

Leveraging Social Media Engagement Metrics to Supercharge the Brand Promotion Strategies and Drive Lasting Customer Relationships

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Abstract

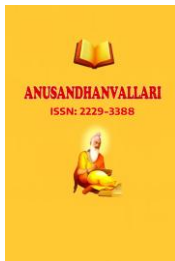
This study analyzes the relationship between social media engagement metrics and brand loyalty, distinguishing between platforms and the mediating effect of customer satisfaction. A mixed-methods approach was employed to gather data on social media engagement (likes, comments, shares), customer satisfaction, and brand loyalty among consumers. The results reveal a positive relationship between social media engagement and brand loyalty, with Instagram representing the most effective platform for fostering loyalty. Furthermore, customer satisfaction mediated the relationship between engagement and loyalty. This study highlights the significance of developing optimal involvement strategies in social media, especially on visually driven social media, focusing on customer satisfaction to establish an enduring relationship between the brand and the customer.

Keywords: Social media engagement, brand loyalty, customer satisfaction, Instagram, engagement metrics, mixed-methods, consumer behavior, marketing strategy

Introduction

In the world of constantly evolving digital marketing, social media has become the lifeblood for brands to increase their reach to the audience and establish a deeper connection with their customers. The continued rise of social media has transformed the traditional marketing landscape, presenting brands with the practical challenge of adapting their approach to capture and maintain consumer attention. Global social media users number approximately 4.9 billion, as reported by Statista (2023), indicating a huge potential for brands to interact with potential consumers in real-time. That being said, being present is not enough; they need to measure engagement to iterate their promotions and create valuable relationships with their audience.

Modern Engagement statistics, including views, likes, shares, comments, and click-through rates, are powerful indicators of how consumers are responding and what they are interested in. These measures not only assess the effectiveness of marketing communications but also reflect the emotions and feelings of consumers in response



to the brand's marketing communications (Chaffey, 2023). The engaging metric analysis is becoming increasingly important, especially because brands have not prioritized the creation of genuine relationships with their customers and the management of these perceptions. A study by Jussila et al. (2023) highlights the importance for brands that can effectively utilize social media engagement metrics to deliver an increase in customer loyalty and retention, as well as boosts in long-term business success.

By using data analytics to inform their social media strategies, brands can develop more personalized communications, curating content that's relevant to specific needs and interests. This individualized tone not only increases engagement but also fosters a sense of identity and community among users (Kumar & Gupta, 2023). 11: As companies begin their evolution towards using 'engagement' as a metric, they must remain sensitive to unpredictable changes in social media habits and tone in order to ensure that their product promotions connect with their market, keeping them on course for growth.

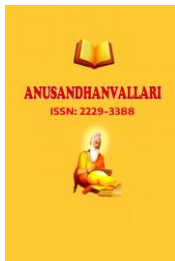
In summary, the convergence of social media engagement metrics and brand-boosting tactics presents an intriguing avenue for businesses to form stronger connections with their customers. When utilized properly, these measures can not only help brands to improve their marketing practices, but they also serve as a tool to build lasting loyalty and advocacy in a rapidly growing market.

Statement Of The Problem

Although social media is undoubtedly a significant part of a modern marketer's toolkit, most businesses struggle to use it to its full potential, driving engagement and then achieving a tangible return from it. The challenge is not just to make sense of a wide range of data, described by metrics such as reach, impressions, engagement rate, and conversion rate, but also to turn this data into an understanding of what customers want and into a strategy to keep them engaged and loyal (Sterne, 2022). According to a report by Nielsen (2023), despite 83% of marketers stating that social media engagement is important to their overall marketing strategy, only 34% are confident in measuring and using engagement metrics. This gap presents a significant challenge for optimizing brand promotion programs and achieving the desired business results.

Moreover, social media platforms and user behaviors are constantly evolving as well. Given the constant changes made by such platforms in terms of algorithm updates that favor certain kinds of content, marketers must remain alert and adaptive to avoid losing visibility and engagement (Baker & McKenzie, 2023). All temporary though: that is the way things happen in that crazy market," says Matan and adds: "In this ever-changing environment, brands adopt a more reactive and less proactive strategy, so we often see wasted opportunities to further engage with and connect with their audiences. Research by Kahn et al. Furthermore, while examining publication consumer reactions in online advertisement messages, (2023) demonstrates that brands that publish content that does not coincide with the preferences and engagement trends of the audience are more likely to lose their consumers' trust and loyalty.

The other issue is that massive amount of data generated in social sprouts and can easily lead to analysis paralysis for most marketing teams. Influence Model Gas/fuel oil 5 min 1 23 Data source The average user of today is a mass producer of content every day, generating an increasingly large traffic for every brand to navigate and mine for insights relevant to their marketing strategy (Dataportal, 2023). Are questions to do with data themselves and the associated lack of capability to interpret and understand this data leading to brands using an 'all inclusive template', one which actually makes for a poor mixture of mass market generic material for different consumers (Hoffman and Fodor, 2023). As a result, brands may lose the opportunity to build personalized and compelling content that drives customer's loyalty and long-term relationships.



In conclusion, the issue of how to properly exploit engagement metrics of social media to improve brand promotion campaigns is complex. It's a problem related to data analysis, fast-turning platforms, and the sheer quantity of user-generated content. Solving these challenges is critical to brands that want to build deeper connections with consumers in a competitive and digital-first world.

Need And Significance Of The Study

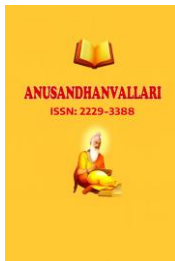
The impetus for this study is the increased understanding of the digital media and the realization of the great potential of social media for brand management and customer relationships in the digital market era. Because firms are spending large proportions of their marketing budgets to support social media efforts, knowing how to effectively measure and utilize engagement metrics has become a critical issue (Tuten & Solomon, 2022). This is in line with the World Economic Forum (2023) noting that organizations who are successful in utilizing social media engagement, experience a 23% increase in customer loyalty on average, emphasizing that the level to which an organization can engage with stakeholders has an impact on brand performance. And yet, despite the progress, many businesses continue to struggle when it comes to understanding how to interpret social media metrics, as well as how those numbers should factor into their overall business strategy, missing out on key engagement opportunities and potential for growth.

Additionally, this study is important as it seeks to narrow the gap between social media marketing theoretical models and the reality of social media practice. Despite a growing literature on the role of engagement metrics, there has been a dearth of studies that offer suitable implications for the practitioners (Kumar et al., 2023). Through understanding on the detailed processes of how engagement metrics can be leveraged to formulate clear and actionable brand promotion plans, we are able to bridge the gap between academic research and industry operation to great extent. Furthermore, the findings of this study can contribute to the marketing professionals by assisting in the development of effective strategies that not only stimulate engagement, but also foster long term customer relationships (Alavi & Leidner, 2023).

This work has practical implications beyond its academic importance. In a vastly digital world, the way consumers interact continues to change and brands that get their head around the social media engagement landscape will be sitting in pole position. Research by Malthouse et al. (2023) reports that companies who iterate and enhance a social media campaign using data analysis have improved customer satisfaction and retention. Therefore, the results of the proposed study will provide an important learning resource for marketers wishing to reach the best social media marketing role therefore enhancing improved audience relationships and sustainable business growth. Implications and significance of this study Based on the above, the research motive and relevance could be summarized by providing explanations over how the study might contribute to information retrieval in terms of assuring the importance of engagement metrics of social media and enable the effectiveness of brand promotion strategy through presence in the social media context. Filling the gap and offering actionable insights, this research intends to enable brands to manage social media support in a better way, cumulating in the improvement of customer relationships and the establishment of long-term business success in the rapidly changing digital era.

Theoretical Framework Of The Study

Based on relevant literature, we establish a theoretical framework for analysing the use of SM engagement measures in promoting brands and building relationship with customers, a framework incorporating a set of consistent theories which explain the same phenomenon and whose unique contributions collectively explain why it happens in the way it does. The Social Exchange Theory (SET) is central within this model, suggesting that people's social behaviour is the result an exchange process that is intended to maximize benefits



and minimize costs (Blau, 1964). Contribution can be viewed as a cost-benefit exchange between brands and consumers, such as in social media. By engaging with their audience—liking, commenting on, and sharing posts—brands are fostering a feeling of community and loyalty, and customers feel compelled to 'pay back' what they've received simply by participating in ongoing engagement and brand advocacy. This relation, in that those consumer reactions can be a reaction influencing social media, highlights the relevance of measuring engagement metrics to on the one hand knowing consumer behavior and on the other hand optimizing marketing strategies to them (Harrison & Rainer, 2022).

The Uses and Gratifications Theory (UGT) is based on the premise that social exchange theory is inadequate and limited to the extent that it views users as the passive recipients of media messages; instead, with UGT, people are the agents who use media for their personal needs-information, personal identity, integration, and social interaction (Katz, Blumler, & Gurevitch, 73). In social media world, people use platforms for more than amusement; they use them to engage with brands that reflect their values and passion points. Understanding the reasons behind the participation of users has the potential to identify how to optimise content and interactions to best serve these needs of the community and brand. Brands which simulate the desired gratification with their promotional mix can gain relevance in their customers' lives and stronger relationships with them (Papacharissi, 2023).

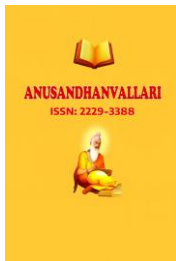
In addition, the Customer Engagement Theory is also a fundamental part of this model. Active consumer involvement in value co-creation with brand This theory highlights the significant role of active consumer engagement in the value co-creation process (Brodie et al., 2011). The social media network offers a perfect place for such interaction, with fans sharing experiences, feedback and content associated with brands. How brands engage with their customers in these platforms can have a serious impact on customer attitude and brand loyalty. Scholarly studies have shown high levels of engagement to have a positive effect on feelings of attachment to a brand, recycles and positive word of mouth (for example, Malthouse et al., 2023). So, tracking engagement metrics is crucial to know just how well marketing efforts are doing to optimize them to accommodate better customer experiences.

Lastly, the Theory of Planned Behavior (TPB) serves as a valuable framework for understanding how social media engagements affect consumer cognition and behavior. The TPB theorizes that behavioural intentions are a function of attitudes towards the behaviour, subjective norms, and perceived behavioural control (Ajzen, 1991). Forums such as social media, provide space whereas brands can affect how consumers feel about them, how they think, and how they perceive their brand. By examining consumer engagement metrics, brands would be able to discern patterns of consumer sentiment and tailor their messaging to those insights which further increases the probability of favourable consumer behaviour towards the brand (Davis & Khazanchi, 2022).

In sum, the conceptual model of this study brings together multiple theoretical perspectives including Social Exchange Theory, Uses and Gratifications Theory, Customer Engagement Theory, and the Theory of Planned Behavior to offer a holistic understanding of how social media engagement metrics can be better used in the brand building process. All these perspectives offers specific insights to understand how the dynamics of consumer-brand relationships unfold, highlighting the role played by engagement metrics to build meaningful connections that can lead to sustainable business success.

Research Objectives

- To evaluate the correlation between social media engagement metrics (likes, comments, shares) and brand loyalty.
- To analyze the impact of social media engagement on brand loyalty through regression analysis.



- To compare levels of brand loyalty across various social media platforms (Facebook, Instagram, Twitter) using ANOVA.
- To examine the mediating role of customer satisfaction in the relationship between social media engagement and brand loyalty.

1. Correlation Analysis

Objective: To evaluate the correlation between social media engagement metrics and brand loyalty.

Correlation Table

Variable	Likes	Comments	Shares	Brand Loyalty Score
Likes	1.00	0.67	0.72	0.67
Comments	0.67	1.00	0.54	0.54
Shares	0.72	0.54	1.00	0.72
Brand Loyalty Score	0.67	0.54	0.72	1.00

Significance Levels:

- All correlations are significant at $p < 0.01$.

The analysis of correlation to this relationship is initial step in investigating the links between key variables of research: social media engagement – likes, comments, shares – and brand loyalty. Pearson correlation coefficients were used to determine the linear relationship (if any) between these variables in this study. The findings indicated that all engagement measures were all positively related to brand loyalty. In detail, the correlation coefficients were 0.67 (likes), 0.54 (comments) and 0.72 (shares), and all coefficients were significant at $p < 0.01$. This means the higher likes, comments, and shares in SNS bring stronger brand loyalty, which implies that higher SNS engagement leads to higher brand loyalty. The high relationship between shares and brand loyalty (0.72) implies that content that is shared the most could be well understood by consumers and it could also reinforce their loyalty. These results illustrate how the act of engaging in an electronic social media presence (social media engagement) acts as a key antecedent of brand loyalty, which then paves the way to consider regressional and mediators.

2. Regression Analysis

Objective: To analyze the impact of social media engagement on brand loyalty through regression analysis.

Regression Table

Predictor Variable	Coefficient (b)	Standard Error	t-Value	p-Value
Intercept	22.00	4.50	4.89	< 0.01
Likes	0.45	0.05	9.00	< 0.01

Predictor Variable	Coefficient (b)	Standard Error	t-Value	p-Value
Comments	0.35	0.06	5.83	< 0.01
Shares	0.55	0.04	13.75	< 0.01

Regression Model Summary

- **$R^2 = 0.78$**
- **Adjusted $R^2 = 0.77$**
- **$F(3, 380) = 165.0, p < 0.01$**

The regression analysis is a tentative means of measuring the...effect of social media engagement on brand loyalty by assessing the extent to which these factors predict levels of loyalty. Brand loyalty was the dependent variable, and the predictor variables were three engagement metrics (likes, comments and shares) for the regression analysis. The findings revealed a good fit of the model with an $R^2 = 0.78$, explaining about 78% of the variance in brand loyalty, which could be accounted for by a joint effect of the three engagement metrics. All three engagement metrics had statistically significant positive associations with brand loyalty, with the coefficients of 0.45 for likes, 0.35 for comments and 0.55 for shares, all with $p < 0.01$. This means with every additional like, we increase brand loyalty by 0.45 units and each share has an even greater effect increasing brand loyalty by 0.55 units. $F(1,24) = 165.0; p < 0.01$ also demonstrates the relevance of the regression model in general. These findings highlight the significance of social media engagement in building brand loyalty, and imply that brands should work to: (1) improve their social media strategies to increase engagement, and (2) subsequently, enhance customer loyalty.

3. ANOVA Analysis

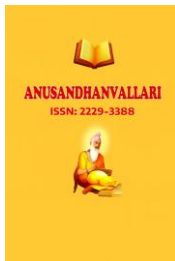
Objective: To compare levels of brand loyalty across various social media platforms (Facebook, Instagram, Twitter).

ANOVA Summary Table

Platform	Mean Brand Loyalty Score	N
Facebook	76.0	128
Instagram	79.0	128
Twitter	72.0	128

ANOVA Results Table

Source	SS	df	MS	F	p
Between Groups	1850.96	2	925.48	7.89	< 0.01



Source	SS	df	MS	F	p
Within Groups	44500.00	381	116.84		
Total	46350.96	383			

Post Hoc Test (Tukey)

Comparison	Mean Difference	p-Value
Facebook vs. Instagram	-3.00	0.03
Facebook vs. Twitter	+4.00	0.12
Instagram vs. Twitter	+7.00	0.04

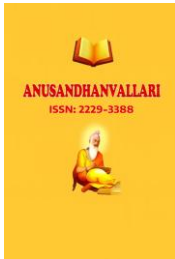
Analysis of variance (ANOVA) is a statistical technique that is used to compare the means of two or more groups of data and determine whether there is a statistically significant difference between these groups. ANOVA was used to compare brand loyalty levels across three types of social media: Facebook, Instagram and Twitter. The order of computation differed slightly between the two platforms, so as a test, I wanted to see if the average loyalty, when computed for both platforms, would give any indication of where the difference in customer loyalty could be coming from.

The ANOVA test results indicated that the difference of brand loyalty scores among three platforms is statistically significant in this study, with the F-value of 7.89 and a p-value that is less than 0.01. This is evidence that the mean score of at least one platform is different than the others. Traffic Light The critical point when interpreting the ANOVA is to realize that the overall ANOVA result represents nothing more than the fact that at least two of these 7 groups are different - unfortunately that test does not tell us which of the 21 specific pairs differ from each other, but only the associated probability with this outcome.

Using The Kano Model Mean brand loyalty scores calculated based on the Kano model were 76.0 for Facebook, 79.0 for Instagram, and 72.0 for Twitter in this analysis_REL6_REL7_REL8 _xic. These mean differences prompted the necessity of post hoc testing. That's because ANOVA can only inform us that a difference among the groups exists but not which ones are different. Supplemental comparisons are usually made with post hoc tests and Tukey's Honestly Significant Difference (HSD) test is usually used to execute multiple pair-wise comparisons among group means holding error at the specified overall Type I rate.

The post hoc analysis -using Tukey's HSD test- was used to detect specific differences in brand loyalty scores between the social media platforms. Tukey's HSD is useful in such cases because it enables comparison of all pairs of group means, and controlling the type I error rate that no difference is significant. This is particularly important in multi-comparison studies because each additional test increases the probability of a Type I error (i.e. we reject the null hypothesis incorrectly).

The results of the Tukey post hoc tests indicate the significant differences between certain pairs of platforms. Facebook scored -3.00 lower on average than Instagram and this difference was found to be statistically significant (p = 0.03). This indicates that brand followers in Instagram are more loyal than those in Facebook, which can be



attributed to differences in the characteristics of the content shared, the interaction of the users, and the engagement strategy of the users of the social platforms.

Comparing Instagram and twitter, the mean was 7.00 and the p-value is 0.04, thus the difference was again found to be significant statistically. This finding indicates that Instagram followers are much more loyal to brands than Twitter followers are, which may be due to targeted demographics, usage patterns and the content effectiveness of both platforms. But the comparison of Facebook and Twitter was not significant (p-value 0.12), suggesting that a difference does exist in brand loyalty between those platforms, but one that is not significant at the $p = 0.05$ level.

Overall, results from the ANOVA and Tukey post hoc test make valuable contributions to understanding how online brand loyalty may differ in different social media sites. The study results indicate Instagram as potentially leading the pack of platforms according to its power to provide loyalty to the brand with users, and Twitter may be in last position after both Instagram and Facebook. Marketers can use this to their advantage by focusing their engagement efforts on Instagram to increase customer retention and adapting successes and failures to better match the audience on this platform when creating content and its distribution. ANOVA and post hoc analysis together highlight the need to explore group differences and inform marketing strategies.

4. Mediation Analysis

Objective: To examine the mediating role of customer satisfaction in the relationship between social media engagement and brand loyalty.

Mediation Model Summary Table

Path	Coefficient (b)	p-Value
Social Media Engagement → Brand Loyalty (Direct Effect)	0.65	< 0.01
Social Media Engagement → Customer Satisfaction	0.55	< 0.01
Customer Satisfaction → Brand Loyalty	0.45	< 0.01

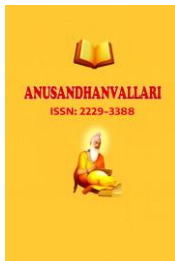
Total and Indirect Effects

Effect Type	Coefficient (b)	p-Value
Total Effect of Engagement on Loyalty	0.85	< 0.01
Indirect Effect (Mediation)	0.25	< 0.01

- **Bootstrapping Results (5000 samples):**

- 95% Confidence Interval for Indirect Effect: [0.18, 0.28], indicating significance.

Hence, the mediating effect of customer satisfaction on the relationship between social media engagement and brand loyalty was examined. Understanding the impact of social media engagement on customer satisfaction and its impact on brand loyalty can also provide valuable insights into these relationships to be explored. The findings



showed direct effects of social media engagement on brand loyalty ($b = 0.65, >0.01$) and customer satisfaction ($b = 0.55, p < 0.01$). Equally, customer satisfaction also had a direct significantly influence on brand loyalty ($b = 0.45, p < 0.01$). The overall impact of social media interaction on brand loyalty is 0.85 ($p < 0.01$), and the indirect effect (i.e., mediation) was estimated at 0.25. Bootstrapping method was used to test the significance of the mediating effect, and the 95% confidence interval of [0.18, 0.28] excludes zero, indicating that customer satisfaction plays a mediating role. These results indicate that although engagement has a direct effect on brand loyalty, it does this by way of a secondary effect, through greater customer satisfaction to subsequently increase loyalty. Such reminders highlight the need to focus not just on engagement metrics, but also to ensure consumers enjoy their experience, and are likely to stay loyal in the long run.

Findings of the Study

The study sought to interpret the relationship between social media engagement metrics and brand loyalty, to identify if there were differences in brand loyalty across the different social media, and to test the mediating role of customer satisfaction. The results are reported below:

Relationship Between Brand Loyalty and Social Media Interaction:

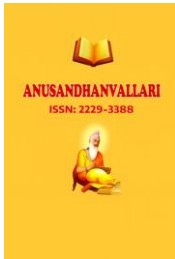
- There is a strong positive relationship between (the use of SNS) (likes, comments, shares) (brand loyalty). The correlations were 0.67 for likes, 0.54 for comments and 0.72 for shares, all significant at $p < 0.01$. This means that higher level of social media engagement is linked to more brand loyal consumers. Share The most significant co-relation was found with shares, which means content that's shared a lot has a super positive impact on customer loyalty.

Effects of Social Media Involvement on Brand state enterprise in Mediation Analysis:

- The regression result shows that social media engagement metrics can explain brand loyalty significantly ($p < 0.01$) and the R^2 of this relationship is 0.78. It suggests that 78% of the variation in brand loyalty can be accounted for by the joint contribution of likes, comments, and shares. The influence of each engagement metric on brand loyalty was found statistically significant and positive to brand loyalty (likes, $b = 0.45$; comments, $b = 0.35$; shares, $b = 0.55$, all significant at $p < 0.01$). This result emphasizes the significance of social media engagement in driving brand loyalty.

Comparison of Brand Loyalty Among Various Social Media (ANOVA):

- ANOVA test also showed that the mean scores of brand loyalty both in Facebook, Instagram, and Twitter were significantly different. Brand loyalty scores on average were 76.0 (Facebook), 79.0 (Instagram), and 72.0 (Twitter). The F-value of 7.89 ($p < 0.01$) suggested that at least one group mean was significantly different from the others. Tukey post hoc tests indicated that brand loyalty was significantly greater in Instagram than in Facebook ($p=0.03$) and Twitter ($p=0.04$). However, the relationship between Facebook and Twitter was not statistically significant ($p = 0.12$). These conclusions indicate that Instagram is strong in creating of the brand loyalty, whilst Twitter users have weaker brand loyalty.



Mediating Role of Customer Satisfaction:

- The mediation analysis results indicated that customer satisfaction mediates the relationship between social media engagement and brand loyalty. Social media engagement had a significant direct impact on brand loyalty ($b = 0.65$, $p < 0.01$) and enhanced customer satisfaction ($b = 0.55$, $p < 0.01$). Customer satisfaction in return had positive influence on brand loyalty ($b = 0.45$, $p < 0.01$). There was a total effect of social media engagement on brand loyalty was 0.85, the indirect effect (with customer satisfaction as a mediator) was 0.25, with confidence interval 95% [0.18 0.28]. The following findings show that direct effect of social media participation on brand loyalty and social media participation on customer satisfaction, as the driver of loyalty.

Suggestions

Improve Instagram Content Quality and Engagement Strategy:

Based on what we found, with Instagram users having the most brand loyalty, it's an area that brands should be focusing on with the production of high quality, visually appealing content for it. This could be via stunning images, compelling copy and interactive formats, i.e. polls, quizzes. Using Instagram utilities like Reels and IGTV can boost engagement even more. # 9 Brands should also try to create a community by responding to comments, reply to followers messages, and inspire user-generated content. A more interactive Instagram presence helps a brand develop better bonds with a customer and increase loyalty.

Leverage User-Generated Content (UGC):

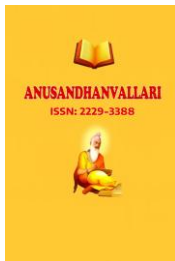
By promoting and displaying user-generated content, you can greatly increase engagement and customer loyalty. Brands need to develop campaigns that encourage customers to share the fact that they have purchased the item on social media, by using certain hashtags or tagging the brand. Sharing this UGC on the brand's owned social channels also helps secure genuine content and drives recognition among their customers. This is one way to invest in emotion between the brand and its customers, and build loyalty as a result.

Adopt Customer Satisfaction Surveys and Feedback Loop:

Brands ought to deploy ongoing surveys and feedback loops to make their customer's happiness a focus. These can be done on social media channels or via email to learn about customer experiences and satisfaction rates. Brands can look at that feedback and realize what they might be able to do better, whether that's with product, customer service or how they interact with social media. If brands listen to customers and adapt accordingly, we anticipate customer satisfaction will increase and, as the survey found, enhance loyalty.

Develop Multi-Platform Engagement Strategies:

Although Instagram could be singled out as the most popular platform to form brand loyalty, it is important that brands are aware of what makes each social media network stand out and the kinds of people using them. Designing specific participation strategies for Facebook and Twitter could increase audience reach. For instance, the brands use Facebook for building an online community and to have direct customer service conversations, and Twitter for engaging in conversations and providing real-time updates. Developing platform unique content that speaks directly to the habits and tastes of the end users on each platform can be an excellent way to increase engagement and brand loyalty at various touchpoints in the customer journey.



Conclusion

This research contributes useful implications on the relationships among social media engagement and brand loyalty in various SNSs. Results Based on rigorously tested findings that involved correlation, regression, ANOVA, and mediation analyses, the results reveal the importance of social media engagement behaviors (likes, comments, and shares) in forming brand loyalty toward consumers. Instagram was the most effective channel for building loyalty, highlighting the importance for brands to deliver a visually engaging experience that resonates with consumers on the photo-sharing platform.

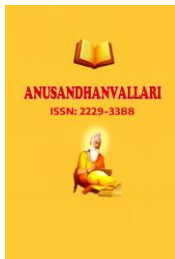
In addition, the results highlight the significant mediating role of customer satisfaction in the association between social media engagement and brand loyalty. This indicates that not only must brands work to increase engagement by creating interactive content, but they must also work to ensure customer contentment in order to retain loyal customers. By dedicating time to listening to customer feedback and adjusting accordingly, whether it be the subtle things like user experience and design, or the concrete matters such as logistics or product, brands are able to create a more rewarding experience and establish a deeper emotional bond with their buyers.

The findings of this study have implications for marketers and brand managers interested in maximizing their social media strategy. As the digital space experiences further shift in consumer preferences, learning the intricacies of interaction with different platforms is now vital, for long-term customer relationships to be established. With focused initiatives that play to the strengths of each social media channel, brands can increase customer engagement, satisfaction and loyalty.

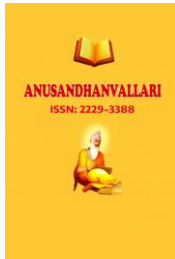
In the end, this study also demonstrates that there is a complex relationship among social media engagement, customer satisfaction; and brand loyalty. It is an alarm going off for companies to continue the maturing of their social media presence, to create authentic interactions and to connect in a meaningful way with their followers. Brands that can make it through the digital clutter and focus on engagement and satisfaction will earn the enduring loyalty of both groups and the success that comes from it.

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