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FACTORS OF CONSUMER ENGAGEMENT IN SOCIAL MEDIA MARKETING

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Abstract

Social media platforms are the fastest way of communication; therefore messages can spread across all platforms with just a little bit of work. In today's era where technologies have emerged, social media platforms have been used to help businesses expand their strategies in penetrating the market through spreading their campaigns and promotions across all social networking sites. However, it will not be useful without the users, who have the power to share and spread the information about their customer experience. In the vast number of people who can access their social media accounts, product marketing through technologies has a large possibility of reaching out millions of possible customers. There have been studies conducted regarding ways of penetrating the market for the betterment of the company but there are only few studies about how consumer behaves based on their interest. Thereupon, researchers have adopted a study about how customers were being engaged through social media marketing to have a contribution in the existing literatures concerning about this topic. Here, the researchers have come up with the factors that may influence consumers' intention in engaging with brands through social media platforms, particularly Facebook and Instagram. In gathering upon the data, the researchers used theories such as the Technology Acceptance Model (TAM) and Uses and Gratification Theory (UGT) in order to identify the factors that influences an individual engagement with brands based on their social media behaviors. Using survey questionnaires as the medium used to gather relevant data. It consists of questions of how frequent they've using social medias and how they were being engaged in the advertisements on social media platforms. The conclusions were based on inputs from a survey with 337 respondents under the College of Business Administration in its four programs from the campus of Polytechnic University of the Philippines. Regardless of the limitations of the number of respondents, this research enlightens the user behavior on social media platforms that can be a relevant study for some businesses that strives hard to gain a competitive advantage. It is essential to understand the user behavior towards social media to know where to focus on a retailer's development and how they will efficiently utilize these social media platforms as an extension of their marketing strategies to thrive in the competitive environment.

Keywords: Social Media Marketing, Technology Acceptance Model (TAM), Uses and Gratification Theory (UGT)

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I. Introduction

There's no doubt about it, the rise of the Internet has been a boon for marketers over the world. Most of the people we're born with this era having technologies in our fingertips. Marketers know that the growing digital world should be seen as an extra string to their bow, it is advantageous for a company as it is way easier to connect with people unlike in traditional marketing. However, previous studies are focusing on emerging technology, effectiveness of digital marketing, and innovations about product marketing, yet only few studies are focused on user behavior and almost none of them studied the factors that influence the user through various social media platforms as to our knowledge (Felix et al., 2017). The problem lies with the change in the consumer mindset. Consequently, the main point of the paper that the researchers found answers to understand what intentions of users in engaging social media platforms are. The research question what makes users become more engaged and interactive with brands and commercials on social media platforms attempts to investigate the behavior of an individual on a particular social media platform and to acquire primary information regarding their motivations and preferences. In addition, to examine how consumers respond to various digital media platforms and to understand how the digital and social media environment influences user behavior, which is poorly researched so far (Taken Smith, 2012; Williams and Whiting, 2013).

The integration of digital marketing is rapidly growing which leads to increase customers' engagement to company brands. Previous studies have supported this research on how users become more engaged in social media marketing in which the researchers gathered relevant data to serve as a foundation of the study. A statistical data according to Social Media Examiner, shows that there is a 63% of consumers who search for businesses online that is more likely to become consumers of brands with an established social media presence. This implies that one of the factors that made the users engaged in social media marketing is getting information through these platforms. The social media empower participants to generate content through online communities, reviews and recommendations (Hajli, 2013). Relating this to a study of Branes (2008), he explored how frequently an individual uses social media platforms to learn about products and their companies. He stated that these platforms allow users to collect information about companies and brands. Further, 70% of the respondents of his study used these platforms to acquire information about the companies or products while considering a purchase, suggested by any friends or companies.

Since social media provides a platform between companies and customers to understand each other's needs, this research dig out the perceptions and motivations of a users' engagement on brands through these social media platforms. Moreover, a research made by Hill, Provost, and Volinsky's in year 2006, which reveals that a firm can benefit from social networks to predict the likelihood of purchase intention. This study provides relevant evidence behind the reason of the users' engagement in social media marketing. "As more shoppers are using social media like Facebook and Instagram companies rely on them for marketing shopping decisions, so promotion through these media has become important" (Shankar et al. 2011).

The study poses some limitations as it revolves around how customers were being engage to social media marketing. It reveals the factors that influence customers' engagement with the companies on different social media platforms. Although the quantitative survey has somewhat limited coverage due to the small sample size still the results of it can be applicable to use as a basis in further understanding the customers' behavior towards social media in order for the companies to provide efficient strategic analysis on how social media marketing effectively works. However, just like other previous studies, this research is not without its limitations. If it will be used for future studies they shall examine the consequences of virtual engagement behaviors which are not addressed in this paper. Samples were mostly collected from the College of Business Administration which has a small number of participants thus, this work needs to be expanded to include other areas. Data were collected using convenience sampling approach failing to give an equal chance to other participants. Future research should also take further steps to examine the role of social media on intention to buy and perceived usefulness, and to identify their effect on the model that was being used. Besides those limitations, the researchers will still aim to provide relevant data for future studies.

First of, as this research will dig up some previous studies regarding the topic that is presented to have further knowledge about the relations of the users and companies on how they utilize digital marketing strategy that influences the consumer engagement on social media platforms. Two theories will be used the Technology Acceptance Model and Uses and Gratification Theory will be used in order to explore the user behaviors and answer the research question. Followed by the research process, and data gathering. In which, researchers adopted a quantitative survey. It is a self-answered survey distributed to 337 participants, students of Business Administration in PUP. To reflect the real common users, respondents were chosen because the population scope is millennials which is commonly known as the active users of social media

platforms. By seeking the answer to the research question, the researchers will conduct survey that can supplement the study with various factors which answers what and how users are being more engaged on brand through social media platforms. The results and findings of the study will be presented. Lastly, discussions concerning the results and findings, and conclusion of this study will be presented as well. The study contributes to the existing literature by making a comparison on the two most used social media platforms, particularly, Facebook and Instagram. In addition, understanding consumer behaviors of using social media platforms, and examining the factors that influence the consumers' engagement with companies on social media platforms will contribute to the entrepreneurs to have deeper understanding about the right target market by using the right platforms which can be useful to shape more efficient ways of reaching out to the consumers despite of the diversity of the market.

II. Review of Related Literature

The purpose of this study is to have a contribution to the marketing industry on how consumers may be influenced throughout digital and social media marketing. The researchers also relate some previous study regarding the users' engagement with social media marketing as a strategy to boost awareness and the intention of purchasing. This study reveals which factors have the highest percentage the leads to user engagement in social media marketing.

Social Media Marketing

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Social networking sites such as Twitter and Facebook are essential for maintaining a competitive edge. Companies that do not have active social media accounts risk missing out on numerous marketing opportunities. Through social media accounts it enables you to interact with your potential customers. A significant percentage of customers that relies on the internet to search for products have discovered specific companies through social media. (Wicks, 2015). This is an important point as customer involvement through social media is a key factor in marketing (Do-Hyung et al. 2007). Through the rise in social networks, a new era of content creation has emerged, social is not a platform where individuals can easily share experiences and information with other users it also become one of the tool for the digital economy (Chen et al. 2011). The next generation of online businesses will be based on communities which is a good tool for new customer attraction (Bagozzi & Dholakia 2002; Ridings & Gefen 2004).

Customer Engagement

Online communities offer an opportunity to organisations to have a better customer relationship management system (Ridings & Gefen 2004), for instance, it gives businesses to use it efficiently as it is more flexible to use considering the diversity of the market. Customer Engagement refers to emotional attachment that a customer experience during the repeated and ongoing interactions. (Bansal, 2016) Engagement occurs through satisfaction, loyalty and excitement about your brand. Online communities have become an everyday tool for people to rate products and services, evaluate different product options, or access information and knowledge (Wasko/Faraj 2000). By using social media platforms it is way easier to spread across all digital technology the information to a large amount of people who has access with it. Technology is essential with any scale as it contributes to communication improvements and drives businesses to be more efficient despite the dynamism of the market.

Different scholars analyze the different ways technology is applicable to marketing practices. (Alghamdi & Bach, 2014). Increasing focus on global development and the expansive use of technology in marketing, advertising and promotion have led to shifts in the way in which companies focus on consumers (Quelch & Jocz, 2008). Rust, Moorman and Bhalla (2010) maintain that while many companies have access to a variety of types of technologies that could enhance consumer interest, expand brand recognition and improve overall marketing, many underuse technologies as a foundation for interacting with customers. With this era which we can have technologies with our fingertips it is an advantage for many businesses to engage with digital ecosystem. At the same time, advertising often focus on the psychological, emotional, and social factors influencing consumer behaviours, elements that must be incorporated into technology-based marketing (Quelch & Jocz, 2008).

Laroche, Habibi, and Richard (2013) also emphasized that one of the core values of Facebook brand community is not only to bring people with similar characteristics together but also to facilitate the communication that leads to engagement of brands of companies. Moreover, online brand communities are not only understood to be effective platforms for both brand owners and customers but also act like the mean to enhance customers involvement in marketing dialogue with the brands and to foster customer interaction with one another (Munnukka et al., 2015). Engagement enhances consumer's attitudes toward brand and purchase intention (Duffett, 2015; T. Yang 2012). Through creative marketing Facebook and Instagram users mostly are being engage with brand as they were find it interesting as well as celebrities are endorsing it. This form of

communication is considered as an important resource for many consumers and is considered more effective than advertising in influencing certain purchase decisions (Peterson & Merino, 2003).

Users' perspective

Social media marketing, as a phenomenon, is not static. According to Akaka, Vargo, and Lusch (2012), the focus on value creation lies in the individual capacity of actors to adapt and integrate the resources they access through their social networks in the meanwhile enhanced and increased by social media. Dholakia and Vianello (2009) suggested that entertainment is a critical aspect that intrinsically motivates users to attain fun and enjoyment while interacting with other members of the community, or after acquiring related information (Papacharissi & Rubin, 2000). Those social media platforms that was used to spread out awareness and creating content for marketing strategy that is enticing the consumer is a big factor for their engagement with the brand. According to Brainrules.net, a person who hears a piece of information will remember just 10% of it three days later, while someone who sees that same information in a picture will recall 65% of it (Krasniak, 2017). Therefore, this survey coordinates with the results of the study in which, there is a high percentage of users' engagement in social media marketing through attractive visuals.

Using visual content is the key for your social media marketing success. In fact, people are visual beings and they process visuals faster than plain text, making visual content a lot more popular than textual information. (Hausman, 2017). Futhermore, visual elements, such as images, videos, infographics and other are undeniably more interesting and appealing to social media users, as well as online consumers in general.

Virtual worlds as electronic environments are another important development of Web 2.0, a new way of generating and sharing information on the internet (Mueller et al. 2011). They facilitate human interactions for social and commercial purposes. One of the main characteristics of virtual worlds is learning by doing, which enables users to learn and practice in the virtual space (Mueller et al. 2011). Social media gives customers a convenient and accessible way of getting information, such as feedbacks or reviews regarding a particular product or brand that can lure on consumers purchasing. Statistics indicate that the way people utilize social media and interact online influences their purchasing decisions. (Wicks, 2015). Value-conscious consumers are most likely having an engagement on social media as they rely about reviewing the product features and services that is provided by the companies (Zielke, 2014). The increasing engagement of people through social media marketing is rapidly growing since we are living in the new era where almost all of the population have technological devices. Though we have limited number of participants still, this

study would contribute to marketers to have knowledge about the factors that make the social media users be engaged with the brand.

Technology Acceptance Model

One approach to this study on that drives social media usage behavior would be to revisit the technology acceptance model (TAM). It forecasts individual adoption and voluntary use of technology. Technology Acceptance Model was developed by Davis (1986) to determine the usage behavior of computer technology. It was adopted from another popular theory called theory of reasoned action (TRA; Fishbein and Ajzen, 1975) from field of social psychology which explains a person's behavior through their intentions (Davis et al., 1989). While TRA was theorized to explain general human behavior, TAM specifically explained the determinants of computer acceptance that are general and capable of explaining user behavior across a broad range of end-user computing technologies and the user population (Davis et al., 1989). This approach is a system to better understand the user adoption behavior and describe how an individual utilize technology based on their intentions. Through this approach a survey has been conducted by the researchers in order to gather relevant data on the consumer behavior towards the utilization of technology. Social influence processes significantly influenced user acceptance.

The extended model was strongly supported, accounting for 40%–60% of the variance in usefulness perceptions and about 34%–52% of the variance in usage intentions (Ventakesh & Davis, 2000). This approach describes how an individual can be influenced with factors regarding their decision on how and when they will use the new media, specifically:

- Perceived usefulness (PU) – Fred Davis defined this as "the degree to which a person believes that using a particular system would enhance his or her job performance".
- Perceived ease-of-use (PEOU) – Davis defined this as "the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).

According to Davis's tests, the researchers found three main insights that can be concluded:

1. The usage of technology is contingent upon the factors that influence them;
2. The users' perception about the new media is the capability of it to be functional in every aspect of life nowadays;
3. Another determinant of intension to use is that people conceived that it is convenient having new technology.

Uses and Gratification Theory

Another approach used in the study is the Uses and Gratification Theory which is applicable to use for determining such factors that influences why people use technology. UGT is one of many communications theories that could help explain human's relationship with mass media. Uses and gratification theory focuses on the willingness of an individual and is deterministic as media can be used in various ways and for different purposes. The individual is said to have full control over the effect of the media on them as the effect is based on how they control it through themselves (Bajracharya, 2018).

The main idea is that people turn to media to assist them in fulfilling certain needs that used to be filled by just acquiring information through visuals. Through theory the study could gain the accurate data that measures how users be engaged based upon the factors that was mentioned. The purpose of this study was to examine the gratification factors that increase user satisfaction and to determine how users choose media to be reach the satisfactory level. This study suggested three uses such as information, convenience, and communication which serve as antecedents for user satisfaction and two gratifications of entertainment and social interaction.

The goals of media use are:

- To be informed or educated
- For entertainment purposes
- Developing social interaction
- To feel connected with the situations and characters emotionally
- Get rid real life situations

The objectives of the theory are to have an in depth understanding about the relationship of the people through new media and the gratification of their needs. Furthermore, it describes the positive and negative effects of the factors that influence their behavior in using the new technology and explains what their intentions in using media (Bajracharya, 2018). Through these two approaches namely; Technology Acceptance Model and Uses and Gratification Theory, this paper can contribute a deeper understanding about how people were being driven to use social media

platforms. Their perceptions and motivations are the foundation of the study about the user engagement with social media marketing.

III. Methodology

The study aims to identify and understand the factors that influence users' preference of social media platforms and what makes them more engaged with brands and advertisement. It began with finding a published research paper regarding the researchers chosen topic which is "Social Marketing", and discovered the research paper entitled "Perceptions and Motivations of User Engagement for Social Media Marketing." The researchers asked for permission and approval to the authors to use their provided questionnaires and measures for the fulfilment of this paper. The authors gave the researchers their consent and proceed in conducting survey in Polytechnic University of the Philippines, under the College of Business Administration students. The survey questionnaire was distributed in different college program which are Marketing Management, Human Resource Development Management, Entrepreneurship, and Office Administration.

Research Design

The researchers used quantitative research and non-probability sampling specifically convenience sampling, wherein the availability and willingness of respondent in the certain program is considered. In this study, the researchers decided to adopt a consumer dominant mind set by focusing on the users/customers' perspective to investigate their motivations, perceptions and behaviours of using social media, their preferences over certain type of platforms (if they have), and how they engage with the advertisement on the chosen social media platforms.

Research Instrument

As aforementioned, the self-answered survey questionnaire is already available for use and supplied by the said issued research paper, although the researchers make some slight alteration. The survey mainly consists of 4 sections; 1) demographics, 2) social media use frequency and motivations, 3) social media preferences, satisfaction and perception, and 4) engagement with brands and commercials on social media. The first section (from question 1 to question 3) concerning gender, age, program and section gave some brief profiles of the respondents. The second section (from question 4 to question 7) which includes the frequency and motivation of using social media started with a screening question asking if the respondent was an active user of either Facebook or Instagram or both, or neither of them. The researchers decided to choose Facebook and Instagram, two of the most widely used social networking platforms, as the research objects for the

There are 337 respondents and 311 of them (based on their preferences) corresponds the criteria and were valid for the analysis of the study. The table below implies users and active users of a social media platform – users refer to those who used a certain platform (Facebook or Instagram) and active users refer to those who used both platforms (Facebook and Instagram).

Facebook					
A			B		
Age			Age		
Gender	A (Under 18)	B (18-24)	Gender	A (Under 18)	B (18-24)
F	3	55	F	4	116
M	4	58	M	4	31
	7	113		8	147
	Users	120		Active Users	275

Instagram					
A			B		
Age			Age		
Gender	A	B	Gender	A	B
F	3	6	F	4	116
M	0	2	M	4	31
	3	8		8	147
	Users	11		Active Users	166

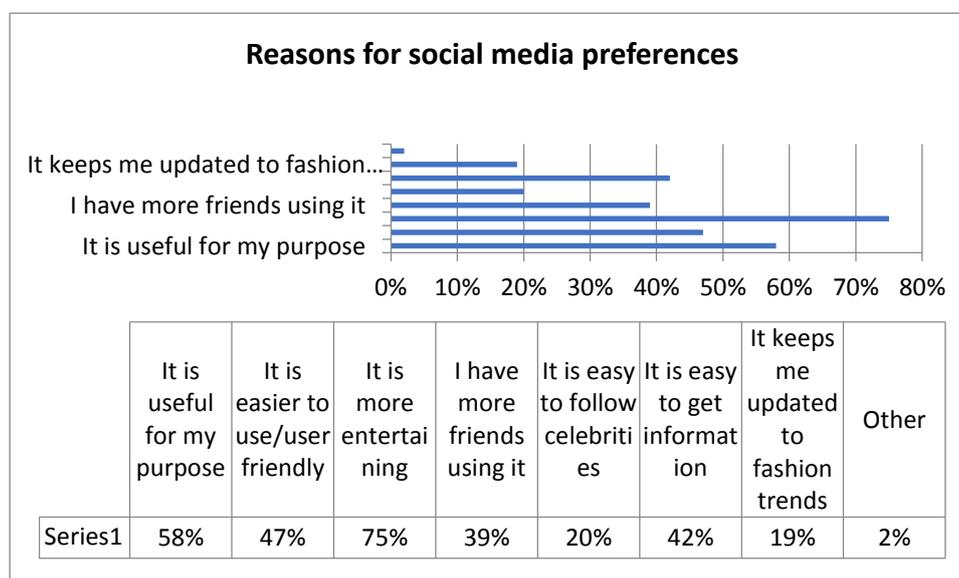
Social Media Preferences

Out of the 337 respondents, only 311 people or 92% gave their gender identity for this study. 93% of all the respondents are from age group B, indicating that there is a high technology acceptance from their age group, while only 7% of the respondents are from age group A. 67% of which had said that they had a preference of Facebook for social media with 68% of the respondents are females with 6% coming from age group A and 94% coming from age group B. 32% of the respondents were male with 6% coming from the age group A and 94% coming from age group B.

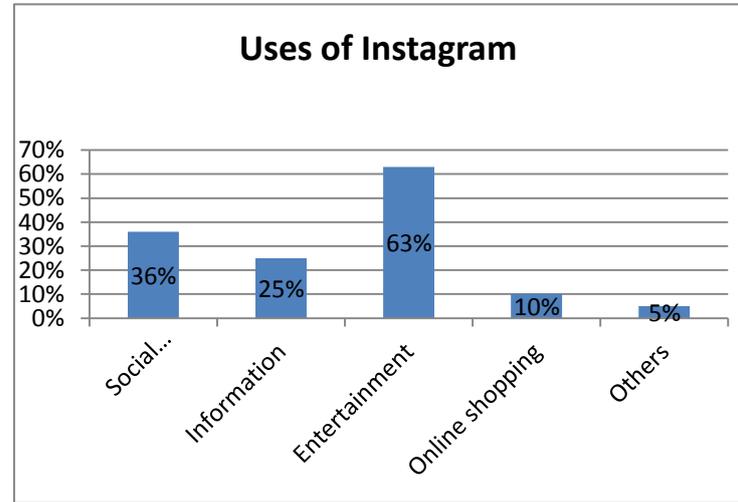
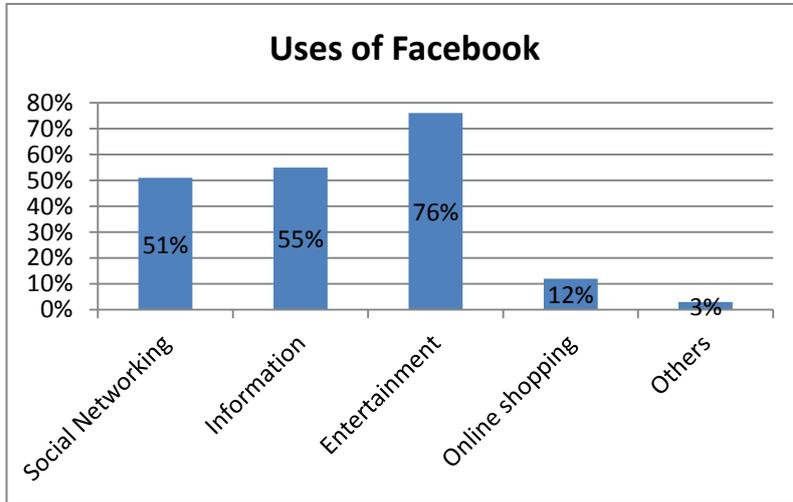
In order to fully understand the reasons why users prefer one social media over the other, the question provided has lists of reasons allowing users to specify their option. Since we just adopted and localized the methods and measures of the other researchers, we will support and validate the hypotheses and do our ways. According to the chart below, 75% of the respondents come down in favor of entertainment as the top reason for social media.

Preferences on social media platform			
	Age group A (Under 18)	Age group B (18-24)	Total
Facebook			
Female	8	128	136
Male	4	60	64
Total	12	188	200
Instagram			
Female	2	59	61
Male	3	10	13
Total	5	69	74
I don't have preferences			
Female	2	24	26
Male	3	8	11
Total	5	32	37
TOTAL			311

Reason for social media preferences (N=311)

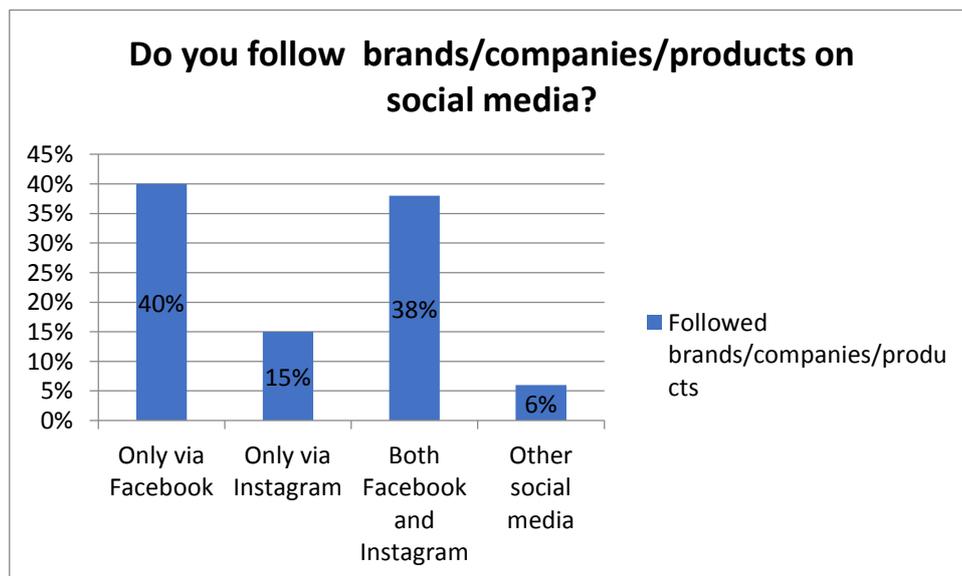


According to the responses, respondents seem to have the same motivations for using each platform. Facebook and Instagram users mainly using it for entertainment; 76% for Facebook and 63% Instagram.



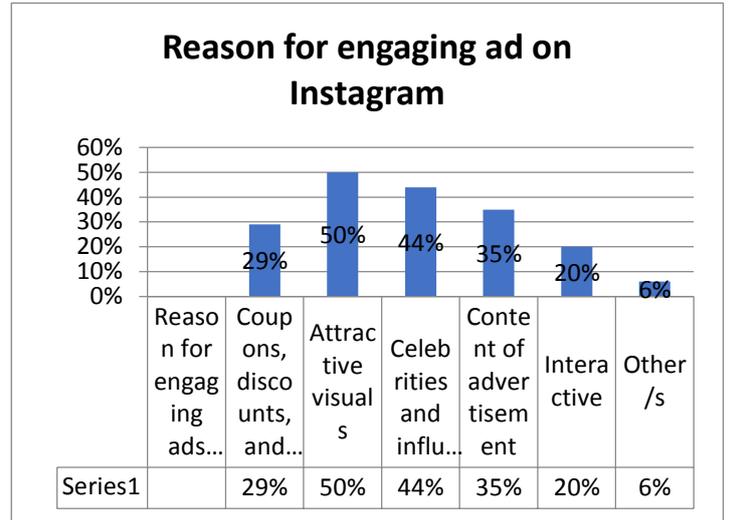
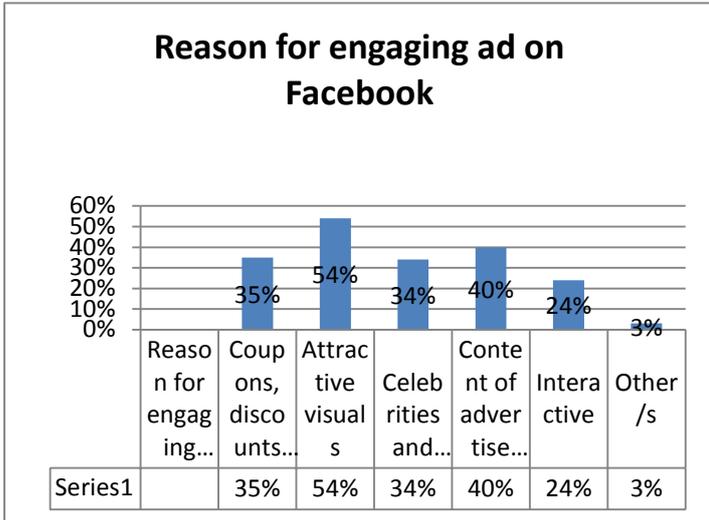
As stated in the responses, 40% of 311 respondents only follow brands/companies/products on Facebook and 38% for both Facebook and Instagram.

Brands followers' percentage on social media (N=311)



Reason for engaging ad on Social media

The chart below simply represents users' reason for engaging advertisement on a certain platform. Users turn out to be captivated by the attractive visuals on Facebook with 54% and Instagram with 50% of the responses.



Online shopping and social media shopping frequency

Two questions are stated to interpret the general online frequency and behavior among the respondents. As per the responses, 66% of respondents shop online at least once a year, while the other 34% have never shopped via social media.

Correlation Analysis

To further analyse the response, we make use of RStudio. We coded the raw data first in Excel and imported the data in RStudio.

Pearson correlation coefficient of Facebook and Instagram users' perceptions and engagement

*True correlation is not equal to 0

Dependent Variables	Social Media Platform	
	Facebook	Instagram
Online Shopping	0.4598161	0.4598161
Social Media Shopping	0.3840932	0.3840932
Follows Ad	0.9186886	0.999666
Brand Interaction	0.9946736	0.9881695
Purchase through Social Media	0.9692155	0.9957909

Dependent Variables	Social Media Platform	
	Facebook	Instagram
Useful to get information	0.9128086	0.4335735
Easy to follow products and brands	0.6828588	0.7885159
Easy to use	0.9435184	0.8874068
Enjoyable and fun to use	0.9288383	0.9385356
A good platform for social networking and communication	0.914398	0.7977091
A good platform for interacting with friends	0.9432295	0.7658607
A good platform where my privacy is protected while using it	0.5791038	0.4671535

V. Discussion

Out of the 337 respondents, only 311 people or 92% gave their gender identity for this study. 93% of all the respondents are from age group B, indicating that there is a high technology acceptance from their age group, while only 7% of the respondents are from age group A. 67% of which had said that they had a preference of Facebook for social media with 68% of the respondents are females with 6% coming from age group A and 94% coming from age group B. 32% of the respondents were male with 6% coming from the age group A and 94% coming from age group B.

6% of the respondents are from age group A while 94% came from age group B. 24% of the respondents said that they prefer Instagram over Facebook with 82% percent of females and 18% are males, an indication that women prefer photo sharing Instagram over Facebook. 3% of the females respondents who prefer Instagram are from the age group A while 97% are from age group B and 23% of the male respondents with a preference of using Instagram over Facebook are from age group A while 77% percent are from age group B. 37 of the respondents or 11.9% of the respondents said that they do not have any preferences between the two social media websites, 70% of which are female and 30% are male. 8% of the female respondents are from age group A and 92% are from age group B. 27% of the male respondents is from age group A and the remaining 73% are from age group B. The other 26 respondents or 8% out of all the respondents are excluded because they did not state their gender. We observed that 44% of the respondents only follow brands, companies or products on social media via Facebook, 15% higher than Instagram. 38% of the respondents said that they follow brands on both Facebook and Instagram while only 6% said that they use another social media website or application to follow brands, companies, and products.

Among the respondents, 75% said that their reason for their preferred social media website or application is more interesting, greater than the second top reason which is how a social media website or application is useful for their purpose (59%). 47% say that their preferred social media is easier to use or it's user friendly, 42% say that it's easier to get information, 39% say that they have more friends using it, 20% say they follow celebrities, and 19% say that it keeps them updated on the latest fashion trend. This will be helpful for entrepreneurs for their marketing plans and platforms.

Most of the respondents use Facebook for Entertainment (76%) and use Instagram for Entertainment as well (63%). The lowest reason for their use of Facebook and Instagram are for online shopping, second only to different reasons.

Many respondents said that they have encountered or have seen ads on Facebook and Instagram and even said that they've engaged with them, saying that they're mostly attracted to the attractive visuals and less likely for the ads being interactive.

There is no significant difference between the frequency in viewing the advertisements or interacting with brands on each platform except for female respondents and respondents of age group B to interact more with Facebook ads than in Instagram. From the results we observed, females spend more time on social media and users of Facebook was more dominant over Instagram since they find Facebook to get entertainment, information and a form of communication between their friends or family.



VI. Conclusion

Social media provides a platform between companies and customers to understand each other's needs. New technology has advanced from simply providing a platform for individuals to stay in touch with their family and friends. But now, it is also a place where consumers can learn more about their favorite companies and the products they sell. In this way, customers perceived that it is more convenient to them and through their engagement in social medias it boosts their motivation to the products they just saw on their screens. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. The foundation of this study was built with the use of the two models namely; Technology Acceptance Model and Uses and Gratification Theory. Through the use of this models the study have gathered first hand data resulting that the main factor of user engagement with brands on social media platforms is entertaining and because of the attractive visuals on the other hand, the some reasons of user engagement on social media platforms are linked in to the content of advertisements and celebrities and influencers.

The results also showed that the reasons and the intentions of participants who used social media platforms were mainly because of entertainment. It is observed that users of Facebook was more dominant over Instagram since they find Facebook to get entertainment, information and a form of communication between their friends or family. Our research will serve as a basis for the entrepreneurial environment as well as contributing informative content to the existing literature. Considering the fact that there were only few conducted studies about influencing factors of consumers this study would be significant for businesses to fully understand how the users be engaged on social media marketing for them to be aware on what strategic plans they were going to implement.

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