction.
2. To evaluate how content frequency, style, and personalization affect consumers' perception of brands.
3. To examine demographic trends (age, gender, occupation) about engagement behaviour on platforms like Instagram, Facebook, and LinkedIn.

RESEARCH METHODOLOGY

Null Hypothesis (H_0)

There is no significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Alternative Hypothesis (H_1)

There is a significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Research Design

The research follows a descriptive and analytical design, focusing on understanding the relationship between content strategy and consumer engagement on social media. A quantitative method was employed through structured questionnaires featuring multiple-choice, Likert scale questions. These were designed to explore:

- Preferred content types
- User engagement frequency
- Platform-specific usage behaviour
- Reactions to content overload and inconsistencies
- Impact of brand responsiveness on loyalty and trust

The design ensured a systematic approach to data collection and analysis, allowing insights into both engagement motivations and deterrents.

Quantitative data will be analysed using **Statistical Package for the Social Sciences (SPSS) and R Studio**. Analytical techniques will include:

- Descriptive statistics (mean, frequency, standard deviation)
- Correlation analysis
- Regression analysis

The study adopted a non-probability sampling method based on online self-administered questionnaires. Respondents were selected based on their availability and willingness to participate. This method enabled focused outreach to digitally active users across platforms such as Instagram, Facebook, and LinkedIn. While the sample may not statistically represent all users, it provided valuable insights from diverse, socially active demographics

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including students, professionals, and general users. The technique ensured a context-specific understanding of consumer behaviour and digital engagement.

Sample Size

Responses were collected from approximately 327 participants, including a balanced mix of students and working professionals. The sample provided a rich cross-section of demographics including age, gender, occupation, and daily social media usage patterns. This helped support the research goals with relevant and targeted user perspectives.

Data Collection

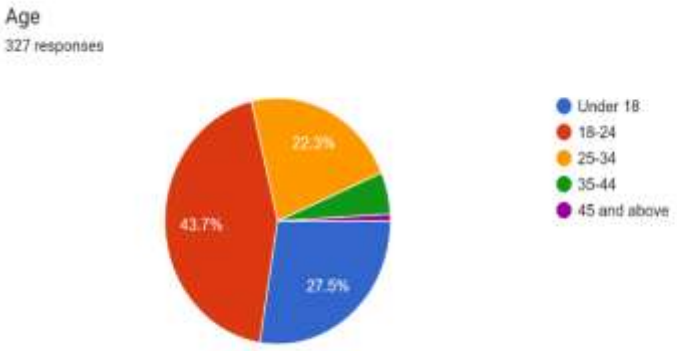
Primary data was collected via an online survey, administered through digital platforms. The questionnaire included a mix of closed-ended questions aimed at assessing content preferences, frequency of brand interaction, and emotional responses to engagement. Data was also collected on disengagement reasons such as over-promotion, irrelevant content, and brand inactivity. Demographic information (age, gender, occupation, platform preference) helped segment insights for deeper analysis.

Statistical Tools Used

The study used descriptive statistics to summarize key data such as age distribution, content preferences, and engagement frequency. Likert scale results were analysed to gauge sentiment on content type and brand responsiveness. Additionally, analysis was employed to explore relationships between variables like content frequency and likelihood to engage.

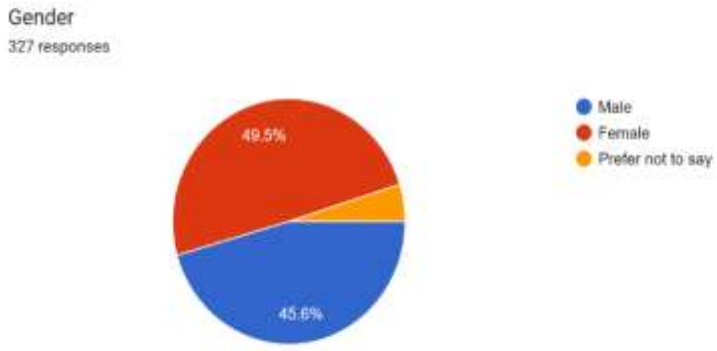
ANALYSIS AND INTERPRETATION

What is your age group?



The majority of respondents are young adults aged 25–34 (43.7%), followed by the 18–24 age group (27.5%). This suggests that your audience is predominantly composed of millennials and Gen Z, both of whom are digitally native generations, highly active on social media. This age distribution is ideal for a study on social media engagement, as these groups are often the most involved online.

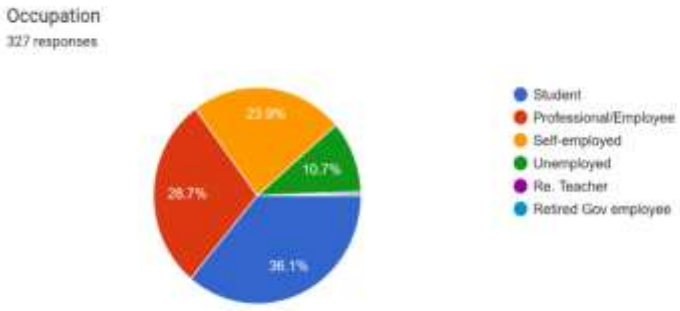
How do you identify your gender?



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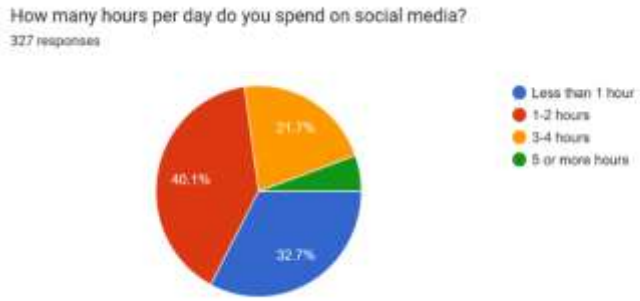
There's a balanced gender representation, with females slightly outnumbering males. This near-equal distribution is beneficial for unbiased analysis across genders. The 3.7% who preferred not to disclose gender should be respected, and this anonymity could reflect the importance of inclusive data practices.

What is your current occupation?



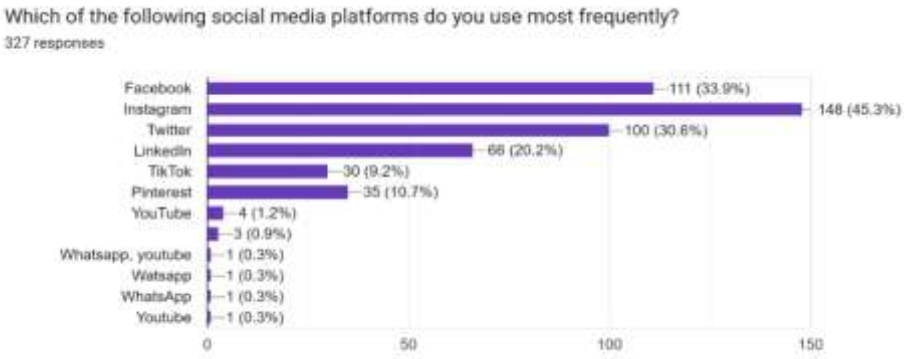
A large portion of your respondents are students (36.1%), followed by working professionals (28.7%). This indicates a blend of emerging and established consumers. Students might engage with social media differently, often influenced by trends, peer behaviour, and educational or aspirational content, whereas professionals may focus more on informational, career, and brand reputation aspects.

How many hours per day do you spend on social media?



A significant portion of users spend 3 or more hours daily on social media. This confirms heavy social media usage among the sample. The high engagement time indicates that users are deeply embedded in digital platforms—making social media an influential space for consumer-brand interaction. Brands have ample opportunity to engage users through various forms of content.

Which of the following social media platforms do you use most frequently?

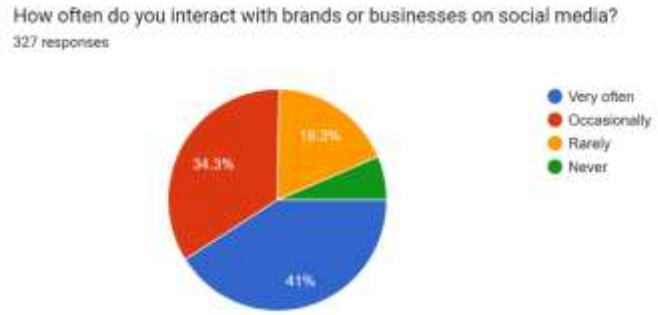


Instagram leads as the most frequently used platform, selected by 45.3% of respondents, followed by Facebook at 33.9% and LinkedIn at 20.2%. This suggests that Instagram is currently the most influential platform for digital engagement, particularly appealing to younger, visually oriented users. Facebook still plays a strong role in engaging a broader audience, while LinkedIn is relevant for professionals and B2B interactions. The

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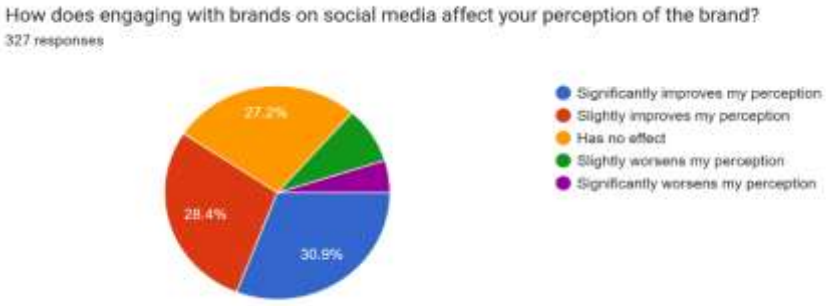
comparatively lower usage of platforms like Twitter, TikTok, and Pinterest indicates that brands might prioritize Instagram and Facebook for the widest reach and impact.

How often do you interact with brands or businesses on social media?



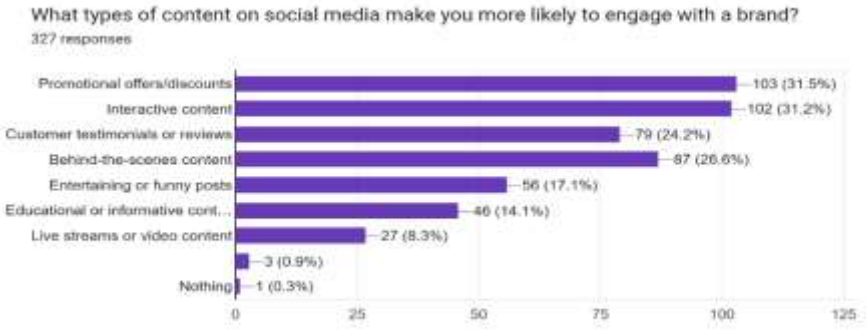
Brand interaction on social media occurs occasionally for 41% of users, while 34.3% engage rarely. Only 18.3% interact very often, and a small portion (6.4%) never engage. This indicates that while users do connect with brands, regular and proactive engagement is not the norm. Brands may need to evaluate how engaging and relevant their content is to convert occasional or rare interactions into consistent involvement. The data points to an opportunity for businesses to enhance engagement strategies and increase their visibility.

How does engaging with brands on social media affect your perception of the brand?



Social media engagement generally improves how users perceive brands—30.9% of respondents reported that it significantly improves their perception, and 28.4% said it slightly improves it. Meanwhile, 27.2% felt it had no effect, and only a small fraction (around 9.8%) believed it negatively affected their perception. These insights show that consumers tend to develop a more favorable view of brands when there is an active and positive interaction, reinforcing the importance of consistent brand presence and meaningful engagement online.

What types of content on social media make you more likely to engage with a brand?

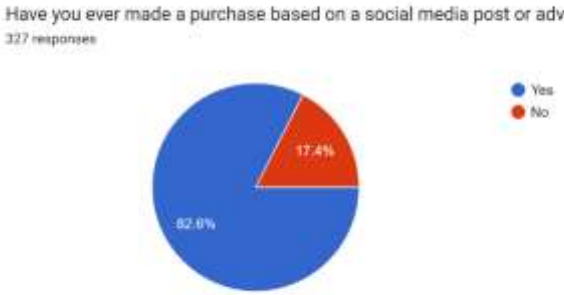


Promotional offers/discounts (31.5%) and interactive content (31.2%) were nearly equally the top drivers of engagement. Behind-the-scenes content and customer testimonials also ranked high, showing that authenticity

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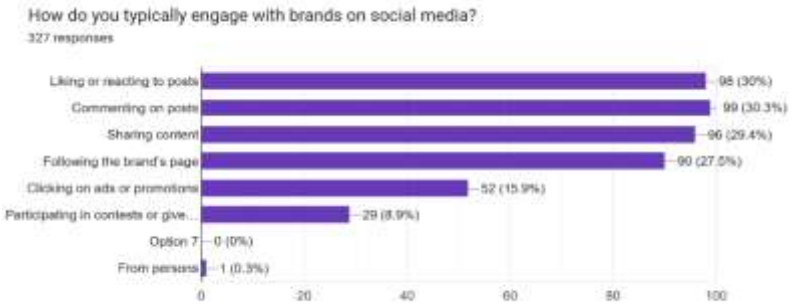
and trust-building are valued. Other content types like funny posts, educational information, and live videos had moderate influence. These results suggest that users are drawn to value-based and participatory content. Brands that blend promotions with interactive and transparent storytelling are more likely to spark consumer interaction and loyalty.

Have you ever made a purchase based on a social media post or advertisement?



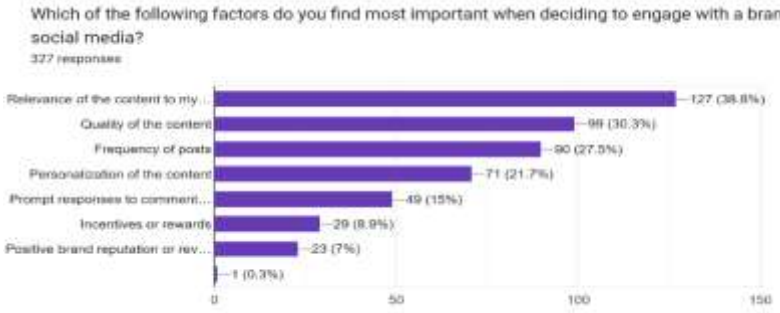
The majority of respondents (82.6%) reported that they have not made a purchase based on a social media post or advertisement, while only 17.4% have done so. This suggests that while social media is effective for brand visibility and engagement, its direct influence on purchase behaviour is still relatively limited. Brands may need to work on building stronger calls to action, trust, and value propositions through their ads to convert viewers into buyers.

How do you typically engage with brands on social media?



The most common forms of brand engagement include liking or reacting to posts (30%) and following brand pages (27.5%), followed by commenting (17.1%) and clicking on ads (15.9%). Less common activities include sharing content and participating in contests. This indicates that passive engagement is more prevalent than active interaction. Brands should consider strategies to convert likes and follow into more dynamic actions like comments, shares, and clicks through compelling, interactive content.

Which of the following factors do you find most important when deciding to engage with a brand on social media?



Relevance of content to personal interests was the most important factor (38.8%), followed by content quality (30.3%) and frequency of posts (27.5%). Personalization and brand responsiveness were seen as moderately important, while incentives and reputation had a lower influence. These findings show that audiences are primarily

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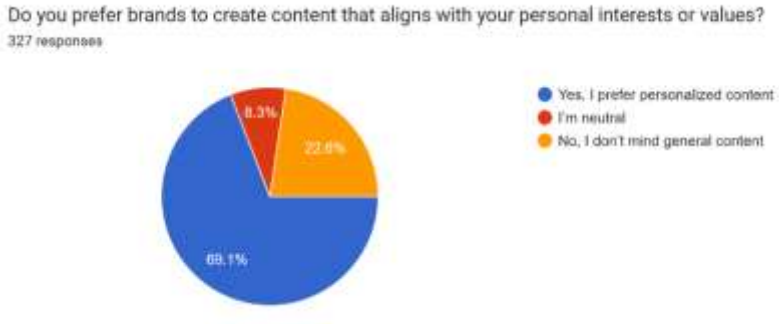
driven by how closely a brand's content aligns with their interests and how consistently and professionally that content is delivered. Authenticity and value are key to driving engagement.

How important is it for brands to respond to your comments or inquiries on social media?



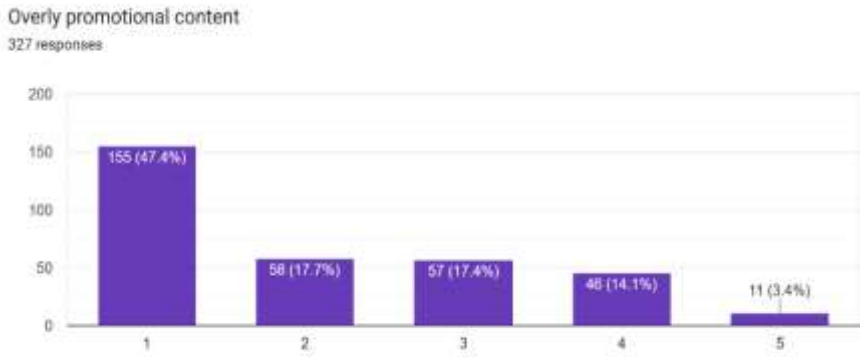
A significant portion of respondents (45%) believe it is very important for brands to respond to their comments or messages, while 24.8% say it is somewhat important. This reflects consumers' expectations of timely and personal interaction from brands. Lack of responsiveness may lead to disengagement or negative perceptions. Thus, community management and prompt replies can play a crucial role in maintaining trust and strengthening brand-consumer relationships.

Do you prefer brands to create content that aligns with your interests or values?



A significant majority of respondents (over two-thirds) prefer personalized content from brands. This highlights a growing expectation among consumers for brands to understand their individual preferences and values. Only a small fraction (8.3%) are comfortable with generic content, suggesting that generic marketing efforts may be less effective. Brands that focus on customization and personalization are likely to see better engagement and loyalty.

What kind of content would make you less likely to engage with a brand on social media?
Overly promotional content

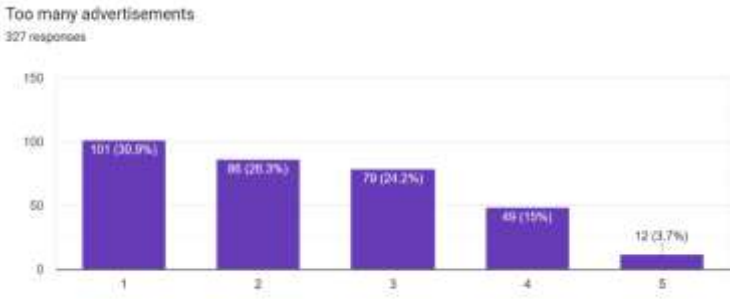


- 47.4% rated 1 – strongly agree they would disengage due to overly promotional content
- Remaining responses show a steady decline as the scale increases

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Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

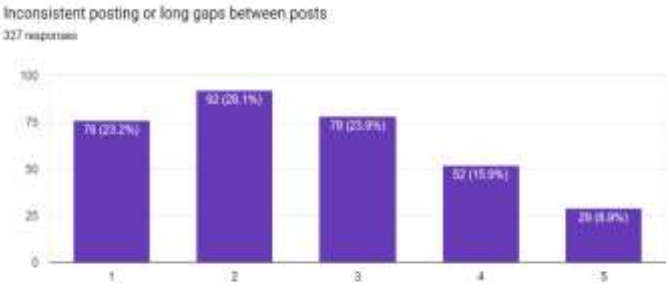
Nearly half of the respondents (47.4%) indicated that overly promotional content is a major turnoff, making them less likely to engage with a brand. This shows that consumers value authentic, value-driven, or informative content rather than constant sales-driven messaging. Brands need to balance promotion with storytelling, education, or entertainment to maintain audience interest.

What kind of content would make you less likely to engage with a brand on social media? Too many advertisements



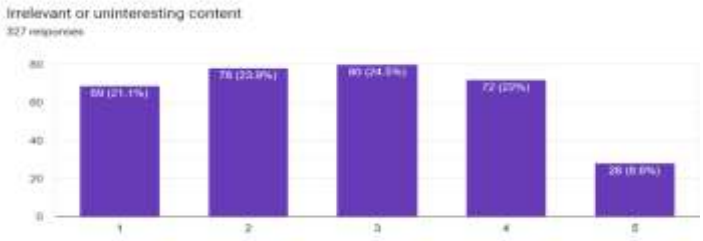
A combined 83.4% rated between 1 to 3, indicating a general dislike of frequent advertising. Though slightly less intense than the sentiment around overly promotional content, this still reflects a clear trend: over-advertising diminishes user engagement. Audiences seem to crave balance and may feel overwhelmed or spammed when brands overdo advertisements. Reducing ad frequency and enhancing value-based posts can help brands maintain followers' interest.

Inconsistent posting or long gaps between posts



Although not as strong as the other factors, inconsistent posting still affects engagement negatively for a significant portion of respondents. Around 75% rated between 1 to 3, implying that regularity in content delivery is important. A brand's inconsistent presence can cause followers to lose interest or forget about them entirely. This suggests that strategic, consistent posting schedules are essential for maintaining visibility and engagement.

Irrelevant or Uninteresting Content

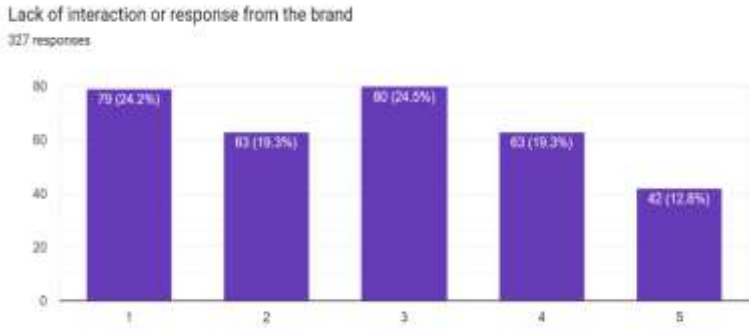


When asked about the impact of irrelevant or uninteresting content on their likelihood to engage with a brand on social media, the majority of respondents leaned toward the middle of the scale. Specifically, 24.5% selected a score of 3, indicating a moderate likelihood of disengagement, followed closely by 22% selecting 4. Meanwhile, 21.1% rated it as a 1 (most likely to disengage), and only 8.6% gave it a 5 (least likely to disengage). This distribution shows that while irrelevant content isn't as immediately off-putting as overly promotional or ad-heavy

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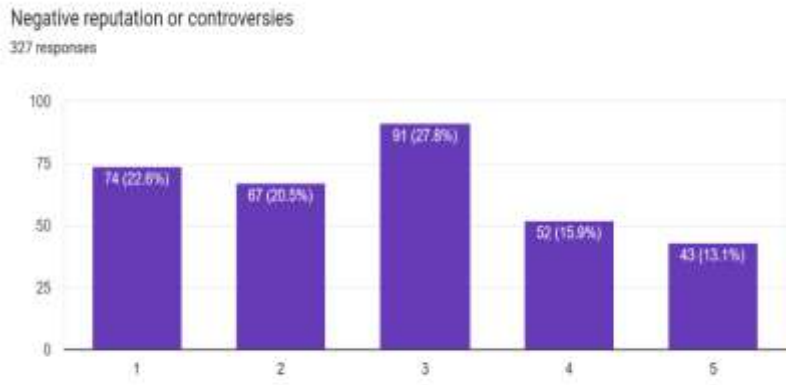
content, it still significantly affects engagement. Brands should focus on delivering content that is timely, relevant, and aligned with their audience's interests to maintain attention.

Lack of Interaction or Response from the Brand



A lack of interaction or response from brands on social media appears to be a notable cause for disengagement. Approximately a quarter of respondents (24.2%) rated their likelihood to disengage as 1 — the most severe response — and another 24.5% chose 3, suggesting a moderate impact. Only 12.8% selected 5, indicating low sensitivity to this issue. This pattern implies that audiences appreciate and expect responsiveness from brands on social media, particularly in comments, messages, or customer support queries. Failing to respond may create a perception of indifference, reducing trust and loyalty. Timely interaction can go a long way in strengthening relationships with followers.

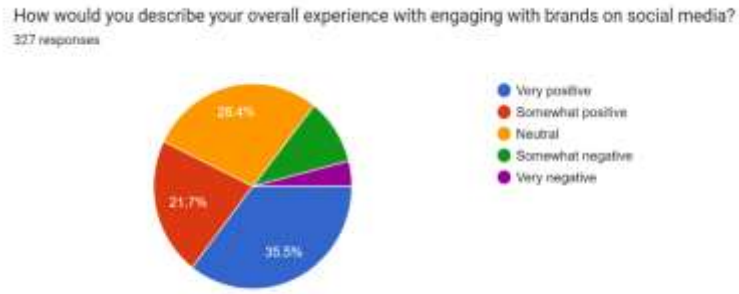
Negative Reputation or Controversies



Regarding the effect of a brand's negative reputation or involvement in controversies, the responses were more distributed but leaned toward the middle. The largest group (27.8%) rated it a 3, suggesting that while not all users are immediately turned off by controversies, they still factor it into their perception of the brand. Meanwhile, 22.6% rated it a 1 (most likely to disengage), showing that a substantial number are highly sensitive to brand reputation. Only 13.1% selected 5, showing little concern. Overall, this suggests that while not every consumer will disengage due to controversies, maintaining a positive public image remains critical to retaining engagement and loyalty.

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How would you describe your overall experience with engaging with brands on social media?



The general sentiment toward engaging with brands on social media is mostly positive. A combined 58.2% of respondents reported either a "very positive" (35.5%) or "somewhat positive" (21.7%) experience. Neutral responses accounted for 28.4%, while only a small portion expressed negativity — 11.4% somewhat negative and just 3.4% very negative. This indicates that while brands do face challenges related to content quality, responsiveness, and reputation, most users are still having favorable interactions. There is, however, room for improvement, especially in making engagement more consistent, authentic, and audience-focused.

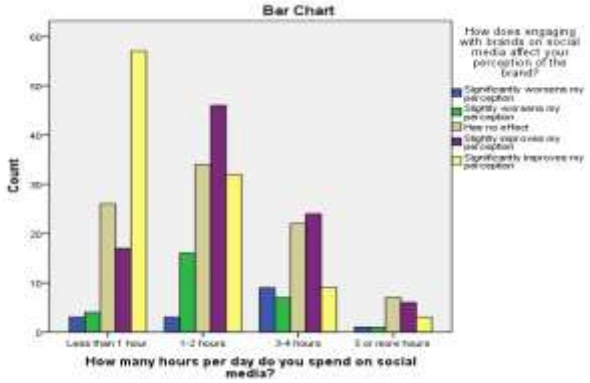
Chi-Square Analysis
How many hours per day do you spend on social media? Across
How does engaging with brands on social media affect your perception of the brand?

Null Hypothesis (H_0):
There is no significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Alternative Hypothesis (H_1)
There is a significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Crosstabulation

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	55.313	12	.000
Likelihood Ratio	54.092	12	.000
Linear-by-Linear Association	22.956	1	.000
N of Valid Cases	327		



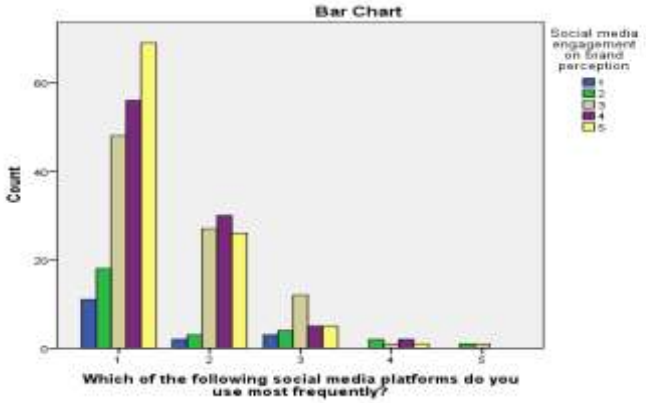
Inference;
The chi-square analysis conducted between the variables, hours per day spent on social media, and engagement with brands on social media that affect the perception of the brand revealed a significant relationship (Pearson Chi-Square value = 55.313, df = 12, p = 0.000). Since the p-value is less than 0.05, the null hypothesis is rejected, indicating that the time spent on social media significantly influences brand engagement and affects consumer perception. Additionally, the significant result of the Linear-by-Linear Association (value = 22.956, p = 0.000)

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suggests a trend where users who spend more time on social media are more likely to experience changes in brand perception based on engagement quality. These findings imply that frequent social media users are particularly sensitive to brand interactions, effective engagement strategies can positively shape their views, while poor engagement may harm the brand image. Therefore, brands must prioritize meaningful, timely, and personalized interactions to build strong, positive relationships with heavy social media users.

Which of the following social media platforms do you use most frequently?
How does engaging with brands on social media affect your perception of the brand?
Null Hypothesis (H_0):
There is no significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.
Alternative Hypothesis (H_1):
There is a significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	25.979[a]	16	.054
Likelihood Ratio	24.359	16	.082
Linear-by-Linear Association	5.212	1	.022
N of Valid Cases	327		



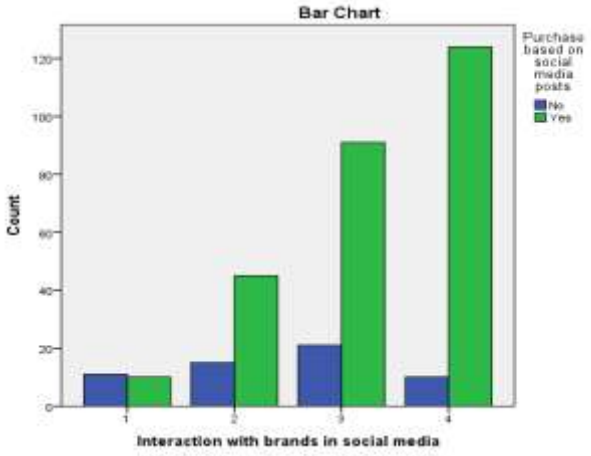
Inference
The chi-square test conducted between social media platforms most frequently used and engagement with brands on social media that affect the perception of the brand yielded a Pearson Chi-Square value of 25.979 with 16 degrees of freedom and a p-value of 0.054. Since the p-value is slightly above the standard threshold of 0.05, the result is not statistically significant, meaning there is no strong association between the platform users prefer and how engagement affects their brand perception. The Likelihood Ratio test ($p = 0.082$) supports this conclusion. However, the Linear-by-Linear Association was found to be significant (value = 5.212, $p = 0.022$), suggesting that different platforms may subtly influence the relationship between brand engagement and consumer perception. While platform choice alone does not strongly determine perception change, brands should still maintain consistent and high-quality engagement strategies across Instagram, Facebook, LinkedIn, and other platforms to ensure a positive consumer experience.
How often do you interact with brands or businesses on social media?
Have you ever made a purchase based on a social media post or advertisement?

Null Hypothesis (H_0)
There is no significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Alternative Hypothesis (H_1)
There is a significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

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Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	29.598[a]	3	.000
Likelihood Ratio	26.797	3	.000
No of Valid Cases	327		

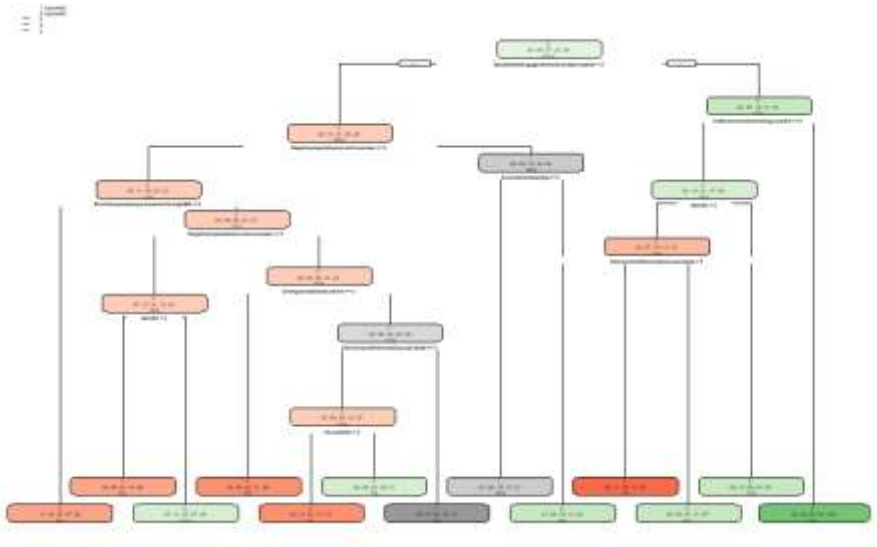


Inference:
The chi-square test examining the relationship between interaction with brands or businesses on social media and purchases based on a social media post or advertisement revealed a Pearson Chi-Square value of 29.598 with 3 degrees of freedom and a p-value of 0.000. Since the p-value is less than 0.05, the result is statistically significant, indicating a strong association between interaction frequency and purchase behaviour. The Likelihood Ratio test (value = 26.797, p = 0.000) further supports this conclusion. The accompanying bar chart visually illustrates that users who interact more frequently with brands on social media are significantly more likely to make purchases based on social media posts. As the frequency of interaction increases, the number of users who have made purchases rises sharply, demonstrating a positive relationship between engagement and consumer buying actions. This finding emphasizes the importance for brands to encourage regular and meaningful interactions with their audience to drive higher conversion rates and capitalize on social media influence.

Decision Tree
Null Hypothesis (H_0):
There is no significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

Alternative Hypothesis (H_1)
There is a significant relationship between social media usage behaviours and consumers engagement with perception of brands on social media.

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Inference

The decision tree analysis was conducted to predict overall customer engagement experience on social media platforms based on various influencing factors. The model, built on 327 observations, used variables such as social media engagement perception, brand response, interaction frequency, content relevance, and demographic factors like age, gender, and occupation. The complexity parameter (CP) values indicated that after a few key splits, the model's relative error decreased significantly, suggesting a reasonably good fit. The most important variables influencing customer engagement were "Irrelevant or uninteresting content," "Interaction with brands on social media," and "Social media engagement on brand perception," each showing the highest importance score (14%). The root node showed that a large portion of users had moderate to low engagement (class 5). The tree is further split based on factors like perceived brand responsiveness, experience of inconsistent posting, and perception of irrelevant content. It was observed that users who perceived brands as responsive, who engaged with interesting content, and who experienced fewer negative factors (such as controversies or excessive advertising) tended to report higher engagement. Additionally, interaction frequency and perceptions of content quality emerged as strong predictors of positive engagement experiences. Overall, the model highlights that personalized, consistent, and value-driven interactions by brands are critical for enhancing consumer engagement on social media.

Word Cloud showing the types of social media content that most influence female users to engage with brands



Inference

This word cloud, based on research related to females highlights the key content types that most influence consumer engagement on social media. "Interactive," "testimonials," "content," "behind-the-scenes," and "offers/discounts" appear most prominently, showing that females prefer active participation, trust-building through reviews, and value-driven offers. Elements like "funny," "informative," "live streams," and "videos" also indicate that entertaining and authentic content strongly resonates with audiences. Overall, the word cloud reinforces that personalization, authenticity, and value are critical for brands to enhance engagement and build stronger consumer relationships online.

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Word Cloud showing the types of social media content that most influence male users to engage with brands



Inference

This word cloud, based on research related to male shared highlights key themes emerging from your research, indicating a strong focus on **promotional content** and **customer engagement strategies**. Dominant terms like **"promotional," "content," "customer," "offers/discounts,"** and **"reviews"** suggest that marketing efforts prioritize building trust and driving sales through customer testimonials, interactive promotions, and special offers. The prominence of **"interactive," "funny," "entertaining,"** and **"informative"** points to a strategy of making content both engaging and educational to attract and retain audiences. Words like **"behind-the-scenes"** and **"live streams"** imply an emphasis on transparency and real-time engagement to create a more authentic connection with customers. Overall, your research indicates that successful campaigns balance **promotional messaging** with **engagement-driven, relatable, and educational content** to optimize customer experience and brand loyalty.

Word Cloud showing the most important factors influencing employed individuals to engage with a brand on social media



Inference

This word cloud, based on research related to employed individuals emphasizes the critical factors driving effective digital engagement and content success. Central themes like **"relevance," "content," "quality,"** and **"frequency"** highlight that consistently delivering high-quality, timely, and relevant content is essential for maintaining audience interest and trust. Words like **"interests," "personalization,"** and **"responses"** suggest a strong need to tailor content to individual preferences, ensuring that communication feels personal and directly valuable to the audience. Additionally, the focus on **"comments," "questions," "reviews,"** and **"reputation"** points to the importance of two-way communication, where brands actively engage with feedback to build credibility. Elements such as **"rewards"** and **"incentives"** also show that motivating user participation through tangible benefits is a key strategy. Overall, your research indicates that success is driven by a **customer-centric approach**, where **personalization, interaction, relevance, and consistency** are prioritized to build lasting relationships.

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Word Cloud showing the most important factors influencing unemployed individuals to engage with a brand on social media



Inference

This word cloud, based on research related to unemployed individuals' engagement with content, highlights **"relevance," "content," "interests,"** and **"quality"** as the most critical factors. It suggests that for unemployed audiences, content must be highly **relevant to their needs and interests**, focusing on **quality information** that adds real value to their personal or professional lives. Frequent use of words like **"personalization," "responses," "reviews,"** and **"comments"** indicates that **interactive, tailored communication** is crucial for building trust and encouraging participation. Additionally, terms such as **"rewards," "reputation," "positive,"** and **"incentives"** reveal that recognition, trustworthiness, and motivational elements are important to sustain engagement. Overall, your findings show that content aimed at unemployed individuals should be **highly personalized, supportive, interactive, and focused on building a positive, credible relationship** with the audience.

CONCLUSION

The research confirmed that **content strategy significantly influences consumer engagement** on social media platforms. Personalized, relevant, high-quality content aligned with users' interests was found to be the most powerful driver of engagement. **Interactive posts, promotional offers, behind-the-scenes content, and customer testimonials** were particularly effective in fostering participation and building trust. Furthermore, **frequent posting**, **brand responsiveness**, and **personalization** strongly correlated with positive consumer perceptions and loyalty. The findings also revealed that **overly promotional content, excessive advertisements, inconsistent posting, and lack of brand interaction** were major triggers for user disengagement. Occupation-based analysis showed that both employed and unemployed individuals prioritize relevance, quality, and personalization, but unemployed users also valued motivational elements like rewards and positive reinforcement. Overall, the study concludes that for brands to build lasting relationships, they must adopt a **customer-centric content strategy** — balancing promotional efforts with authenticity, entertainment, education, and interactive engagement — while maintaining consistency and responsiveness across digital platforms.

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