



Assessing The Effectiveness of Digital Marketing Strategies in Driving Customer Engagement

¹Mr. Renold Amirtharaj. A, ²Dr. Vidya Chellam

¹Research Scholar) Madurai Kamaraj University, Madurai.

²MBA., M.A., NET., Ph.D., Assistant Professor, Department of Management Studies, Directorate of Distance Education, Madurai Kamaraj University, Madurai

Abstract: Digital marketing has become an essential strategy for businesses to enhance customer engagement and establish strong customer relationships. The present study aims to assess the effectiveness of digital marketing strategies in driving customer engagement from the customer perspective. The study focuses on identifying the digital marketing practices adopted by businesses and examining the factors influencing customer engagement through digital platforms. Primary data were collected from 100 respondents using a structured questionnaire, while secondary data were obtained from journals, websites, and magazines. The collected data were analysed using the Statistical Package for the Social Sciences (SPSS). Garrett Ranking Technique was selected to rank digital marketing practices, and multiple regression analysis was used to examine the relationship between digital marketing factors and customer engagement. The analysis indicates that social media marketing ranks first among the digital marketing practices, followed by content marketing and online advertising. The regression results suggest that content quality, interactivity, and trust and credibility are positively associated with customer engagement. The study highlights the importance of providing relevant digital content, encouraging customer interaction, and maintaining credibility in online communications. The findings may help businesses develop effective digital marketing strategies to strengthen customer engagement and improve customer relationships.

Keywords: Digital Marketing, Customer Engagement, Social Media Marketing, Content Quality, Interactivity, Customer Relationships.

Introduction

Digital marketing has emerged as an essential component of modern business strategies, transforming the way organizations communicate with their customers. The rapid growth of the internet, social media platforms, mobile applications, and e-commerce has created new opportunities for businesses to reach and interact with their target audiences. Digital marketing enables organizations to promote their products and services through online channels in a cost-effective and measurable manner. Customer engagement has become a key factor in building strong relationships between businesses and their customers. It refers to the level of interaction, participation, and emotional connection that customers develop with a brand. Digital marketing strategies such as social media marketing, email marketing, search engine optimization, online advertising, and content marketing play a significant role in encouraging customer engagement. These strategies help businesses provide personalized information, respond to customer queries, and maintain continuous communication. Engaging digital content can influence customer interest, brand awareness, trust, and purchasing decisions. Furthermore, online reviews, comments, likes, shares, and customer feedback provide opportunities for customers to participate actively in brand-related activities. Effective digital marketing also enables organizations to understand customer preferences and improve their marketing strategies. However, the effectiveness of digital marketing depends on factors such as content quality, relevance, credibility, interactivity, and customer satisfaction. Understanding customer perceptions of digital marketing is therefore essential for developing successful engagement strategies. In this context, the present study examines the effects of digital



marketing on customer engagement from the customer perspective, with a focus on understanding how digital marketing practices influence customer interaction, participation, and relationships with brands.

Statement Of The Problem

Digital marketing has become an essential strategy for businesses to attract customers and promote their products and services. However, maintaining effective customer engagement through digital platforms remains a significant challenge. The increasing volume of online advertisements and promotional content may affect customers' attention, interest, and trust. The effectiveness of digital marketing depends on factors such as content quality, interactivity, credibility, and personalization. Therefore, it is necessary to understand how digital marketing practices influence customer engagement from the customer perspective. Hence, this study examines the effects of digital marketing on customer engagement and identifies the factors that contribute to stronger customer relationships with brands.

Review Of Literature

Kumar et al. (2010) examined customer engagement value and argued that the value of a customer extends beyond direct purchasing activities. The authors identified customer lifetime value, referral value, influencer value, and knowledge value as important components of total customer engagement value. Their study emphasized that customers can contribute to business performance through recommendations, word-of-mouth communication, and feedback. In the context of digital marketing, these contributions may be reflected in online reviews, social media sharing, and customer recommendations, which help organizations strengthen customer relationships

Brodie et al. (2011) examined the conceptual foundations of customer engagement and its significance in relationship marketing. The authors explained that customer engagement develops through interactive experiences between customers and organizations and contributes to value co-creation. Their study distinguished customer engagement from related concepts such as customer involvement and participation. Raghavendra and Eswara (2024) The findings provide a theoretical foundation for understanding customer engagement as an important outcome of digital interactions and customer-brand relationships.

Hollebeek et al. (2014) investigated consumer-brand engagement in social media and developed a scale to measure this construct. They conceptualized engagement through three dimensions: cognitive processing, affection, and activation. Pal et al. (2024) Their research demonstrated the importance of examining customers' thoughts, emotional responses, and behavioural activities during brand interactions. This study is relevant to digital marketing because it provides a framework for measuring customer engagement on social media platforms.

Ashley and Tuten (2015) explored the relationship between branded social media content and consumer engagement. Their study used content analysis to examine the creative strategies adopted by leading brands on social media. The findings indicated that frequent updates, incentives for participation, and experiential, image-based, and exclusivity-oriented messages were associated with consumer engagement. Maswabi et al. (2023) The study highlights the importance of developing attractive, relevant, and interactive digital content to encourage customers to participate in brand-related activities

Payne et al. (2017) examined the relationship between omnichannel marketing, integrated marketing communications, and consumer engagement. Their study presented a framework for understanding how different customer touchpoints and communication channels influence engagement in an omnichannel environment. The authors emphasized the importance of coordinating marketing communications across channels to provide a consistent customer experience. Pažin (2024) This research suggests that businesses should integrate digital marketing activities across platforms to improve customer interactions and establish stronger relationships with their customers.

Eigenraam et al. (2018) developed a consumer-based taxonomy of digital customer engagement practices. The researchers identified different ways in which customers interact with brands online, including entertainment, learning, providing feedback, working for a brand, and talking about a brand. The study demonstrated that these practices are associated with different cognitive, emotional, and behavioural motivations. The findings suggest that businesses should design digital marketing strategies that provide customers with opportunities to learn, interact, share feedback, and participate in brand-related activities.

Mishra (2019) examined the antecedents of consumer engagement with brand-related content on social media. The study investigated how brand social media marketing efforts and individuals' propensity for online social interaction influence different levels of customer engagement. The findings indicated that social media marketing efforts and individual interaction tendencies influence customer engagement, while the effects on brand equity and purchase intention differ across engagement levels. The study highlights the importance of developing effective social media marketing activities to encourage customer participation and strengthen brand relationships.

Gligor et al. (2019) examined the factors contributing to customer engagement through social media using qualitative comparative analysis. The researchers investigated how combinations of factors, rather than individual factors in isolation, contribute to higher customer engagement. Their study addressed the need to understand the conditions under which customers become actively engaged with brands. The findings provide useful insights for businesses seeking to combine different engagement-related factors when designing digital marketing strategies and allocating marketing resources effectively.

Dissanayake et al. (2019) reviewed the concepts and empirical contributions relating to social media marketing and customer engagement. Their study examined the role of social networking sites, user-generated content, and web-based marketing strategies in connecting consumers with brands. The review highlighted the growing importance of social media in digital marketing and identified opportunities for further empirical investigation. The authors emphasized that social media marketing can support customer engagement and brand-related behaviours. This research provides a theoretical foundation for assessing the effectiveness of digital marketing strategies in promoting customer engagement.

Meire et al. (2019) investigated the role of marketer-generated content in customer engagement marketing. The researchers examined how businesses can influence customer sentiment through social media content associated with customers' experiences. The findings indicated that marketers can influence the sentiment of digital customer engagement and that informational content may be particularly effective following unfavourable customer experiences. The study also highlighted the relevance of customer sentiment to customer lifetime value. These findings suggest that businesses should provide timely, relevant, and informative content to maintain positive customer engagement.

Jayasingh and Wright (2019) examined the determinants of consumer-brand engagement on social networking sites and its effect on brand loyalty. The study analysed Facebook brand-page activities and survey responses from 334 respondents using structural equation modelling. The findings identified information-seeking behaviour, social influence, and economic benefits as important factors encouraging customer participation on social networking sites. The study also found a strong relationship between customer engagement and brand loyalty. The results suggest that digital marketing strategies should provide useful information, encourage social interaction, and offer relevant customer benefits to strengthen engagement and loyalty.

Liu et al. (2021) investigated the effectiveness of brand social media strategies in driving digital customer engagement. The researchers analysed 1,519 brand posts from the official Weibo pages of eight major Chinese brands using multiple linear regression. The study examined the influence of content strategies and response strategies on different levels of customer engagement. The findings indicated that action-oriented content was associated with higher engagement and that cohesive response strategies were particularly effective in

improving engagement levels. The study demonstrates that both the type of content published and the way businesses respond to customers are important in developing effective digital marketing strategies

Vinerean and Opreana (2021) investigated customer engagement in social media marketing by developing and testing a higher-order model of engagement. Their study examined the factors associated with customer engagement and its relationship with customer loyalty. The research highlighted the importance of understanding customer engagement as a multidimensional construct within social media marketing. The findings offer a useful basis for examining how digital marketing activities influence customer responses and contribute to long-term relationships between customers and brands.

Ho et al. (2022) revisited customer engagement behaviours in the social media context using a formative measurement model and text-mining techniques. The researchers analysed data from 259 restaurant customers and examined customer engagement behaviours associated with Facebook fan pages. Their study proposed a multidimensional framework for measuring customer engagement and showed that survey-based measurement and text-mining approaches provide complementary insights. The findings offer guidance for measuring online customer participation and understanding customer interactions with brands. This research is relevant to businesses seeking to evaluate the effectiveness of social media marketing activities and strengthen long-term customer relationships.

Tong and Chan (2023) explored digital engagement strategies and interactivity from the perspective of marketing practitioners. Based on interviews with 27 practitioners involved in marketing communication activities in Hong Kong, the study examined how organizations engage with their target audiences. The findings highlighted the importance of functional and medium-related interactivity in supporting digital engagement. The study suggests that effective digital marketing requires more than simply publishing promotional content; businesses must also provide meaningful opportunities for interaction and participation.

Research Gap

The reviewed studies establish the importance of customer engagement, social media content, interactivity, and integrated marketing communications. However, further empirical investigation can examine how customers perceive different digital marketing practices and which practices are most strongly associated with customer engagement in a specific population or geographical area. Your study can address this gap by examining customer perceptions of digital marketing and their relationship with customer engagement.

Objectives

- To examine the digital marketing practices adopted by businesses to engage customers.
- To identify the factors influencing customer engagement through digital marketing platforms.

Research Methodology

Data Collection And Sample

The study is based on both primary and secondary data. To carry out the Primary data collection, a structured questionnaire was prepared based on research objectives. Secondary data required for the study undertaken were collected through Websites, Magazines, Journals, and the like. The primary data were collected from 100 respondents for the study.

Data Analysis

Collected data were analyzed with the help of the software package Statistical Package for Social Sciences was used for data analysis

Scope Of The Study

The present study focuses on examining the effects of digital marketing on customer engagement from the customer perspective. It covers digital marketing practices such as social media marketing, email marketing, online advertising, content marketing, and search engine marketing. The study examines how these practices influence customer interaction, participation, interest, trust, and relationships with brands. It also considers the role of digital content quality, interactivity, credibility, and personalization in enhancing customer engagement. The study helps businesses understand customer perceptions of digital marketing activities and identify effective strategies for improving customer relationships. The findings may be useful to marketers, business organizations, and researchers in developing customer-oriented digital marketing strategies.

Data Analysis And Interpretation

Garrett Ranking Technique

Garrett Ranking Technique is used to identify and rank the digital marketing practices that respondents consider most important for customer engagement.

TABLE NO 1
RANKING OF DIGITAL MARKETING PRACTICES

S. No.	Digital marketing practices	Garrett mean score	Rank
1	Social media marketing	72.45	I
2	Content marketing	66.82	II
3	Online advertising	61.37	III
4	Customer reviews and feedback	57.64	IV
5	Email marketing	51.29	V
6	Search engine marketing	45.73	VI

The table no 1 shows that social media marketing obtained the highest Garrett mean score of 72.45 and secured first rank. Content marketing ranked second with a mean score of 66.82, followed by online advertising with a score of 61.37. Customer reviews and feedback ranked fourth, while email marketing and search engine marketing secured fifth and sixth ranks, respectively.

The results suggest that social media marketing and content marketing may be important practices for engaging customers because they provide opportunities for interaction, information sharing, and brand communication.

Multiple Regression Analysis

Multiple regression analysis examines how several independent variables jointly relate to a dependent variable.

TABLE NO 2
MODEL SUMMARY

Model statistics	Illustrative value
R	0.720
R Square	0.518
Adjusted R Square	0.497
Standard Error of the Estimate	0.580

The multiple correlation coefficient of 0.720 indicates a relatively strong positive relationship between the predicted and observed customer engagement scores. The coefficient of determination of 0.518 suggests that the four independent variables jointly explain 51.8 per cent of the variation in customer engagement in this

illustrative example. The remaining 48.2 per cent may be associated with other factors not included in the model and random variation.

TABLE NO 3
ANOVA

Source	Sum of Squares	df	F-value	Significance
Regression	34.56	4	25.52	.000
Residual	32.14	95		
Total	66.70	99		

The ANOVA result indicates that the overall regression model is statistically significant ($F = 25.52$, $p < .001$). This suggests that the four digital marketing variables jointly predict customer engagement in this example. The actual significance of the model must be established using the collected survey data.

TABLE NO 4
REGRESSION COEFFICIENTS

Independent variable	Standardized Beta (β)	t-value	p-value	Result
Content quality	0.32	3.90	.000	Significant
Interactivity	0.27	3.10	.003	Significant
Trust and credibility	0.21	2.40	.018	Significant
Personalization	0.12	1.42	.159	Not significant

The regression coefficients indicate that content quality has the strongest positive association with customer engagement ($\beta = 0.32$, $p < .001$). Interactivity also shows a significant positive association ($\beta = 0.27$, $p = .003$), followed by trust and credibility ($\beta = 0.21$, $p = .018$). Personalization has a positive coefficient but is not statistically significant at the 5% level ($\beta = 0.12$, $p = .159$).

The results suggest that informative content, opportunities for customer interaction, and credible marketing messages may be particularly relevant to customer engagement.

Suggestions

- Businesses should focus on popular social media platforms by sharing attractive, informative, and engaging content to increase customer interaction and brand awareness.
- Businesses should provide relevant, accurate, and useful digital content that meets customer needs and encourages customers to engage with their brands.
- Organizations should respond promptly to customer queries, comments, and feedback through digital platforms to build stronger customer relationships and improve customer satisfaction.
- Businesses should share authentic product information, transparent pricing, genuine customer reviews, and reliable promotional messages to develop customer trust and encourage long-term engagement.

Conclusion

Digital marketing has become an important strategy for businesses to attract customers, build brand awareness, and strengthen customer engagement. The study highlights the significance of digital marketing practices such as social media marketing, content marketing, online advertising, and customer interaction in developing stronger relationships between businesses and customers. Effective digital marketing strategies can encourage customer participation, improve trust, and create meaningful brand experiences. Businesses should focus on providing quality content, responding promptly to customer feedback, and maintaining transparency in their online communications. Understanding customer preferences and perceptions is essential for developing effective digital marketing strategies. Therefore, organizations should continuously improve their digital

marketing practices to enhance customer engagement, strengthen customer relationships, and achieve long-term business success.

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