

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Information Technology



Master's Thesis

The Role of Social Media Marketing in E-Commerce:

An Investigation of the Relationship between Social

Media Presence and Customer Engagement

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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DIPLOMA THESIS ASSIGNMENT

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Thesis title

The Role of Social Media Marketing in E-Commerce: An Investigation of the Relationship between Social Media Presence and Customer Engagement

Objectives of thesis

The objective of this study is to investigate the role of social media marketing in e-commerce and to examine the relationship between social media presence and customer engagement. The study aims to identify the ways in which social media marketing strategies can be used to enhance customer engagement and loyalty in e-commerce. To achieve this objective, the study will analyze the existing literature on social media marketing and e-commerce, as well as conduct empirical research through surveys and interviews with e-commerce companies and their customers.

Methodology

The methodology for this thesis involves a mixed-methods approach, incorporating both qualitative and quantitative research methods to investigate the role of social media marketing in e-commerce and the relationship between social media presence and customer engagement.

Secondly, quantitative research will be conducted using an online survey to gather data from e-commerce companies and their customers. The survey will be designed to collect information on social media marketing strategies used by e-commerce companies, customer engagement metrics, and the impact of social media marketing on customer engagement. Data will be analyzed using statistical methods, such as regression analysis and factor analysis, to identify correlations between social media presence and customer engagement.

The proposed extent of the thesis

60 – 80 pages

Keywords

Social media marketing, E-commerce, Customer engagement, Social media presence, Digital marketing, Online advertising, Consumer behavior, Social media strategy, Relationship marketing, Online customer experience, Brand awareness, Customer loyalty, Influencer marketing, Content marketing

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Declaration

I affirm that I have independently completed my master's thesis entitled "**The Role of Social Media Marketing in E-Commerce: An Investigation of the Relationship between Social Media Presence and Customer Engagement**" and have solely utilized the references cited in the thesis. As the author of the master's thesis, I assert that it does not infringe upon any copyright laws.

In Prague on 16-01-2024



Trupeshkumar Patel

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The Role of Social Media Marketing in E-Commerce: An Investigation of the Relationship between Social Media Presence and Customer Engagement

Abstract

This thesis explores the role of social media marketing in e-commerce and investigates the relationship between social media presence and customer engagement. The objective is to understand how social media marketing strategies can be utilized to enhance customer engagement and loyalty in the e-commerce industry. To achieve this, a mixed-methods approach is employed, combining a literature review with empirical research through surveys and interviews with e-commerce companies and their customers.

The study begins with a comprehensive review of relevant literature from academic and industry sources, aiming to identify current trends and best practices in social media marketing and e-commerce. Additionally, quantitative research is conducted using an online survey to gather data on social media marketing strategies, customer engagement metrics, and the impact of social media marketing on customer engagement. Statistical methods, such as regression analysis and factor analysis, are applied to analyze the collected data and establish correlations between social media presence and customer engagement.

The findings of this study provide insights into the ways in which social media marketing can be effectively utilized in e-commerce. Key areas of focus include digital marketing, online advertising, consumer behavior, social media strategy, relationship marketing, online customer experience, brand awareness, customer loyalty, influencer marketing, and content marketing. The results contribute to the existing body of knowledge in social media marketing and offer practical implications for e-commerce companies seeking to enhance customer engagement and loyalty through social media strategies.

Overall, this thesis aims to shed light on the significant role of social media marketing in the e-commerce industry and provides valuable insights on leveraging social media presence to foster customer engagement and loyalty.

Keywords: Social media marketing, E-commerce, Customer engagement, Social media presence, Digital marketing, Online advertising, Consumer behavior, Social media strategy, Relationship marketing, Online customer experience, Brand awareness, Customer loyalty, Influencer marketing, Content marketing.

Role marketingu na sociálních sítích v elektronickém obchodování: Zkoumání vztahu mezi přítomností na sociálních sítích a zapojením zákazníků

Abstrakt

Tato práce zkoumá roli marketingu na sociálních sítích v e-commerce a zkoumá vztah mezi přítomností na sociálních sítích a zapojením zákazníků. Cílem je pochopit, jak lze marketingové strategie sociálních médií využít ke zvýšení zapojení a loajality zákazníků v odvětví elektronického obchodování. K dosažení tohoto cíle se používá přístup smíšených metod, který kombinuje přehled literatury s empirickým výzkumem prostřednictvím průzkumů a rozhovorů se společnostmi elektronického obchodování a jejich zákazníky.

Studie začíná komplexním přehledem relevantní literatury z akademických a průmyslových zdrojů s cílem identifikovat současné trendy a osvědčené postupy v marketingu na sociálních sítích a elektronickém obchodování. Kromě toho se provádí kvantitativní výzkum pomocí online průzkumu ke shromáždění údajů o marketingových strategiích sociálních médií, metrikách zapojení zákazníků a dopadu marketingu na sociálních sítích na zapojení zákazníků. K analýze shromážděných dat a stanovení korelací mezi přítomností na sociálních sítích a zapojením zákazníků se používají statistické metody, jako je regresní analýza a faktorová analýza.

Závěry této studie poskytují pohled na způsoby, jak lze marketing na sociálních sítích efektivně využít v elektronickém obchodování. Mezi klíčové oblasti zaměření patří digitální marketing, online reklama, chování spotřebitelů, strategie na sociálních sítích, vztahový marketing, online zákaznická zkušenost, povědomí o značce, loajalita zákazníků, influencer marketing a obsahový marketing. Výsledky přispívají ke stávajícímu souboru znalostí v oblasti marketingu na sociálních sítích a nabízejí praktické důsledky pro společnosti zabývající se elektronickým obchodováním, které se snaží zvýšit zapojení a loajalitu zákazníků prostřednictvím strategií sociálních médií.

Celkově si tato práce klade za cíl osvětlit významnou roli marketingu sociálních médií v odvětví elektronického obchodování a poskytuje cenné poznatky o využití přítomnosti na sociálních sítích k podpoře zapojení a loajality zákazníků.

Klíčová slova: Marketing na sociálních sítích, E-commerce, Zapojení zákazníků, Přítomnost na sociálních sítích, Digitální marketing, Online reklama, Chování spotřebitelů, Strategie sociálních médií, Vztahový marketing, Online zákaznická zkušenost, Povědomí o značce, Věrnost zákazníků, Influencer marketing, Content marketing.

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1. Introduction

Over the last ten years, there has been a notable increase in the complexity, diversity, and intensity of interactions between businesses and their clients via social media networks. Organisations are utilising the platforms of social media for the following reasons: to increase brand evaluations, expand geographic reach to consumers, and strengthen customer relationships (Gao et al., 2018). Conversely, social media enables customers to exert more significant influence over marketing communication; they are transforming into message creators, commentators, and collaborators (Harmelling et al., 2017). The progressive transformation of social media from a mere marketing instrument to a source of marketing intelligence (through which organisations can monitor, assess, and forecast customer actions), it has become more crucial than ever for marketers to employ social media strategically and capitalise on its potential to attain a competitive edge and outperform rivals (Lamberton et al., 2016).

The significance of customer involvement on social media platforms is widely recognised among marketers, only a limited number of companies have effectively planned their social media presence and participation (Choi et al., 2016). The persistent obstacle faced by the majority of organisations is not the focus should not be solely on the beginning of social media initiatives, but rather on the incorporation of social media into their overall marketing plan to foster customer involvement and the progress of enduring, valuable relationships (Lamberton et al., 2016). Notwithstanding the considerable prospects that social media presents for organisations, establishment of a definitive framework or an inclusive structure to effectively provide guidance regarding the implementation of social media into advertising strategy continues to be challenging and unresolved. Consequently, a severe comprehension of the essence and function of promoting social media approaches is unattainable (Effing et al., 2016).

The expansion of internet users has a sustained upward trend over an extended duration. In 2019, the penetration rate of the internet users in Indonesia stood at 171.17 million individuals, accounting for around 64.8% of the overall populace. The social media platforms that are most commonly utilised by the general population are Instagram, with a usage rate of 50.7%, followed by Facebook at 17.8%, Twitter at 16.4%, and YouTube at 15.1% (Suharto et al., 2020). The level of penetrating internet

significantly influences the progression of the e-commerce sector (Arghasi et al., 2021). The utilisation of the electronic commerce platform is contingent upon the user's access to an internet connection. Social media marketing is referred to as the utilisation of the technology of social media to facilitate communication, delivery, and interchange of contributions that creates value for the investors of an organisation (Azizan et al., 2019).

The other definition of SMM is the utilisation of numerous social networking sites for instance, Facebook, Twitter, Instagram, and YouTube, are utilized for the purpose of promoting and advertising items and services. It is observed as a major element of combined advertising communication, as it facilitates user engagement and interaction within the online society (Barreda et al., 2020). The social media platforms have demonstrated their efficacy as a viable approach for companies to connect with and captivate impending customers. Additionally, these platforms foster opportunities for engagement not only between firms and consumers but also among consumers themselves.

It has been demonstrated that the usage of social media podiums has become a viable business plan in contemporary times. The occurrence of the social media use and the cost-effectiveness of marketing strategies contribute to this phenomenon (Bilgin, 2018). The consideration here can be related to the operational specification of international firms related to social media advertising and customer attraction. The case of McDonald's online sales and purchase has been observed in one case in which social media marketing has been observed in relation to the multiple specifications and operations, respectively. The utilisation of social media advertising is established to have a vital effect on the enhancement of McDonald's brand trust and brand devotion. The level of trust that consumers place in a brand has a substantial influence on their level of loyalty towards said brand (Puspaningrum, 2020).

Moreover, it has been observed that brand trust maintained through marketing as moderating part of customer involvement in the association among social media advertising and loyalty of brand is particularly evident within the setting of McDonald's. (Puspaningrum, 2020). Brands also leverage the potential of social media

networks by developing diverse advertising applications to their advantage for consumer attraction and purchase intention. The vital effect of self-brand reputation congruency perceptions on buy intention was observed in relation to the page of Instagram of the brand under consideration has been sobered (Ceyhan, 2019). However, the perceived social importance and co-creation did not demonstrate a vital influence on buying intents. The study indicated that brand faithfulness was favourably impacted by the discernments of practical value, communal significance, and self-brand image congruency towards the Instagram folio of the company under investigation (Ceyhan, 2019). It highlighted that social media marketing with respect to multiple sources has an influential and developmental consideration regarding the context of stable development.

The utilisation of online brand communities (OBBC) on social media networks has been evaluated to have a positive influence on consumer-brand interaction and the development of user-brand relationships (Jibril et al., 2019). Social media platforms (SMPs) have an indirect influence on the development of consumer-brand promise and trust (CBPT), which in turn influences consumer brand loyalty (CBL) through online brand community (OBBC) engagement (Jibril et al., 2019). For managing with efficacy, a brand enhances the profitability of a corporation with regards to SMM in the United Kingdom. On the basis of these evaluations, the following research has been prospected with regards to the social media presence of companies in E-commerce located within the UK to attract consumers towards them. The context further has been related to two main factors: one is consumer attraction, and the second is social media presence, in which the main possibilities are linked with evaluating how social media advertising can be used and what possible strategies should be included for enhanced consumer devotion and attraction in the E-commerce sector of the UK. Hence the research outcomes will possibly support the consideration of social media marketing strategies combined with multiple orientations of consumer loyalty and engagement.

2. Objectives and Methodology

2.1 Objectives

The key purpose of this Diploma Thesis revolves around the consideration of SMM in E-Commerce for the evaluation of consumer engagement. The objectives developed in the current research includes the analysis for Social media existence and customer involvement in relation to social media marketing for the E-Commerce sector. In a more detailed perspective, the researcher has tended to examine the behaviours in which SMM strategies could be incorporated within the E-Commerce sector to increase consumer loyalty with the E-commerce UK. To achieve the following objective, the researcher aimed to collect the consumer perception with regards to social media advertising and E-commerce sector. Further empirical evidence has been collected to evaluate how social media presence has an influence on customer engagement.

2.2 Methodology

In the following research, the researcher has implied a mixed-method design, in which a mixture of empirical and non-empirical research approaches has been carried out. In the empirical study, the quantitative study design has been employed, and in the non-empirical research, the qualitative research design has been employed. The two sections have been briefly explained below.

2.2.1 Empirical Research

The empirical research section includes the quantitative research design in which the data in numerical values have been collected. Data collection in the numerical form has been approached and prospectively collected in relation to better specification using the questionnaire survey, respectively. The questionnaire has been developed and distributed among the sample population within the current research. The sample population include people from various E-Commerce organisations, in the UK which have provided the respective orientation of perception collection regarding social media presence and customer involvement. The main information has been gathered from the questionnaire, which is further evaluated using the SPSS software. The implication of correlational, regression and descriptive statistics have been employed

for the analysis of social media promotion on customer attention in E-commerce industry.

2.2.2 Non-Empirical Research

The secondary qualitative research design has been followed in the current section under the first phase of research for the completion of non-empirical research. In consideration of primary qualitative, the interviews have been carried out from the participants in e-commerce organisations in the UK for respective evaluation regarding SMM and consumer faithfulness, respectively. The evaluation has helped in the development of respective hypotheses regarding how social media promotions influences customer attraction/involvement in the E-commerce industry. These hypothesis with regards to social media presence has been analysed or tested empirically in the following research.

3. Literature review

3.1 Introduction

The following chapter has been developed with the consideration of reviewing literature with reference to the current issue under discussion for the following research. The key purpose of the research includes considerations regarding the analysis of social media advertising in the E-commerce. The literature studies in relation to communal media marketing, social media presence, and their respective influences on the contextual structure of consumer engagement within e-commerce. There are multiple orientations that have been followed with the current structure, with which the main follow-up has been carried out with reference to the aligned literature from the respective studies. In that possibility, comprehensive knowledge has been collected with regards to SMM and its respective possibilities with respect to the consideration of consumer engagement, respectively.

There are multiple orientations that have been developed under the headings of the current literature review in which the understanding has been carried out with SMM. After comprehending of SMM, electronic-commerce has been included in the analysis, along with the significance of marketing in it. The general and comprehensive details have been respectively related to the consideration of maintained specifications within which the main approach has been related to the structural review for social media and its respective relationship with the existence of social media and the aligned consumer attraction. The consumer attraction has further been related to two different outcomes, consumer engagement and consumer loyalty, which further provides the respective orientation regarding how the different factors in relation to literature findings impact consumer engagement and loyalty, respectively.

3.2 Context of Social Media Marketing (SMM)

Social media is usually observed by various individuals as a platform that facilitates the sharing of personal appraises and pictures on popular websites of social like Facebook and Twitter (Papasolomou & Melanthiou, 2012). With the help of a knowledgeable perspective, social networking sites has depicted its efficacies as a

cost-efficient podium for information exchange. It is available to various entities such as consumers, businesses, organisations, and governments, enabling them to obtain information, instruct others, sharing opinions, create concepts, market products, market, and improve the core ideas being scattered (Dwivedi et al., 2015). In contemporary times, social media marketing (SMM) has evolved as a preferred platform for marketing among technology strategists, surpassing traditional marketing methods. Electronic word of mouth (eWOM) serves as the foundation for this particular marketing approach. As per the study of Weinberg (2009), SMM may be described as an inclusive technique that seeks to market goods and facilities using the platforms of social media. This method has the ability to attain more people as compared to traditional promotional strategies.

The utilization of social media is experiencing rapid growth, following an exponential trajectory. In light of the current survey carried out by Pew Research Centre, it was discovered that more than two thirds of adults who use the internet engage in social networking activities. This represents a significant rise of ten times compared to the previous decade (Greenwood et al., 2016). The wide utilization of social media within the general population has a significant potential for the business organisations, which can be effectively utilized in various aspects of their professional activities. Social media can be characterized as interactive digital platforms that enable individuals and communities to assemble, communicate, and collaborate (Tutelman et al., 2018). There exist various categories of social media platforms, each presenting distinct attributes.

Social media is commonly employed for several purposes, such as engaging in social networking activities through platforms like Facebook and Twitter, establishing professional connections via platforms like LinkedIn and ResearchGate, distributing media content through platforms like YouTube and Instagram, and engaging in blogging activities through platforms like WordPress. Social media, specifically social networking, have become widely recognized channels of communication (Tutelman et al., 2018). In the year 2016, Twitter and Facebook disclosed a substantial user base, with more than 313 million and 1.86 billion active monthly handlers, respectively (Panger, 2017). The presence of this availability facilitates the seamless transmission

of information across many networks and academic fields, enhances the accessibility of knowledge, and enables interactive communication in both directions. Additionally, it is observed that Social media platforms have gained significant popularity and are now extensively utilised by a number of individuals, including companies of various sizes (Saravanakumar and SuganthaLakshmi, 2012). These companies have recognised the potential of social sites as a powerful instrument for advertising and endorsing their goods and services. Significant companies strategically utilize SMP as a planned instrument to efficiently get involved with their target audience and foster positive connections with their clientele. Widely known corporations such as IBM, Dell, and Burger King have effectively utilised social media platforms to a significant degree (Saravanakumar and SuganthaLakshmi, 2012).

Social media is sometimes described as "the great equalizer," as it has the ability to eliminate disparities and overcome historical obstacles in knowledge dissemination. It offers individuals the chance to interact with others, regardless of their social standing (Schradie, 2020). It highlighted the consideration that social networking sites is a consideration regarding the utilisation of social network pages for the considerate development of the marketing campaigns and it's sharing. Additionally, Hensel and Deis (2010) highlight the benefits and drawbacks affiliated with the use of social media. It is suggested that firms and businesspersons maintain a comprehensive understanding of their online presence via regular updates on social media platforms. The authors further propose that organisations should consistently monitor customer feedback in order to get insights and simultaneously safeguard against any potential defamation by third parties. In contrast, Ramsay (2010) focuses on the proper protocols that should be adhered to while engaging on social media platforms. The authors provide a set of general guidelines for those who actively engage with social media networks, which include recommended behaviours and actions, along with behaviours to avoid. Additionally, they provide tailored recommendations for appropriate conduct on particular platforms such as Facebook, Twitter, YouTube, and LinkedIn. In their study, Carmichael and Cleave (2012) used Facebook as a platform for advertising and conducted an analysis of two specific adverts. The purpose of their research was to analyse the interaction between users and advertisements, with a particular focus on its efficacy for small companies. Based on the investment made by

small companies in social media advertising, it has been observed that this particular kind of advertising has the potential to significantly enhance the exposure of these firms and effectively drive customer traffic towards the promoted company page.

3.3 E-Commerce and Marketing

The term "e-commerce" is often used to denote electronic commerce. This denotes to the electronic media usage and the internet as a way of conducting transactions involving goods (Jain et al., 2021). E-commerce involves a corporation using internet connectivity and information technology, namely electronic data interchange (EDI). In other words, E-commerce is defined as the practice of an internet vendor utilising a website to engage in the trade of products or services, directly providing them to the user via the platform. The entryway pays a wireless buying cart or a purchase basket as a way to facilitate payment through credit card, debit card, or EFT (Jain et al., 2021).

The electronic commerce industry has increased in its services in prior years with the help of advertising specifically in relation to the tactics used within the marketing. Business managers, particularly those in marketing roles, have discovered a remarkable opportunity on the internet to disseminate their promotional messages, as well as their offerings of products and services (Colton, 2018). In accordance with data derived from February 2019, U.S. Census Bureau, the share of the sales of in the U.S accounted for 10% of the total merchandizing sales. (Ritcher, 2019). As per Armstrong (2019), there has been a notable rise in the global adoption of electronic-commerce in the FMCG industry.

In the U.S., the penetration rate stands at 4.4%, while France and the UK exhibit the highest rates in Europe, with 5.6% and 7.2% respectively. On a global scale, Japan, China, and South Korea boast the utmost penetration rates for FMCG, reaching 7.7%, 14%, and 19.1% correspondingly (Armstrong, 2019). One prominent area within the realm of e-commerce is grocery e-commerce, which is currently in a stage of development and actively seeking to establish unique value (Kureshi and Thomas, 2019). The recent COVID-19 issue has further accelerated the growth of this sector, resulting in a notable early impact, with a 28% increase observed in the United States

(Statista, 2020). It highlighted the consideration that E-commerce has gained an immense acclamation for its respective development and operationability towards the context of providing consume services.

The numbers also highlight about the enhanced spectrum regarding the consumers' attraction towards the E-commerce and it highlighted the orientation towards the developmental stability and importance of e-commerce. In the digital world, the marketing field and the associated scholarly literature on e-marketing have undergone rapid development over the past ten years. This progress has been propelled by the emergence of novel corporate prototypes and technological advancements, which have significantly transformed the data landscape that firms can leverage in their process of decision-making (Verhoef et al., 2021). The successful amortization of substantial investments in digitalization is contingent upon the emergence of new opportunities that can enhance profitability (Frohmann, 2018). Hence the marketing in as per the considerate operation digital marketing including the social media marketing are strongly interrelated respectively.

3.4 Effect of Social Networking on E-Commerce

Marketers and advertisers employ diverse methodologies for obtaining deeper comprehending of customers and their inclinations towards different products. The collection of consumer data and their preferred purchasing approach is of utmost importance. Social media is utilised by numerous enterprises. In order to enhance sales, Twitter and Facebook are utilised. The utilisation of SMP has become a compelling attraction for electronic-commerce firms seeking to conduct business activities. Online social connections have been found to provide significant benefits to customers. The adoption of social commerce has been extensively analysed and documented in distinct academic researches found in the existing literature. The clarity and comparability of the subject matter are not always consistent (Singh and Singh, 2018). Under the consideration of social networking advertising, the positive effect of independent and skilful inspiration on seeking and sharing of information in social commerce is evident. Additionally, the act of seeking information in social commerce plays a critical part in shaping the decisions of consumers before buying a product. This, in turn, influences their actual purchase outcomes, intentions to repurchase, and

willingness to share information about social commerce after making a purchase (Lin and Wang, 2023). It highlighted the respective specification that mainly social media has an impact the decision-making among customers with regards to the purchase of the product from e-commerce.

According to Smith (2010), the mode of communication has transitioned from using mass media as a means of conversation to engaging in listening and interactive discourse via social media platforms. Smith's study identifies that as the contemporary internet consumer assumes the roles of commentator, reviewer, and publisher, it is imperative for organisations to adapt accordingly. Moreover, Social media users often possess proficient technological abilities and has prior expertise in e-commerce. Furthermore, they have a preference for engaging in product analysis and exploration via various online forums. In their study, Kwahk and Ge (2012) discovered a statistically important correlation among the utilisation of e-commerce and the social media adoption. Furthermore, they observed a noteworthy association between different aspects of social networks and e-commerce. Therefore, it is recognised that the proliferation of SMP has fostered a conducive setting for electronic commerce by virtue of its inherent landscapes that facilitate streamlined and instantaneous client outreach and interaction (Safia et al., 2019). The participation of consumers on these platforms enhances the decision making process and fosters confidence in the utilisation of e-commerce by those who are new to it (Curty and Zheng, 2011). Gatautis and Medziausene (2014) assert that online SMP enable the interchange and alteration of eWOM communication among customers.

Additionally, the study by Schwartz and Rubel (2005), depicts that the social media shopping platform serves as a means to establish virtual spaces where users may engage in online collaboration, seek guidance from trustworthy sources, discover various products and services, and then make purchases. The guidance and suggestions provided by individuals about items significantly influence the phenomenon of social shopping. The intention of consumers to make a purchase from a website is increased when they develop confidence in the product suggestions found on social shopping networks. This trust is established by the endorsement of products by other users, leading customers to consider purchasing the suggested products from the website.

Furthermore, research has shown that people are more persuaded to place faith in data sourced from other consumers who have similar characteristics, as opposed to information supplied by corporations (Smith & Chaffey, 2008). Hence, by leveraging the confidence that customers have in the views or suggestions expressed by other shoppers, websites have the potential to enhance their sales volume.

The literature review has also highlighted the research gap with regards to social media in the E-commerce. A total of 1926 publications were identified and subsequently subjected to analysis utilising quantifiable and contextual markers of scientometrics, employing the bibliometrix R software package. The results indicate a significant increase in research output during 2009, with a consistent and sustained growth trend. The findings of the thematic analysis indicate that the issue under investigation exhibits a notable yet relatively underdeveloped study domain (Javid et al., 2019). There is a notable prevalence of collaboration within a robust study network among universities located in the United States, European nations, and Asian nations. Research indicates that there is a notable prevalence of research interest in this field within industrialised nations. Furthermore, the dearth of financial resources and the absence of sophisticated analytical instruments might be attributed to the little research conducted in poor nations, particularly in Africa (Javid et al., 2019). It highlighted a respective gap in financial resources and the efficient tools that could be engaged within social networking for the respective social network development.

The significant expansion of e-commerce, along with the widespread use of digital social networking sites, is exerting a deep influence on the worldwide economy. The shopping behaviours of the consumers have experienced transformations, with the emergence of a new form of electronic trade known as "social export" (Sun et al., 2016). Social commerce incorporates electronic-commerce functions into social media, facilitating the acquisition of goods and services via existing connections (Li and Ku, 2018). Social commerce utilises several social networking characteristics to enhance customer engagement. These elements encompass comments and reviews, tags, and user profiles, collectively referred to as "user-generated content." The primary objective is to foster customer participation by encouraging them to share their personal experiences pertaining to their purchases (Li and Ku, 2018). Customers have

the ability to actively utilise the expertise of others or influence the purchasing decisions of fellow shoppers, rather than solely relying on the passive acquisition of information.

According to Busalim (2016), social commerce has brought about a transformation in the online buying landscape, shifting its focus from being business-centric to being user-centric. In contrast to conventional online marketplaces that prioritise product-centred approaches and rely on information provided by firms, social commerce emphasises the significance of social-centred and consume derived online markets. On these platforms, social platforms actively promote shopping experiences that are influenced by social connections with friends. In the study by Bai et al. (2015), people are inclined to trust and value information shared by employers on social platforms, as they are often associates or colleagues. This perceived sincerity of information is in contrast to endorsements or criticisms on shopping networking sites, which are typically offered by traders. This helps in the development of customers preferences for data acquired on the shopping podiums of social media. It highlighted the respective possibilities regarding how the developmental infrastructure has been related to the operational and developmental construct regarding how social media has an effect on e-commerce with reference to the increased context towards consumers.

3.5 Social Networks Presence and its impact on Marketing

The presence of social network has gained an effective consideration regarding the marketing and its influences on the social network pages. The influence of social networks presence on various business relationships aspects is significant in all three social media platforms. However, the findings suggest that while the influence of social networks presence on Twitter and Facebook is not statistically significant, it does have a notable effect on brand association pledge specifically on the LinkedIn stage (Karampela et al., 2020). The observed outcome can potentially be rationalized by considering the underlying objective of the LinkedIn site. Being present on this platform enables companies to establish connections, potentially fostering a stronger bond compared to the predominantly one-sided relationships commonly encountered on Twitter and Facebook (Karampela et al., 2020).

While social media tends to be a vital part of everyday existence, there is a lack of comprehensive documentation regarding its utilization at the business level. Social media has gained significant interest among individuals and organizations. At various levels within an organization, social media platforms provide firms with a means to establish real-time connections with their target market. Marketing and business have become inextricably intertwined, making it a crucial element in contemporary corporate strategies (Ravaonorohanta and Sayumwe, 2020). In that specification the primary alignment refers to the consideration that social media presence is a notable tactic, however its influence is required to explain in more detailed consideration.

According to Hudson et al., (2016), social networking sites provides the advertisers with the chance to involve in collaborative conversation with both existing and potential consumers, allowing them to get valued customer insights in a more rapid manner in contrast to conventional techniques. The advertisers also recognise the importance of SMP, brand authorisations, and exchanging information. Based on the data given by Facebook, it is recognised that the distinctive user on the SMP maintains an average of 130 connections. Furthermore, research conducted by comScore in 2011 indicates that individuals are more inclined to become customers of a certain product or service when they get recommendations from their acquaintances, exhibiting a 15% higher conversion rate in contrast to other data sources. Furthermore, social media networks have the ability to create awareness and concern by expediting the viral or rapid distribution of goods experiences and opinions (Berger & Milkman, 2012). Thus, corporations are dynamically embracing new techniques and methods in the jurisdiction of SMM (Neff, 2014). According to Learmonth (2012), General Motors has increased its allocation of worldwide marketing expenditure for the Cadillac brand on digital platforms to 25%, which is a rise from the previous figure of 17% three years earlier. This shift in strategy primarily focuses on the distribution of video content via digital and social media channels. According to Klaassen (2012), the Sync program offered by American Express has attracted a substantial number of participants, with 1.5 million card members actively engaging in the programme. This initiative allows members to link their American Express cards to their social media profiles on podiums such as Facebook, Foursquare, and Twitter. By doing so, participants have

admittance to a variety of benefits, which include the ability to browse exclusive offers and conduct transactions on these platforms.

Studies recommended that the presence of social network influence has been reviewed to have an influence on the marketing structure using the social media as the basic tactics. Many companies face challenges when it comes to successfully using social media platforms into their strategic marketing efforts (Tafsee and Wain, 2018). When organizations formulate their social media strategies, they frequently fail to consider the interconnected nature of various platforms, treating them as separate entities rather than components of a unified system (Valos et al., 2017). The negligence of significant process of social networks, including as social media planning, active existence, consumer interface ingenuities, and data analytics has been observed (Valo et al., 2017). It supported the consideration that somehow primarily the social media presence critically effects the development of marketing. In this context the performance of social network is vital to understand. The concept of social network performance pertains to the evaluation of customer-based social network outcomes, that is the outcome of customers' positive insights, emotions, or activities towards a company's actions on social media platforms. Apart from that, marketing performance denotes to the assessment of customer-based market results that arise from clients' purchasing decisions and subsequent actions, which are enabled by the usage of social networks (Tafsee and Wein, 2018). Hence it is determined that social media advertising must consider the presence as an active factor for its developmental success.

3.6 Impact of SMM on Customer Attraction

At now, the digital economy plays a crucial role in enhancing competitiveness, particularly due to the adoption of new technical models during the process of digital transformation. Within this context, digital marketing serves as a vital component in driving progression and fostering user loyalty initiatives. Internet and digital marketing have emerged as significant elements in campaigns aimed at attracting and retaining internet users (Varkaris and Neuhofer, 2017). The topic of customer involvement has garnered significant attention in academic study because of the emergence and attractiveness of SMP. The motivational variables that have an impact on customer

involvement in social networks encompass research kind, media type, and placement period (Song and Liew, 2018).

Additionally, these factors include knowledge gratification, fun and social enhancement, and entertainment (Song and Liew, 2018). In lights of the research by Chen (2017), asserts that customer involvement on social network has a significant role in stimulating consumers' buying intention, as highlighted by the value of entertainment and social connection. In the setting of luxury hotels case using the digital platforms Dieck et al. (2017) found that several factors, including convenience, belief, societal impact, and apparent advantages, had an impact on consumers' perception of ease of use and utility. These perceptions, in turn, influenced consumers' attitude and contentment, ultimately shaping their intentions to continue using the services.

These evaluations highlight the understanding that the digital advertising and most precisely the social media advertising has the considered identifications regarding the trust, influences and benefits which prosper the consideration of developmental contexts in relation to better specifications regarding the consumer attraction and engagement. The notion of desirability on the pages of social networks pertains to the extent of formal elements present in a brand's post. Every social media platform possesses distinct characteristics that enable them to effectively engage and retain users or consumers. For instance, Voorveld, Noort, Muntinga, and Bronner (2018) argue that corporations often utilize Instagram as a podium for promoting their goods through visually appealing images. Conversely, Twitter is predominantly employed for sharing concise messages. Moreover a through correlation among the visual appeal of social networking websites and their capability to positively influence customer sentiments towards these websites (Yoong and Lian, 2019). It supported the consideration that social media promotion is an efficient possibility towards the attraction of consumers towards the organisation.

In their empirical study, investigate the impact of SMM on the purposes of 362 users of extravagance fashion brands (Kim and Ko, 2012). The research findings demonstrated that SMM has a significant and favourable influence on brand-consumer

contact, hence enhancing the distinctive value of the brand. This is in contrast to conventional marketing methods, which often fall short in providing such benefits. Moreover, the concept is also supported by Cvijikj and Michahelles (2011) who conducted a longitudinal study in which they observed and analysed comments on a Facebook page for a duration of more than one year. The authors propose that marketers should possess a comprehensive understanding of the content that individuals choose to share and the underlying motivations driving their sharing behaviour. The common objective for using the brand page is to discover and address requests and ideas made by participants. Additionally, the study conducted by De Vries, Gensler, and Leeftang (2012) examines the influence of 11 global companies on their consumers by analysing their presence on social networking platforms. The researchers discover that the establishment of a brand page positively impacts brand popularity. They emphasise the significance of actively heeding to the criticism and brand users opinions for efficiently involving and interacting with them, hence maximising the advantages of utilising SMM.

Furthermore, Lipsman, Mudd, Rich, and Bruich (2012) emphasise the importance of Facebook and other social networking sites as popular channels used by companies and their customers. The authors suggest using a measuring methodology that provides a more comprehensive understanding of audience segments, allowing advertisers to improve their strategic alignment via SMM. In a scholarly literature authored by McCluskey (2012), the author emphasises the significance of adopting a planned method to brand pages on social media platforms. Rather than solely seeking to expand numerous fans or supporters, the author argues that brand pages should prioritise active engagement with their audience. This entails employing various methods to foster loyalty among fans and establish a robust customer-brand relationship. McCluskey advocates for the strategic use of a social media podium that aligns diligently with product and service nature being promoted.

3.7 Social Media Marketing and Consumer Loyalty

In contemporary times, consumers are presented with a multitude of options to actively participate in the digital realm. Business enterprises have various options available to them, such as utilizing multiple digital media platforms to enhance

communication and expand their reach in order to engage with clients on a worldwide scale (Khan et al., 2017). Customer loyalty refers to the inclination of customers to continually purchase items from a particular dealer and maintain a lasting pledge to that source, even when there may be potential advantages to switching to a different supplier (Kungumapriya and Malarmathi, 2018). Loyal clients demonstrate their loyalty to a business by referring others to use the supplier and by repeatedly purchasing its items.

The loyalty of customers is often observed as the outcome of various factors, including customer value, customer happiness, customer participation, apparent cost of switching, and the unavailability of alternative options (Russo et al., 2016). It highlighted the perspective that loyal customers is very important in relation to the customer involvement and the consideration of different options. The utilization of social networking sites has the ability to augment the trust perceptions of buyers towards salespeople, specifically in terms of their competence, honesty, and goodwill. Consequently, the attributes of integrity and benevolence contribute positively to the development of client loyalty. Furthermore, the faith that purchasers have in the benevolence of a seller might serve to mitigate purchase risk, so indirectly fostering client loyalty.

The level of trust placed in a salesperson's altruistic qualities, such as integrity and compassion, has an impact on customer loyalty within professional business-to-business contacts. But there are certain perspectives which have been evaluated as the orientated structure in relation to better operations (Zhang and Li 2019). The extant literature body has demonstrated that social differences in uniqueness/communism, power distance, contextual social attributes, and manliness have an impact on the acceptability of information technology (Lin and Ho, 2018). The presence of a culture characterized by high masculinity, which prioritizes values and accomplishments, is associated with a perception of social media as being valuable, but with a lower perception of its ease of use (Lin and Ho, 2018). It highlighted that the consideration of better specifications have provided the operational enhancement regarding the possible orientations of better consideration in relation to the loyalty of consumers respectively.

3.8 Role of Consumer Engagement in Social Network and Consumer Loyalty

The concept of "customer engagement" is recognized as a significant investigation domain as highlighted by Marketing Science Institute (2010), that subsidises to the advancement of theoretical understanding in the realm of intricate consumer behaviour and interactive or co-creative settings (Moriuchi, 2019). According to So et al., (2016), consumer involvement has been identified as a potential indicator of faithfulness and may possess greater predictive power compared to other conventional factors that influence loyalty. Sustaining a continuous and collaborating association with clients on digital platforms is of utmost importance for organizations that engage in online brand promotion (Hudson et al., 2016). There have been scholarly debates over the necessity of expanding the conceptualization of customer engagement beyond its current focus on psychological and behavioural dimensions. This level of engagement surpasses a typical participation and instead involves an collaborative association with the object of commitment. It necessitates the formation of the person's alleged empirical value, in addition to the influential assessment derived from particular brand connections (Brodie et al., 2013). It highlighted the consideration that consumer involvement is very important in terms of enhancing the respective specifications regarding the consumer loyalty. This factor moderates the possibilities towards developing a better and interactive relationship with the consumers.

The findings of the study conducted by Erdoğan and Cicek, (2012), indicate that the primary factors influencing brand loyalty are favourable campaigns on social networks, followed by the relevance of the content, engagement of the content among friends, and the existence on several SMP with accompanying apps. For executing successful social media campaigns, firms should prioritise the assessment of the benefits, standards, and advantages they provide to customers. This evaluation should include factors that contribute to consumer loyalty towards their brands. The business's provision of varied networks and apps on social networks positively influences the brand loyalty of customers. This suggests that consumers want innovative incentives, diversity, and unique experiences when interacting with companies on social media. Hence, corporations may endeavour to develop more captivating, interactive, and

compelling games, apps, and social network content for capturing and retaining consumer attention and allegiance.

According to the findings, Twitter demonstrates a higher probability of enhancing client engagement through satisfaction and pleasant emotions compared to other social media sites. Customer engagement has been identified as having an important significance for firms, as it straightly affects the performance of firms, social intents, and WOM. Furthermore, it has been observed that hedonic consumption has a significantly greater impact on customer engagement and its subsequent impacts on company performance, roughly three times higher than that of utilitarian consumption. Organizations have difficulties in effectively transforming their media investments into substantial client engagement. Despite corporations allocating over \$84 billion towards SMM (Zenith Media, 2020)

Findings from the study of CMO indicate a dearth of overall optimistic outcomes. Specifically, just 30% of Chief Marketing Officers (CMOs) express confidence in the favourable effects of social networks on the performance of the organisation (Forbes, 2020). According to Forbes (2018), a significant proportion of consumers, namely 40%, choose to involve with their preferred brands on SMP. However, the conversion rate of these followers into actual purchasers is comparatively lower, with only approximately 25% making purchases from the businesses they follow (Forbes, 2018). It highlighted the consideration that the engagement of consumers is very important in the consideration of developmental structures regarding the social media marketing.

3.9 Emerging Trends in SMM for E-Commerce

The field of SMM for e-commerce is characterised by its dynamic nature, constantly adapting to technological progress, shifts in consumer preferences, and advancements within the industry. For maintaining keenness and significance, it is authoritative for businesses to comprehend and effectively utilise emerging trends within this dynamic field. In the realm of e-commerce, several noteworthy trends have revolutionised in the SMM field.

3.9.1 Live Shoppable Content

Live shoppable content are emerging trends in the field of e-commerce that have acquired important consideration in past decade. Live commerce is a contemporary retail practise that encompasses dynamic and interactive shopping experiences facilitated through live streaming on various social media platforms (Jeong et al., 2022). This emerging trend allows consumers to engage in real-time interactions with sellers, enabling them to make informed purchasing decisions. According to Kim and Heo, (2021), through live commerce, sellers can showcase products, provide detailed demonstrations, and address customer inquiries, thereby enhancing the overall shopping experience. This innov The incorporation of shoppable posts and features within digital platforms allows users to conveniently and expeditiously make purchases directly from the content they are actively engaging with.

3.9.2 Social Media Stories

The increasing prominence of features such as Instagram and Facebook Stories is a notable trend in the realm of social media platforms. These features have gained significant traction and popularity among users. The utilisation of temporary, visually appealing snippets in e-commerce marketing campaigns serves as a significant asset due to their ability to evoke a sense of urgency and authenticity (KIRCOVA et al., 2020). This form of content enables them to effectively communicate immediate promotions, provide exclusive behind-the-scenes glimpses, and showcase product highlights. Consequently, it cultivates a sense of exclusivity and fosters a deeper connection with the target audience.

3.9.3 Short-formed Videos

Short-form video content refers to videos that are typically brief in duration, ranging from a few seconds to a few minutes. According to Lund et al., (2018), the phenomenon of short-form videos has experienced a significant surge in acceptance on numerous SMP, including TikTok and Instagram Reels. Businesses are utilising these platforms as a means to generate captivating, enjoyable, and succinct promotional content. The utilisation of short-form videos has proven to be highly

effective in engaging audiences characterised by shortened attention spans. This attribute renders them a valuable and strategic tool for effectively conveying essential marketing messages.

3.9.4 Augmented Reality

The integration of augmented reality (AR) technology into social media platforms has witnessed a notable rise. This integration serves various purposes, including virtual try-ons, product visualisation, and dynamic shopping experiences. The influence of augmented reality (AR) on the experience of online shopping is significant. By leveraging AR technology, customers are provided with the opportunity to virtually interact with products prior to making a purchase (Kannaiah and Shanthi, 2015). This capability plays a crucial role in reducing uncertainty and enhancing confidence in buying decisions. AR enables customers to visualise and examine products in a realistic and immersive manner. Through the use of AR applications or devices, users can overlay virtual representations of products onto their physical environment. This allows them to assess various aspects of the product, such as size, colour, texture, and functionality, as if they were physically present with the item (Chandra and Kumar, 2018). By virtually interacting with products, customers can obtain an inclusive comprehending of their features and qualities. This firsthand experience helps to bridge the gap between the limitations of traditional online shopping, where customers rely solely on static images and descriptions, and the tactile experience of in-store shopping (Kowalczyk et al., 2021). As a result, customers can make more informed purchasing decisions, as they have a clearer perception of the product's attributes and suitability for their needs.

3.10 Strategies of SMM for Consumer Involvement/attraction and Loyalty

The literature review has highlighted multiple factors in relation to the social marketing which can help towards the development of efficient strategies. In one particular research, there are four tactics/factors have been evaluated for the effective social media marketing. These include the choice, culture, structure and authority. The scope of social media marketing refers to whether organizations utilize it primarily for

communicating with investors or as an instrument for partnership with both external and internal stakeholders (Felxi et al., 2017). Explorers seek genuine social media marketing collaborations with various stakeholders, including customers, staffs, dealers, and administration agents. Secondly, the culture of SMM differentiates among conservatism (conventional, mass-advertising method) and modernism (more open, flexible approach) (Felix et al., 2017).

Third, SMM structure organizes and departments the task within the corporation. Hierarchies are concentrated with specific social media marketing responsibilities. Fourth, social media marketing governance involves establishing rules and procedures and controlling roles within the firm (Felix et al., 2017). These four factors have highlighted the main persona, in which the overall development has been provided towards the complete and efficient social media marketing.

In another research, the consideration, content, creator and context has been evaluated with regards to SMM for increased engagement and consumer attention. The findings suggest that the selection of an appropriate influencer has an impact on user engagement. Specifically, parameters connected to the creator, such as the number of followers, age, and gender, had the most significant influence among all the predictors. Likewise, there exist specific periods and timeframes (referred to as contexts) in which the audience is more likely to be actively involved compared to alternative instances. Professionals in the field of influencer marketing can utilize this information to make updated decisions related to the selection of bloggers and the strategic timing of SMM campaigns (Jaakonmaki et al., 2017). It highlighted that not only the effective development of social media campaign is critical. There is an inclusivity of content of marketing, when it is shared and the considerable reach of the marketing campaign is also included.

The use of Web 2.0 by organisations has been discussed in the existing literature. According to Tsimonis and Dimitriadis (2014), the concept of Web 2.0 may be defined as a set of web applications that are open-source, interactive, and under the control of users. These apps intend to enhance the experiences, information, and users market influence, enabling them to actively participate in both corporate and social activities. Web 2.0 apps enable the construction of informal links among users, so enabling the

exchange of ideas and knowledge via efficient processes of content creation, distribution, sharing, and editing/refinement. The emergence of Web 2.0 has provided organisations with novel avenues for establishing and maintaining connections with their target audiences. It enables firms to get valuable insights into the preferences and viewpoints of their consumers, while also facilitating direct and personalised interactions with them (Tsimonis and Dimitriadis, 2014). The notion of seeing opportunities and using them into marketing strategies has been acknowledged by marketers, as shown by their increased engagement with this subject (McKinsey, 2007). It is identified in the study of Constantinides and Fountain (2008) the five primary categorisations of Web 2.0, including blogs, social sites, discussion boards, and societies.

Another strategy that may be successfully used for attracting customers is the utilisation of backlinks. The use of backlinks via referrals is employed to guide online consumers towards an e-commerce website subsequent to piquing their attention in the message or material disseminated by the brand, alternative channels for communication, or other entities. These hyperlinks might be accessible without any cost, owing to the heightened attention generated by electronic commerce and disseminated by third parties over the specific items, services, or information in question. Alternatively, it may include remunerated hyperlinks, for instance the material produced by influencers in blogs, platforms for communication in the form of sponsored articles, content endorsed via company-sponsored advertising, online reports, self-kept blogs, or other web-based platforms managed by the advertiser.

3.11 Research Gap

The present study investigated the ROI (To determine the ROI, specific metrics such as conversion rates, customer acquisition costs, and revenue generated from social media efforts would need to be analyzed.) For weblogs and the impact of promoting them on two widely used social networking platforms, namely Facebook and Twitter. The objective was to determine how this marketing influences the popularity of weblogs and subsequently leads to a rise in revenue through advertisements. Page views serve as a straightforward metric for quantifying the level of traffic a certain blog receives. Consequently, a relationship among page opinions and the number of Facebook and Twitter friends was formed to comprehend the impact

of brand marketing through SMP. The outcome of the research indicated a positive link among all blog categories, leading to the conclusion that an increase in Facebook and Twitter follower's outcomes in an increased number of page views (Singh and Singh, 2018). It highlighted the consideration that social media influences consumer attraction, but it lacked an analysis of how it influences.

To determine the expected ROI from the information provided, we can make some general inferences based on the discussed points:

Increased Page Views: The study suggests a positive link between the number of Facebook and Twitter followers and an increased number of page views for weblogs. Higher page views can potentially lead to increased revenue through advertisements.

Improved Consumer Engagement: The research emphasizes the role of social media platforms in facilitating communication between businesses and consumers. Better engagement with consumers could result in increased brand loyalty and potentially higher sales.

E-commerce Growth: The text suggests that social media can be a valuable asset for e-commerce in underdeveloped countries. Trust and inclination, as mentioned, are considered as mediating elements that may influence users' intentions to engage in e-commerce actions.

Selection of Social Media Platforms: The study focuses on eight widely used social media platforms, implying that businesses are strategically choosing these platforms for marketing efforts. The choice of platforms with high frequency of usage suggests an expectation of reaching a larger audience.

Information Gathering and Decision-Making: The text highlights the role of social media in information gathering during the online purchasing process. Positive reviews and engagement within online communities may contribute to increased customer trust and a higher likelihood of purchasing.

In contemporary times, a majority of organisations serve SMP as a means to enhance their comprehension of customer purchasing patterns. The present study pertaining to social media subjects is extensive, and there is an absence of research conducted thus far in examining the influence of social network on consumer purchasing attitudes and outcomes in the context of exclusive e-commerce (Rossotto et al., 2018). This research suggests that SMP have the potential to facilitate improved entrance to data regarding products and services, thereby allowing consumers to easily engage with businesses through integrated digital platforms. Businesses can also achieve convenient communication with consumers by utilising this exposure (Rahman et al., 2018). It supported the consideration that there is a requirement for identification regarding how prosperous development can be made efficient with respect to SMM in reference to the social media. The implementation has increased all over the business sector for social media, but some lack the respective implementation tactics.

Businesses are utilising various types of social networking sites, including freshly established websites and applications, with the intention of promoting benevolence. The utilisation of specific digital platforms can yield significant advantages in terms of altering business ambitions. E-commerce enterprises often embrace the notion of their business portal orders by establishing connections with customers and suppliers, since they play a crucial role in facilitating collaboration through their respective services (Amin and Bhuiyan, 2019). This method primarily caters to the needs of e-commerce businesses by facilitating the establishment and efficient management of successful contact with both existing and prospective clients.

Social media platforms are widely used throughout many regions globally. The research by Amin et al. (2020) has selected eight social media networks for investigation, including Facebook, Google+, Twitter, YouTube, LinkedIn, Flickr, Instagram, and MailChimp. The selection of these platforms for the present research is based on their high frequency of usage among organisations in the business sector. According to Amin and Bhuiyan (2019), each of these social media technologies possesses distinct capabilities and benefits that are leveraged within businesses to improve consumer involvement with the organisation.

The influence of social networks characteristics on customers' online purchasing behaviour and e-commerce usage in certain locales has yet to be determined. This study examines the social network usage as a burgeoning asset for electronic commerce in underdeveloped countries. This research assesses the faith and inclination role as mediating elements that could influence the intentions of the users of social networks to involve them in e-commerce actions. According to Baptista and Oliveira (2016), individuals who join larger online communities often develop trust in associated associates and are more inclined to embrace novel products that have established positive reviews inside the community. Customers engage in information gathering during the online purchasing process, wherein they actively seek out and peruse SMP and online platforms where individuals have expressed their personal involvements and perspectives regarding the goods in question. Clients engage in a deliberate process of information gathering to mitigate the uncertainties and potential risks associated with future purchases made through e-commerce platforms (Safia et al., 2019). It highlighted the consideration that social media has influenced the consideration of client engagement and respective decision-making in multiple ways, but the most considerate orientation in this aspect is related to the consideration of developmental structure in the main developmental specification. There are certain complexities regarding the operational investigation of the strategies related to social network presence, its influence, maintenance, and operationally regarding consumer engagement and loyalty. The following research has worked on the consideration to evaluate how the respective SMM to social media marketing influence consumer involvement and customer loyalty in e-commerce.

3.12 Theoretical Framework

The following research framework has been supported with the consideration of Diffusion of Innovation theory with respect to the developmental prospects regarding the adaption of technology and its respective influence over the outcome of innovation. Diffusion is a sociological phenomenon that takes place within a population as individuals acquire knowledge about an invention, such as a novel evidence-based methodology aimed at enhancing or augmenting a certain system. The classical conceptualization of diffusion entails the dissemination of an innovation within a social system over a period of time through certain communication routes among its

members (Dearing and Cox, 2018). The time of adoption is commonly regarded as the dependent variable in diffusion research.

However, in the case of multifaceted businesses as the adopters, ensuing application serves as a more pertinent amount of change. The assessment of dispersal can be conducted within several contexts, encompassing individuals, such as members of Congress, as well as organisations and bigger collectivises, such as cities and states (Dearing and Cox, 2018). It specifies the consideration that on the main aspect the developments with regards to innovation adoption and implementation are effectively evaluated with the help of diffusion of innovation theory. This certain theory has been regarded as the framework in the following study related to the evaluation of social network effect over the e-commerce concerning to adoption and prospective follow-up.

The second orientation in this respect is the consumer engagement theory, which have the respective follow-up regarding the enhancement of structured analysis with reference to the operated possibilities of consumer engagement. The concept of engagement, particularly customer engagement (CE), has garnered significant interest from both theoretical and expert circles. Customer engagement (CE) was initially recognised as a significant area of research by the Marketing Science Institute (MSI) in 2010, and its importance has been consistently acknowledged since then. The primary focus areas for MSI in the 2018-2020 period, categorised as Tier 1 priorities, including doing research to enhance customer engagement (CE) within the organisation, leveraging Artificial Intelligence (AI) to improve engagement practises, and utilising engagement as a key performance indicator (KPI), particularly for new adopters (Marketing Science Institute, 2018).

In an effort to synthesise a range of ideas and establish a robust framework for conceptualising engagement marketing, the goal of the research is to investigate the advantages of various approaches on consumer engagement. The phenomenon in question has been interpreted as either pertaining to behaviour or psychology. However, a prevailing agreement suggests that it represents a customer's behavioural reaction towards a company, surpassing what is strictly required for the fundamental

economic exchange (Harmeling et al., 2016). In that specification it has been contemplated that on the main possible implementation the developmental orientations regarding the engagement analysis has been structured in reference to the consumer loyalty and attraction respectively.

The interactivity of online purchasing environments is increasing in tandem with technological advancements. Consequently, it is imperative to delve into marketing theories and neuroscientific explanations in order to elucidate the underlying reasons for this phenomenon. This chapter examines a revised approach to consumer participation in online interactive purchasing environments. The inclusion of online interactive components in conventional fashion websites encompasses several elements such as social network integration, browsing features, and video content (Dulabh et al., 2018). The specification considers the primary potential implementation, wherein the developmental orientations for engagement analysis have been organised with respect to customer loyalty and attractiveness.

3.13 Conceptual Model

The conceptual model is designed on the basis of the evaluations carried out from reviewing the literature related to specific impact of SMM on the electronic-commerce with reference to the consumer attraction supporting the engagement among the employees. The framework has been developed with the consideration of independent and dependent variables, as eventually the influence of independent variables on the dependent one would have been calculated within the following research. The independent variable is SMM within the following research, while the dependent variables is the consumer attraction towards the e-commerce respectively. Since the aim and goals of this study under the impact of SMM, is to evaluate the strategies for enhancing the consumer attraction under the e-commerce.

In this specification there is another factor associated and that is the social media presence which is considered as the developmental possibility regarding the efficient orientation with respect to better specifications in the SMM. On that aspect the SMM has been further categorised into two main sections; firstly SMM strategies, and secondly the presence of social network. Other than that, the dependent variable is the consumer involvement on the SMM platforms for the E-commerce engagement.

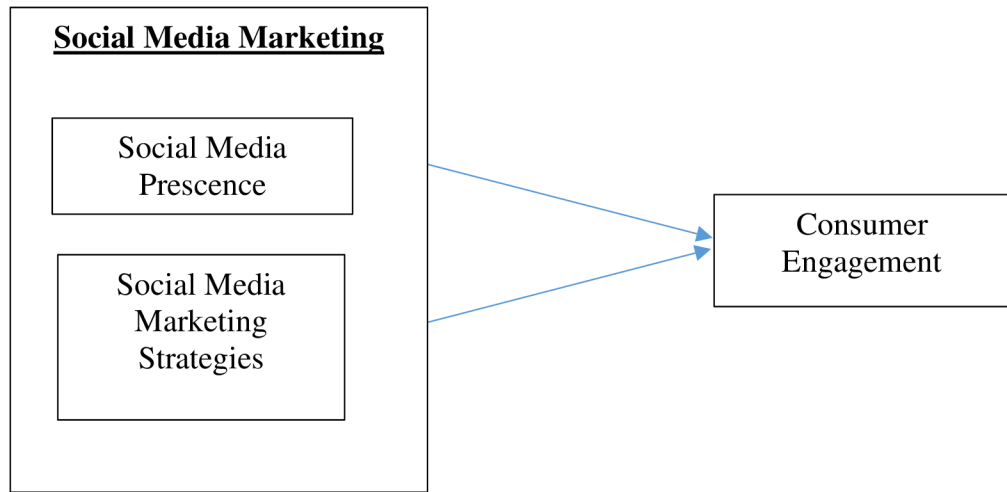


Figure 1: Conceptual Model

[Source: This thesis specific diagram was developed by the author.]

3.14 Summary

For the subsequent research, this chapter reviews literature on the current subject. The research examines E-commerce SMM. The literature examines how SMM, presence, and context affect e-commerce consumer engagement. The current structure follows numerous orientations, with the major follow-up based on aligned literature from the respective investigations. In that context, extensive expertise about SMM and consumer involvement has been gathered.

Several viewpoints have been created within the present literature study on SMM. After analysing SMM, e-commerce and its role in marketing were examined. The structural review for social media and its relationship with social media presence and aligned consumer attraction were the main focus of the general and comprehensive details of maintained specifications. Customer attraction has also been linked to customer engagement and loyalty, which gives orientation on how literature findings affect these outcomes.

4. Practical part

4.1 Data Analysis

In this study, the investigator make use of mixed-method design, integrating both qualitative as well as quantitative information and data for analysing the SMM role in electronic-commerce and also investigating the connection amid the presence of social network and consumer involvement. The primary qualitative method collects interviews from the participants. The collected interviews were analysed using thematic approach. The interview sessions were recorded and transcribed. The analysis performed in different stages in which the transcripts were read to develop understanding. After the familiarisation stage, the initial codes were searched based on similar concepts. The re-occurring pattern of codes was merged and transformed into themes. The themes were named and then reviewed by an independent reviewer. The resulting themes were reported in the final stage. As per Clarke et al. (2015), thematic analysis primarily facilitated the summarization and synthesis of the collected data, offering key insights into the investigator or readers concerning the role of SMM, in e-commerce.

In contrast, quantitative information was attained through the close-ended questionnaire, and the responses of participants were primarily coded utilising Likert scale that is designed determining the value of (1= strongly disagree, 5=strongly agree). Using SPSS software, several statistical analyses were performed, involving descriptive analysis to reveal the mean of the overall responses of the participant, regression analysis to determine the influence of conceptual model, as well as correlation analysis to examine the associations between the recognized variables. Moreover, Kafle (2019), pinpoints that regression and correlation analysis are influential in examining a variable's impact, strength and association. Thus, these statistical analyses played a key role in drawing conclusions as well as determining the main findings of the research. The adoption of both mixed method designs permitted for an in-depth exploration of the multi-layered aspects of SMM in e-commerce by exploring social media and customer engagement, enriching the breadth and depth of the study findings.

4.2 Methodology

The online interview invitation was sent to social media and e-commerce company experts. An online consent was undertaken after asking their interest to take part in the research. The total respondents included in the interview to perform a comprehensive analysis within time. The interview scheduled as per the feasibility of experts via online mode. The interview session last for a minimum of 20 minutes and a maximum of 40 minutes the purposive sampling is utilised to recruit experts on the basis of their experience in social networks and e-commerce. On the other hand, the online survey questions instrument was utilised in the study for the data collection. Hence, a sample size of 150 participants was emphasized to attain the largest set of related data and interpret the outcomes in detail. Majid (2018) also demands that sample size is critical for the recognition of potential information collection. Uttley (2019), observed that the adequate sample size falls within the range of above 30 and less than 5000. Thus, 150 respondents were selected for the study which assisted in the relevant collection of data findings and adequate results interpretation. The participants involved in the study were individuals from several 3-commerce organisations that contributed to providing the key benefits, challenges and reasons for social media and customer engagement. Thus, the adequate sample size adoption assisted in examining the key research questions. The questionnaire survey consists of these core variables:

Demographics: It includes the basic information of the survey involves age, gender, employment etc.

Dependent variable: it is the primary response or outcome that is being influenced, measured and predicted by the independent variable. In this context, Customer Engagement and Customer Loyalty that is being impacted and examined.

Independent variable: The independent variable is controlled or manipulated by the investigator to measure its impact on the dependent variable. In this context, Social Media Presence and SMM Strategies are being examined.

Based on the provided information, it appears that a structured online interview method was employed for the research. The structured interview is a scientific method

characterized by a predetermined set of questions asked in a standardized manner. In this case, the online interview invitation was sent to social media and e-commerce company experts. The consent process was undertaken, and respondents were selected using purposive sampling based on their experience in social networks and e-commerce. The interview sessions were scheduled according to the feasibility of the experts, and the duration of the interviews ranged from a minimum of 20 minutes to a maximum of 40 minutes.

The structured nature of the interview is evident from the emphasis on a predetermined set of questions and the focus on specific variables, such as demographics, dependent variables (Customer Engagement and Customer Loyalty), and independent variables (Social Media Presence and SMM Strategies). The use of a structured interview allows for consistency in data collection, making it easier to analyze and interpret the outcomes in a systematic manner.

4.3 Demographic Information Analysis

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	107	53.5	53.5	53.5
	Female	93	46.5	46.5	100.0
	Total	200	100.0	100.0	

Table 1: Gender Descriptive Analysis

[Source: This thesis specific table was developed by the author.]

According to the table no 1, it is interpreted that the review was conducted on a sample size of 200, out of which, 107 participants were male account for total 53.5% where female respondents were about 93 out of total sample size. The participation of females accounts for approx. 46.5%. This frequency of participation on gender basis demonstrates that male participation was the highest which was 53.5%. However, the

contribution of females was also significant but comparatively less than male. Therefore, it can be said that the male respondents were more than female participants. According to the questionnaire, male respondents are more active on social media than female respondents.

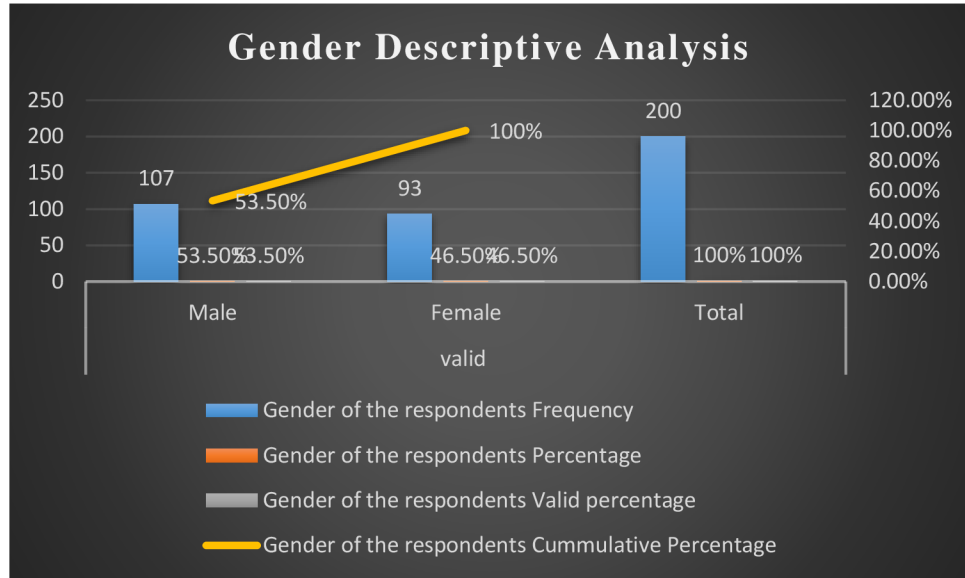


Figure 2: Graphical representation of Gender Descriptive Analysis

[Source: This thesis specific graph was developed by the author.]

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 - 32 Years	99	49.5	49.5	49.5
	32 - 39 Years	101	50.5	50.5	100.0
	Total	200	100.0	100.0	

Table 2: Age Descriptive Analysis

[Source: This thesis specific table was developed by the author.]

According to the above table, considering the participants age, mostly respondents are from the age group of 32-39 age accounting for 50.5%. Whereas, 49.5% of the participants were from the group of 25-32 years old. However, there were no respondents aging 40 or above. This interprets that mostly people around the age of 32-39 years old are the users of social media and more involved e-commerce type of business.

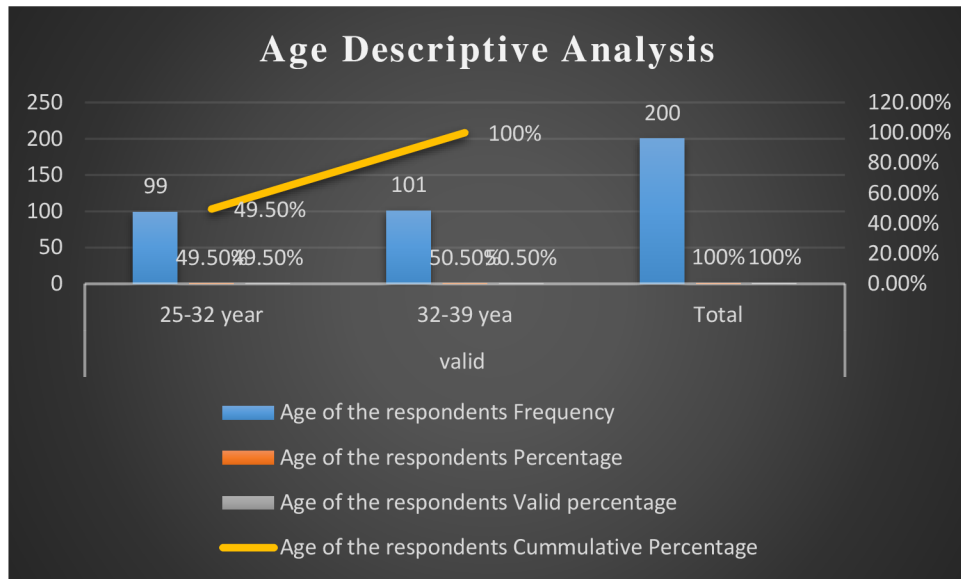


Figure 3: Graphical representation of Age Descriptive Analysis
 [Source: This thesis specific graph was developed by the author.]

3. Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	63	31.5	31.5	31.5
	Graduated	60	30.0	30.0	61.5
	Post-graduated	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

Table 3: Qualification Descriptive Analysis

[Source: This thesis specific table was developed by the author.]

As seen in the above table, out of total of 200 participants 63 of them were undergraduate students, while graduated were only 60. On the other hand the majority of the respondents were post-graduated accounting for 38.5%. It must be noted that the involvement of undergraduate and graduated accounts for mere 31.5% and 30% respectively. Therefore, it is observed that the highest contribution made to analyse the affiliation among Social Media Presence and Consumer Involvement was by the post-graduate students. This indicates that social media and e-commerce platform users are mostly educated.

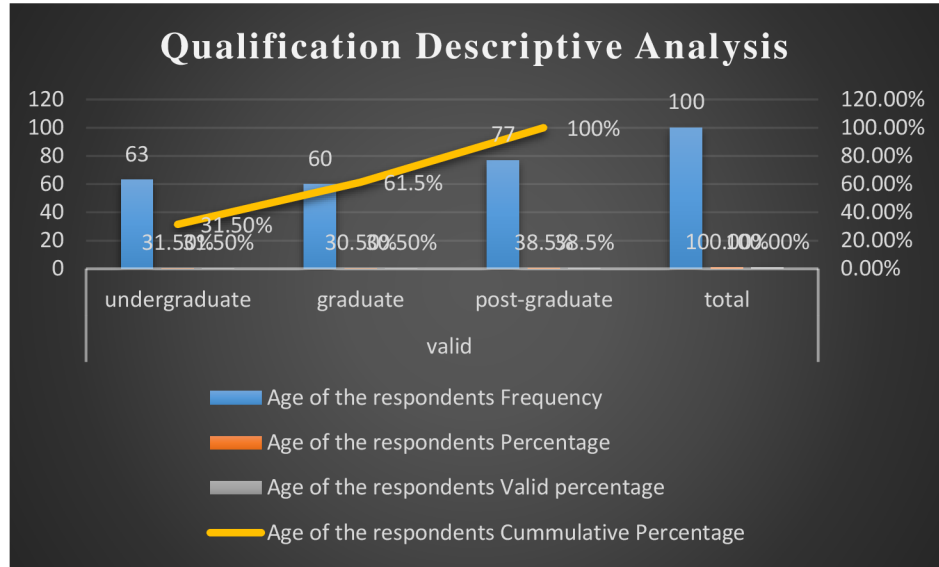


Figure 4: Graphical representation of Qualification Descriptive Analysis
 [Source: This thesis specific graph was developed by the author.]

4. Occupation

As per the above table, the occupation criteria for the questionnaire was student, employed, self-employed and other occupation. Upon the conduction of survey, it was observed that majority of the people approximately 55 of them were employed. This made up 27.5% of them accounting the highest contribution. Whereas, the table demonstrates that student were only 46 in number making up to 23.0%. On the other hand, a significant participation was also identified by the individuals belonging to self-employed and other occupation accounting for 52% and 47% respectively. Therefore, it is concluded that the employed participants were the most active in the survey while students were the least active.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	46	23.0	23.0	23.0
	Employed	55	27.5	27.5	50.5
	Self-Employed	52	26.0	26.0	76.5
	Other Occupation	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

Table 4: Occupation Descriptive Analysis

[Source: This thesis specific table was developed by the author.]

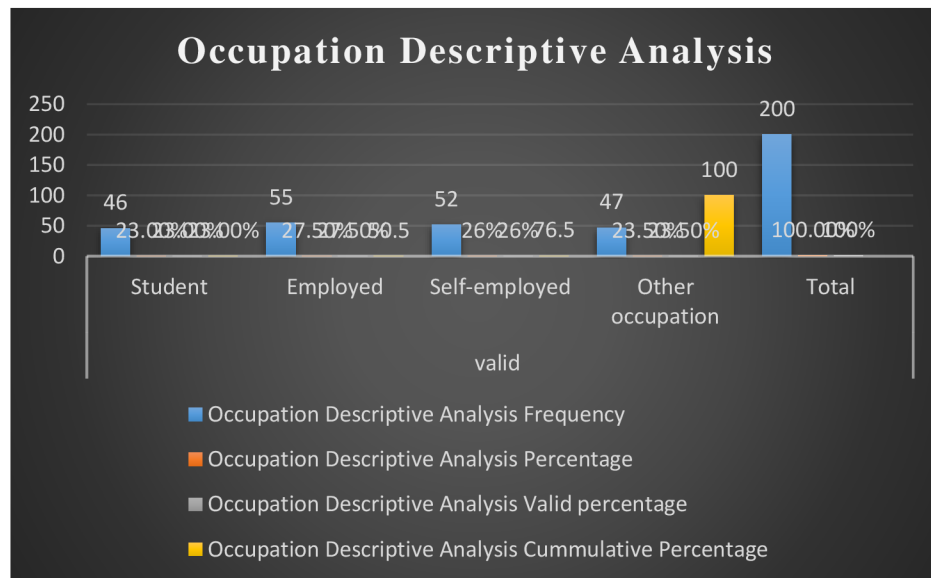


Figure 5: Graphical representation of Occupation Descriptive Analysis

[Source: This thesis specific graph was developed by the author.]

5. Monthly Income

According to the above table, out of the total number individuals who participated in the survey, those who earned 10,000 CZK or less were about 43 accounting of 21.5% where those who around 10,000-15,000 were 44 in number accounting for 22%. Whereas, the participants who earned 15,000-25,000 CZK on monthly basis were observed to be 32 in number making 16%. On the hand, monthly

income of about 25,000-45,000 and more than 45,000 was accounted by 17.5% and 23% respectively. Hence, it is interpreted that the most active participants are well earning individuals with an average income of more than 45,000 CZK.

	Frequency	Percent	Valid Percent	Cumulative Percent
10.000 CZK or less	43	21.5	21.5	21.5
10.000 - 15.000 CZK	44	22.0	22.0	43.5
15.000 - 25.000 CZK	32	16.0	16.0	59.5
25.000 - 45.000 CZK	35	17.5	17.5	77.0
More than 45.000 CZK	46	23.0	23.0	100.0
Total	200	100.0	100.0	

Table 5: Monthly Income Descriptive Analysis

[Source: This table was created by the author just for this thesis.]

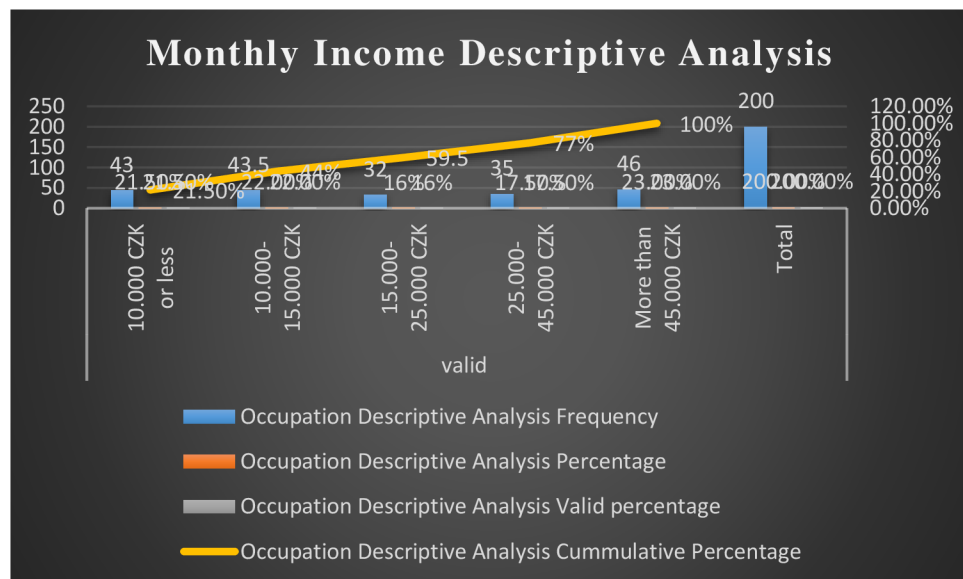


Figure 6: Graphical representation of Monthly Income Descriptive Analysis

[Source: This thesis specific graph was developed by the author.]

4.4 Descriptive Analysis

The following section is related to the descriptive analysis in which the minimum, maximum and the standard deviations for the results collected has been highlighted. The mean values have also been mentioned in the following table, based on which the analysis has been carried out for the differential values and structure

respectively with respect to the results of SMM on the customer involvement within the E-commerce sector respectively. The minimum and maximum values of the results collected from the respondents have also been analysed and in that consideration it could be observed that the least value is 0 and the maximum ranges in between 3.5-4.0. The maximum and minimum values highlight that the considerate structure in relation to the answers collected from the participants within questionnaire survey.

Since the maximum value is around 4 which highlight that most of the participant have agreed on the different statements provided within the questionnaire, and they have also highlight about the consideration of maximum agreement to most of the questions asked. These values are for every factor within the structured orientation of the SMM in relation to the consumer engagement. Thus it can be said that the maximum answer collected from the participant is in between 3.5-4 meaning the disagree and strongly disagree and on the other hand the minimum values include the consideration for the agreement or strong agreement.

In this specification the maximum value obtained highlight about the consideration regarding the mean value which is 1.5-1.69 showing the respective relativity with the agreement or the strong agreement with the statements inquired from the participants within the questionnaire. It supported the consideration that maximum participants have provided a relative agreement to the various statements regarding the social media marketing strategies and presence influence over the consumer engagement on e-commerce structures. The last specification in the current research is the standard deviation and it highlight about the consideration of respective deviation in between the response values accounted from the different variables respectively.

The values under the standard deviation specification highlight about the respective orientation in which the main aspect is related to the multiple aspects which enhances specifications for the deviation within the answers developed based on the values have been highlighted. The SMM approaches and the social media presence have been observed to deviate by 77%-96% for the multiple orientations respectively. Moreover for the consumer engagement the values have the chances of deviation by 100% which support the respective specification regarding how the orientated

possibilities are aligned for the considerate specification relatively. Thus, the analysis of the descriptive values have highlighted that major response collected revolves around the context of positive in between the variables and in that highlighted orientation the basic structure is supported to enhanced structured of alignment respectively.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Presence	200	0	3.67	1.695	0.77205
Social Media Marketing Strategies	200	0	4	1.68	0.96438
Customer Engagement	200	0	4	1.5	1.00307
Valid N (listwise)	200				

Table 6: Descriptive Statistics

[Source: This thesis specific table was developed by the author.]

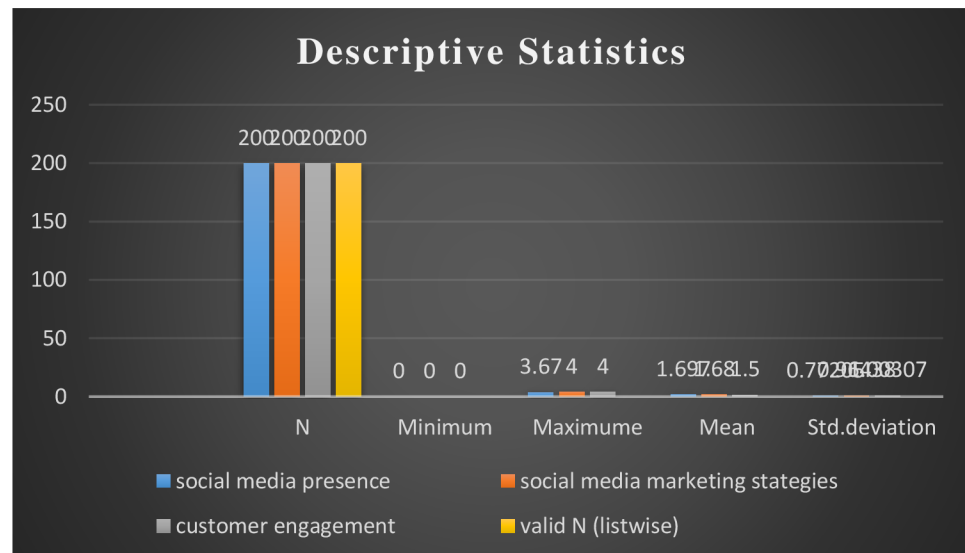


Figure 7: Graphical representation of Descriptive Statistics

[Source: This thesis specific graph was developed by the author.]

4.5 Correlational Analysis

The correlational analysis is a statistical analysis technique which has the respective specification towards the analysis of multiple orientations in relation to the association in between the variables. The correlational analysis is considered as the most significant structures which helps in carrying out the magnitude of association in between the two variables measured statistically (Pham et al., 2022). The correlational analysis is further specified as the structure in which the association is analysed in between the variables with a numerical value named as the Pearson Coefficient. The Pearson coefficient value explains about the importance the of correlation in between the variables which highlight about the respective strength or association in between the variables respectively.

Further within the analysis the correlation values are scaled within three different levels the weak, moderate and strong association in between the variables respectively. These associations are measured with the value of Pearson Coefficient, which is in between -1 to +1 (Akoglu, 2018). It can be either positive or negative, but cannot be zero for the correlational values respectively. The main aspect here to consider is that the correlation is required to be analysed in between the two variables and so that can be analysed from the table below provided with different correlational values in between variables respectively. From 0-1 there are three different levels which are 0-0.3, 0.4-0.7, 0.7-1.0 and the first range is for the weak association, second is for the moderate association and the last one is for the strong association respectively (Akoglu, 2018).

From the values provided within the table, it can be said that there is one variable which is strongly associated to the consumer engagement and one is moderately associated with the consumer engagement for the e-commerce sector within the UK. The consideration here has been linked to the idea that under the SMM there are two aligned variables and these are the SMM strategies and the social network presence. The latter mentioned has the moderate association with the consumer engagement and the former one has the strong association with the consumer engagement respectively. The main aspect here is related to the possible orientation regarding how the structured values have been aligned with the specifications respectively.

Since the value of correlation in between the customer involvement and social network presence is .580** , the other value of correlation in between SMM strategies and the consumer engagement is .966**.. These two values highlight the consideration that association is moderate and strong respectively. Since the value for social media presence is in between 0.4-0.7 the association is termed moderate, apart from it for the SMM strategies the value of correlation are in between 0.7-1.0 stating about the strong association in between the two variables.

Correlations				
		Social Media Presence	Social Media Marketing Strategies	Customer Engagement
Social Media Presence	Pearson Correlation	1	.653**	.580**
	Sig. (2-tailed)		0	0
	N	200	200	200
Social Media Marketing Strategies	Pearson Correlation	.653**	1	.966**
	Sig. (2-tailed)	0		0
	N	200	200	200
Customer Engagement	Pearson Correlation	.580**	.966**	1
	Sig. (2-tailed)	0	0	
	N	200	200	200

Table 7: Correlational Analysis

[Source: This thesis-specific table was developed by the author.]

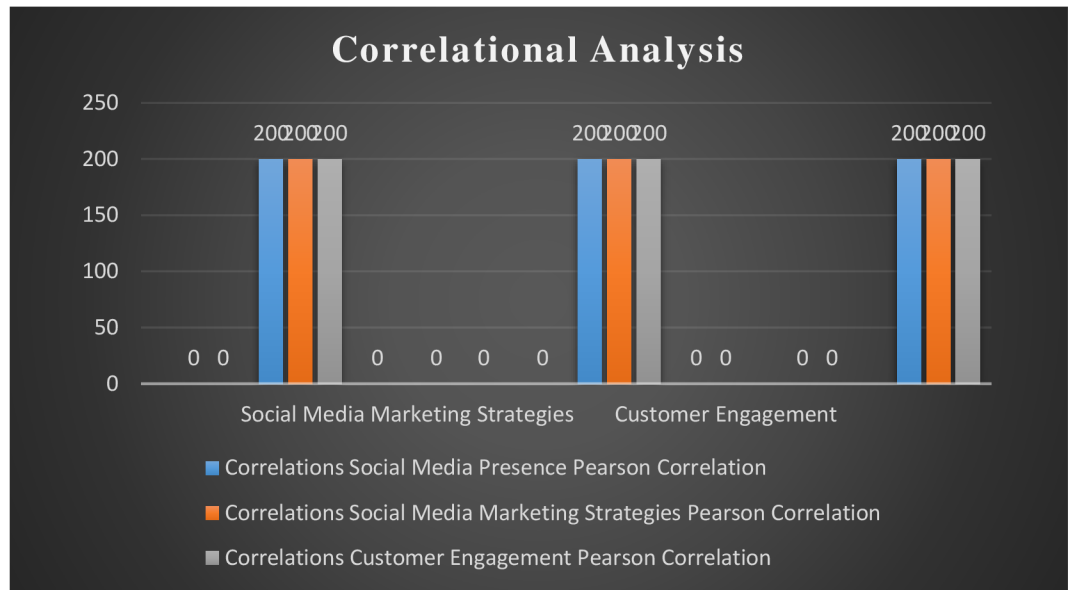


Figure 8: Graphical representation of Correlational Analysis

[Source: This thesis specific graph was developed by the author.]

The impact in between the variables for both independent sub variables are positive and have a respective consideration of having a direct relationship with the consumer engagement within the e-commerce sector in the UK. It has been stimulated for the correlational values and its respective nature in which the positive nature highlight about the direct association among the independent and dependent variable respectively. It highlighted the consideration that on the main aspect there are different possibilities in relation to the context of positive and adverse nature in which the connection is direct and the possible influences is also direct in between the dependent and independent variable respectively.

There are some other relative studies which have evaluated in this respect related to the classified possibilities towards the developmental orientation of maintained structure. A quantifiable survey design was utilised to gather information from a sample of 738 consumers who had previous experience in either following or connecting with companies on social networks. The participants were selected on random basis and were questioned through an online questionnaire. The effect of social presence on social brand involvement is influenced by organisation-generated content and the level of dedication exhibited by customers in connecting with the brand. The results of the research also suggest that social brand engagement (SBE) positively

influences customers' inclination to utilise the brand and participate in e-WOM activities (Osei-Frimpong and McLean, 2018).

The study revealed that telepresence, communal presence, and involvement had a favourable influence on CBE, subsequently affecting eWOM and the inclination to make donations (Algharabat et al., 2018). This study presents findings from a survey conducted with 279 participants from the SMBC, highlighting the beneficial influence of consumer-to-consumer trust and consumer-to-marketer trust on customer involvement. These factors, in turn, have an impact on brand trust. Furthermore, it was discovered that the utilisation of devices played a curbing part in the influence of consumer interaction on brand belief (Liu et al., 2018).

It highlighted the orientation that social media presence influence the consideration of consumer engagement but has a developmental inclusivity for multiple orientations regarding the various operational classifications respectively. The findings suggest that the transformational message approach has a greater impact on consumer behavioural engagement compared to the informational and interactional message strategies, which do not show any significant difference in their effects. Moreover, the effectiveness of the informative and interactional message methods is significantly enhanced when complemented by the transformational message approach (Tafesse and Wien, 2018).

The majority of the programmes that were discovered utilised the platform of Facebook, with social media being primarily employed as a means to disseminate content-based information. The intention behind this usage was to establish connections with specific target audiences, enhance awareness, and extend the reach of programme messages to populations that may otherwise be difficult to access. Social media platforms have emerged as an additional avenue for traditional media endeavours. However, only a limited number of programmes have effectively utilised social networks to establish instruments that enable their target viewers to reconsider their interactions on social networks. Moreover, these programmes have also sought to encourage their fans to actively promote and advocate for the activities associated with the programmes (Shawkey et al., 2019).

It has been observed that the integration of commonly used content pertaining to brand personality personality, for instance humour and sentiments, is positively linked with improved consumer involvement levels, as specified by metrics for instance Likes, comments, and shares, with regards to a message. Our findings indicate that including explicitly informative content, for instance pricing and discounts, in isolation is affiliated to low levels of involvements. However, when joint with brand personality-related characters, it leads to better engagement levels. Moreover, specific material that provides direct information, such as bargains and promotions, influences the trajectory of customers towards conversion, as evidenced by click-through rates (Lee et al., 2018). In that respect the specifications have highlighted that operationally the developments are required to approach and include multiple aspects in relation to enhanced influences above the consumer engagement.

The specifications highlighted from the correlational analysis further highlight about the context that for the specified orientation in relation to the positive or negative impact over the consumer engagement, but it has not highlighted about whether the specified operations are further impact significantly the consumer engagement or not. Thus respectively the variations in relation the considered possibilities of the influence of social networks on the e-commerce sector in the UK is strongly associated through the social media marketing strategies respectively.

4.6 Regression Analysis

Sarstedt et al. (2019) conducted a research wherein they highlighted that regression analysis is a statistical technique used to establish a mathematical model that captures the association among a dependent variable and many independent variables. The process of examination aids in the estimation of the values of the dependent variable, taking into consideration the independent variables values.

1. Customer Engagement

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.937	.936	.25300

Table 8: Model Summary

[Source: This thesis specific table was developed by the author.]

R square value in the above table holds great significance in determine the connection among dependent and independent variables. The value of R square is 0.937 for customer engagement shows proportion of variance due to the independent variable. The aforementioned R square value shows a substantial level of variability and suggests that around 93% of the variability in the dependent variable could be credited to the independent variable. Hence, it can be said that social network presence and SMM strategies have the potential to make significant impact on customer engagement. It is also evident as stated by Varkaris and Neuhofer, (2017), internet and digital marketing have emerged as significant elements in campaigns aimed at attracting and retaining internet users.

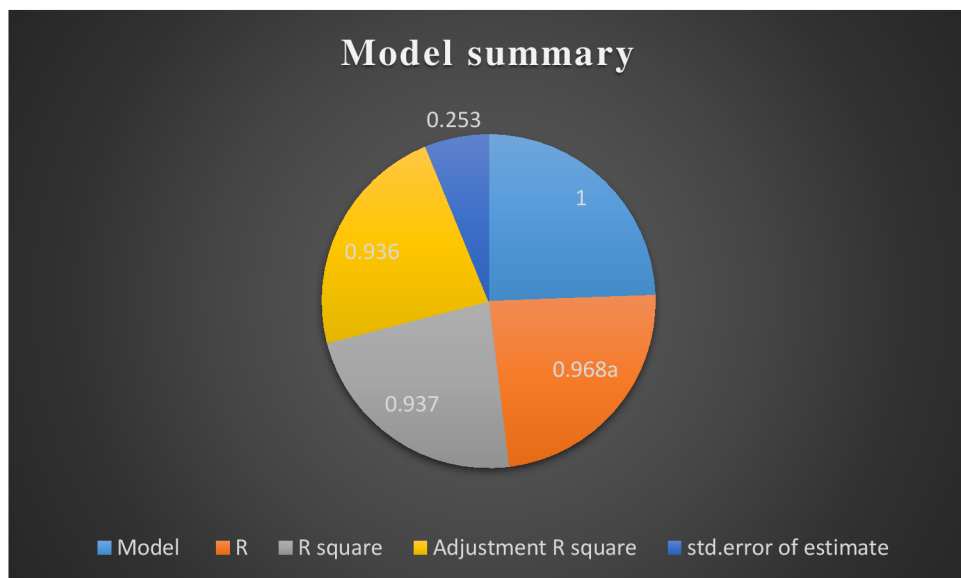


Figure 9: Graphical representation of Descriptive Statistics

[Source: This thesis specific graph was developed by the author.]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	187.612	2	93.806	1465.502	.000 ^b
Residual	12.610	197	.064		
Total	200.222	199			

Table 9: ANOVA Test

[Source: This thesis specific table was developed by the author.]

The overall significance of the regression model is tested using the probability connected to the F-statistic, which is 0.000 for customer engagement. In the instance where the probability (p-value) is 0.000 proposes that the framework is statistically important. The model is considered significant and the independent variable is said to have an important effect of the dependent variable since the value lies within the threshold of less than 0.05. Hence, it is observed that the connection amongst independent variables and customer loyalty is significant.

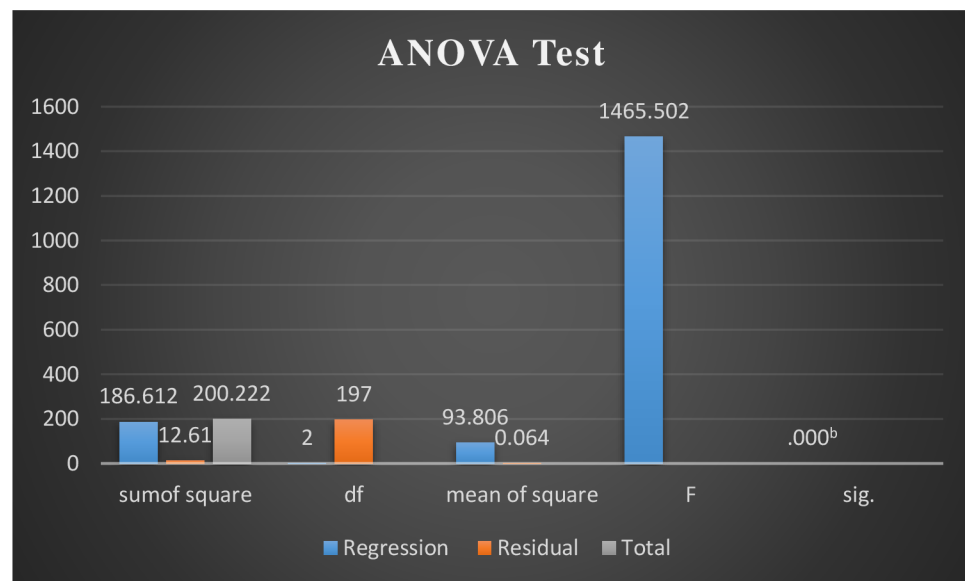


Figure 10: Graphical representation of ANOVA Test

[Source: This thesis specific graph was developed by the author.]

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.093	.044		-2.123	.035
	Social Media Presence	-.115	.031	-.089	-3.763	.000
	Social Media Marketing Strategies	1.065	.025	1.024	43.343	.000

Table 10: Coefficient Analysis

[Source: This thesis specific table was developed by the author.]

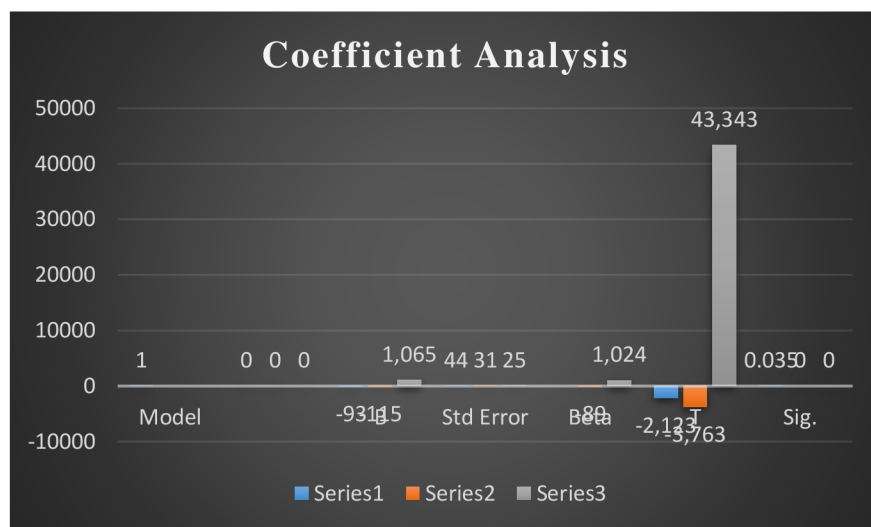


Figure 11: Graphical representation of Coefficient Analysis

[Source: This thesis specific graph was developed by the author.]

According to the above table, the significant value of 0.000 represents that there is a significant association among independent and dependent variable. It can be said that effective SMM strategies and enhance social network presence could have a significant impact on customer involvement. The overall regression analysis for dependent variable, customer engagement, shows that the regression model is appropriate for the current data and it does meet the statistical significant standards and therefore explains an effective affiliation among dependent and independent variables.

The utilisation of social media at the business level is now lacking adequate documentation, despite its integration into daily lives. The phenomenon of social

media has garnered considerable attention from both individuals and organisations. Social media platforms offer organisations the opportunity to build immediate interactions with their intended audience at different levels within the organisational structure. The integration of marketing and business has grown inseparable, rendering it an essential component in modern company strategy (Ravaonorohanta & Sayumwe, 2020). The aforementioned specification places emphasis on the major alignment, which pertains to the recognition of social media presence as a significant strategy. However, it is necessary to provide an inclusive explanation of its impact.

The impact of having an existence on social media networks is substantial in connection to several facets of business interactions across all three platforms. The results of the research specify that although the impact of having a social network presence on Twitter and Facebook is not statistically significant, it does have a discernible impact on brand connection pledge, particularly on the platform such as LinkedIn (Karampela et al., 2020). The observed outcome might be described by taking into account the basic persistence of the LinkedIn social site. The utilisation of this platform allows firms to develop connections, which has the ability to cultivate deeper relationships in comparison to the primarily one-sided interactions often observed on Twitter and Facebook (Karampela et al., 2020).

In a separate study, an examination was conducted on the factors of consideration, content, creator, and context in relation to SMM, with the aim of enhancing involvement and capturing customer attention. The results indicate that the choice of a suitable influencer has a significant influence on the engagement of users. The factors that had the most substantial influence were those related to the creator, including the number of followers, age, and gender. Similarly, there are certain periods and durations, commonly known as contexts, in which the audience is more inclined to actively engage as opposed to other occasions. The findings presented in this study can be utilised by professionals in the field of influencer marketing to make well-informed decisions pertaining to the selection of bloggers and the strategic timing of SMM campaigns (Jaakonmaki et al., 2017). It emphasised the criticality of not only effectively developing a social media strategy. The inclusivity of marketing content is

evident when it is disseminated and has a thoughtful approach to the target audience's reach.

4.7 Thematic analysis

Thematic analysis is defined as the qualitative data assessment approach that entails a systematic examination of a dataset, with the objective of identifying recurring patterns and distinguishing the underlying themes that emerge from the data (Castleberry and Nolen, 2018). The current study will utilise thematic analysis for analysing the data collected from interviews for investigating the influence of social media presence and marketing methods on customer loyalty. The themes identified for this purpose are Building trust and loyalty among customers, Creating Personalised Engagement, Enhancing Consumer Engagement.

4.7.1 Theme 1: Building trust and loyalty among customers

The following theme has been developed with the consideration to evaluate how the specification of trust development and loyalty among the customers with social network. The question asked within the following theme include the context in which the social media presence is identified for its respective contribution towards building the trust among e-commerce consumers. The main focus is related to the identification of expert reviews regarding how the developmental feasibilities regarding the trust and loyalty is developed in relation to the e-commerce consumers in the UK respectively. The variations in relation to the responses provide different specification about how the trust can be developed and nurtured for the loyalty enhancement among the consumers.

Question: As an expert, how do you think social media presence can contribute to building trust among e-commerce consumers?

- ✓ “I think; a powerful social network presence gives an easily accessible way for consumers to communicate with the company. Consistent updates, interesting articles, and quick responses all go a long way towards establishing credibility by demonstrating dependability and dedication to client pleasure.”

- ✓ “As far as my experience, brands can humanise themselves via social media by showcasing behind-the-scenes material, consumer testimonials, and interactive marketing efforts. This genuineness connects with customers, generating a trustworthy and reliable brand impression.”
- ✓ “On way can be instant answers to the queries of customers. This kind of quick action builds confidence with customers since it depicts that the firm cares about them and is eager to act on their issues right away.”

Question: Could you kindly provide instances of effective social media initiatives within the e-commerce business that have resulted in notable improvements in client trust, hence fostering increased loyalty?

- ✓ “The 'Ask Me Anything' concept on social media, in which company representatives honestly answer questions from customers, has been quite effective”.
- ✓ “An engaging story can be developed via campaigns that include consumer feedback and success stories published on social media sites. People are more likely to purchase a product or stick with a brand when they witness other people using and enjoying that product or service.”
- ✓ “Some online and e-commerce companies tend to use influencer connections to great effect in establishing trustworthiness. Having your brand's image endorsed by people who really use and like your product might help you win over more devoted customers.”

It delineates the idea that expression of considered interactions with the companies and in between the consumers have an impact over the specified structure of consumer loyalty as well. This further operated in relation to the literature studies as well which provide the context in relation to loyal clients. The presence of a devoted customer base offers numerous benefits to companies. Loyal clients exhibit a reduced

level of attention towards alternative options and consistently engage in repeat purchases from the same organisation. It is probable that individuals will engage in the dissemination of positive eWOM and express their favourable practises to others.

Furthermore, clients that exhibit loyalty towards a brand or firm can reap several benefits, including enhanced trust, less uncertainty, social benefits, and the receipt of personalised offers or exclusive treatment (Van Asperen, 2018). The loyalty program is another aspect which can be related to the respective structure of interaction and trust among the consumers respectively. Loyalty programmes aim to establish enduring customer relationships through the provision of relational advantages. The factors encompassed in this category consist of economic, social, and structural elements. The concept of economic advantages pertains to the potential for monetary savings that can be achieved through the utilisation of offers, coupons, or discounts.

Consumers find it relatively straightforward to assess economic advantages, making them more inclined to replicate such benefits (Sanchez-Casado et al., 2019). Social advantages refer to the personal connections that are formed within buyer-seller relationships. There is a significant emphasis placed on maintaining communication with clients and gaining insight into their requirements. Customers are provided with a unique level of service when they are part of a collective that possesses shared values and a distinct status. While the implementation of social benefits may pose challenges, their replication is far more arduous (Sanchez-Casado et al., 2019). Thus the economic and other related specifications are all related to the structure of multiple orientations respectively.

4.7.2 Theme 2: Creating Personalised Engagement

The following theme was created with the intention of assessing how social media usage affects on developing the personalised engagement in the e-commerce. The setting in which social media presence is recognised for its respective contribution towards fostering engagement among e-commerce customers is one of the addressed in the question that follows the approach of discussing the tailoring interactions. The identification of expert reviews that highlight the developmental possibilities for creating the personalised engagement with reference to UK e-commerce consumers is

the primary subject of this study. Divergences about responsiveness offer distinct insights on how the personalisation is affected with the consideration of loyalty among consumers.

Question: To what extent can e-commerce enterprises improve client retention by tailoring their interactions with individuals via the social media channels usage?

- ✓ “Firms can analyse client activity on social media, companies may learn more about their demographics, interests, and preferences and this can obviously be utilized to increase client loyalty, e-commerce companies may use this information to provide consumers with unique and engaging content and offers.”
- ✓ “In my experience, Social media personalization strategies must include sending specific messages, recommending certain products, and providing access to special deals. Customers are more satisfied when their requirements are met, and this personal connection fosters loyalty over time.”
- ✓ “E-commerce companies use the algorithms and user data available on SMP. In addition to boosting participation, this level of relevance plays a critical part in enticing and retaining consumers.”

Question: How do you think consumer loyalty is affected by the balance between customization and privacy issues on e-commerce platforms?

- ✓ “Customization is important, but so is protecting people's privacy. Companies engaging in electronic commerce have a responsibility to be honest with their consumers about how their data will be used.”
- ✓ “It's difficult yet necessary to strike a balance between individualization and confidentiality. Data security, obtaining permission for customization initiatives, and providing obvious easy purchasing experience should all be top priorities for e-commerce firms.”

- ✓ “The secret is to provide customised services that boost customer happiness without violating their confidentiality. I think, implementing strong data security procedures, acquiring informed permission, and regularly educating clients are all essential to finding the ideal balance.”

The findings indicate that SMM activities (SMMA) have a favourable impact on the various dimensions of customer relationship quality (CRQ) with respect to the customisation orientation. Additionally, the findings suggest that SMMA are a more influential factor in predicting customer commitment compared to trust and satisfaction (Ibrahim and Aljarah, 2023). Moreover, SMMA have been found to have a beneficial impact on the loyalty of brand. It also provide evidence supporting the substantial impact of three constituent elements of CRQ on the construction of BL. It has also been highlighted that the characteristics of customer relationship quality (CRQ) serve as mediators among SMMA and brand loyalty (BL) (Ibrahim and Aljarah, 2023).

It makes valued participation to the current literature body by investigating the underlying mechanism by which SMMA facilitate the enhancement of dimensions related to CRQ and BL within the service industry. This aspect has provided the further orientation that on the main observation the delivery of data and its respective possibilities have been aligned towards the structure motivation of SMM. The customisation has the feasibility of increasing the possible specification towards the enhancement of idea regarding how the effective operations can be managed with the quality development in reference to the operational development of SMM planning towards the loyalty development among the consumers respectively.

In another research it has been observed that SMMA had a significant positive influence on brand trust, loyalty, and intention to revisit. According to the study, SMMA predict revisit intention more accurately than both brand loyalty and brand trust. Additionally, a key intervening factor in the connection among SMMA and revisit intention is brand trust and loyalty. Furthermore, there is evidence to support the consecutive intervention influences of brand trust and loyalty in the affiliation

among SMMA and reconsider purposes (Fetais et al., 2023). Overall, the client gains trust in the business through successful SMMA from coffee shops on Facebook, increasing the degree of BL. This results in motivating the intention of the clients to revisit. Thus the customisation helps towards the increment of structured loyalty among the consumers using the e-commerce services.

4.7.3 Theme 3: Enhancing Consumer Engagement

The existing theme was formulated with the goal of evaluating the influence of social media usage on the achievement of enhanced engagement among consumers in the field of e-commerce. The subject at hand pertains to the examination of how the context in which social media presence is acknowledged for its role in promoting engagement among e-commerce customers is explored via the lens of different community settings. This study primarily focuses on the identification of expert reviews that emphasise the potential for individualised engagement in community in relation to e-commerce consumers in the United Kingdom. Differences in responsiveness provide unique perspectives on the strategies for loyalty development.

Question: What elements should be considered when building community on e-commerce platforms and fostering customer engagement?

- ✓ “I believe, customers' feeling of belonging may be strengthened via community building. Also loyal customers who feel a closer connection to the company are fostered by lively conversations, user-generated content, and community-only benefits.”
- ✓ “Customers may contribute their stories, opinions, and helpful hints about the company via groups on social media platforms. When consumers feel like they're part of a community, they're more inclined to stick with a company that listens to and acts on their feedback.”
- ✓ “When you want to develop a community, you need to be involved. You need to promote user-generated material. Consumers are far more likely to

remain loyal to a corporate if they believe their opinions matter inside the community.”

Question: Based on your expertise, what strategies may be used to influence SMP for optimising the entire consumer experience?

- ✓ “The whole consumer experience can be improved by providing real-time help via social media platforms. Prompt replies to questions and complaints show that you care about your customers' experiences, which may increase their likelihood of coming back for more.”
- ✓ “Creating an experience for consumers is as simple as live broadcasting product debuts, seminars, and Q&A sessions. As a result of this interaction, customers' experiences are improved and they feel more connected to the company, which in turn increases their loyalty.”
- ✓ “In my opinion, social media is the best place to ask for client input. To boost customer satisfaction and loyalty, businesses should "constantly respond to customer opinions, make adjustments based on customer input, and communicate these enhancements back to the community.”

Social networking sites such as Facebook and Twitter make it possible to create virtual customer environments where interested online communities are built around particular brands, businesses, or goods. In Diving aside from this, social network has provided the users new ways to contribute in online social relationships. Social media, like online communities, is used by users to network with other users and create content (Soegoto et al., 2018). When the phrase "social network" was originally introduced, it was meant to distinguish between networks used for socialising among individuals and those used for business. Although the term "social networking" has been used to refer to more than just organising people into groups in the workplace, colleges, and high schools, the widely recognised meaning of social media is still associated with collaborating websites that give workers accessibility to communicate

with boards, chat rooms, and forums where teachers can engage in discourse with other users (Singh and Singh, 2018).

In order to accomplish the goals of spreading brands and promoting sales, many retailers decide to start promotional activities using certain SMP, motivating users to advancing data and request online friends. Instead of just being sent from vendors to customers, promotional material is shared more widely among them. Purchase intentions could be affected by a range of social and informational aspects of social contexts, such as exposure to the opinions and choices of other customers or even just the lives of friends via social media. Customers tend to congregate in social groups, which might have a stronger social impact on participants and mould their thoughts and actions (Lv et al., 2020). The creation of virtual communities by groups of people with similar interests is a major phenomenon of social media platforms. The term "psychological sense of community" (PSoC) describes how people feel about freely participating in social situations and telling others about themselves (Lyn and Kim, 2020). Hence the communities provide the operational enhancement for the developmental structure in reference to better classification for the orientated considerations respectively.

The development of community has multiple orientations and possibility with respect to the influencing the structure of psychological structure among the considered possibilities respectively. The responses have highlighted about the consideration of satisfaction among the consumers and in that specification the basis orientation is related to the context of trust and loyalty in relation to the consumer satisfaction respectively. The connection among customer-brand involvement and commitment characteristics, brand trust, and subsequent outcomes such as BL and WOM, is partially arbitrated by brand trust. Nevertheless, the relationship among the satisfaction variable of customer-brand engagements and BL and WOM through brand trust was determined to be statistically insignificant (Jain et al., 2018). Thus it provided the idea that effectiveness in the operational structure of consumer loyalty in the electronic-commerce industry is supported with the orientation of better classification respectively.

4.8 Summary

To summarise, the present chapter has examined the primary outcomes derived from the interviews and survey. The retrieved data was categorised as qualitative and quantitative, respectively, based on its nature. In light of this rationale, the researcher has used both thematic and statistical analytic techniques. The overall thematic analysis highlighted the consideration that on the main implementation the variable differences have been occurred on the primary context of specified orientations in relation to developmental constructs related to the consumer involvement. The consumer engagement further has been related to the structure of SMM in which the SMM strategies and the social media presence has been evaluated for the impact over the considered developments of the e-commerce sector in the UK. These further specify about the consideration of different structures in which the main association is related to the structure of multiple inclusivity with reference to the enhancement of developments in e-commerce sector. In conclusion, the responses of the interviews has demonstrated an idea that social media presence as well as SMM strategies have a significant and positive influence on the loyalty of customers. The responses demonstrate that upon customised advertisements, discussion groups, as well as bloggers and influencers reviews on certain product has resulted in increase customer loyalty. Consumers are more likely to buy and stay loyal to a brand which is specifically recommended by their favourite or preferred influencer.

Furthermore, the statistical analysis involved demographic analysis, descriptive, correlational as well as regression analysis. The demographic analysis analysed that male respondents are more active on social media than female respondents, indicating greater participation of male than female in survey questionnaire. Additionally, according to analysis, number of the participants were from the age group of 32-39 years old accounting for 50.5% whereas, frequency analysis of occupation indicated that most of the respondednts were employed as compare to students and self-employed. Furthermore, these employed participants were observed to be earning more tha 40,000 CZK among other age groups and monthly revenue groups.

The correlational analysis has highlighted about the structure in which the social media presence have moderate association within the consumer engagement, while on

the other hand the SMM strategies have a specified influence over the structure of e-commerce for the consumer engagement respectively. The relationship has evaluated as positive and direct and also the considered in respect to the significant impact as well. These aspect are highlighted from the consideration of regression analysis in which both independent variables have been evaluated to have a significant influence on the customer involvement. Thus on the main aspect the primary variable social network has a significant impact over the consumer involvement under the SMM strategies and presence as well.

5. Discussion and Recommendations

5.1 Discussion of findings

Social media has revolutionised E-commerce by permitting businesses to link with their customers (Choi and Thoeni, 2016; Song and Liew, 2018). This study has examined the complex relationship between social media marketing and E-commerce to govern how social networks affects customer involvements in the digital marketplace. The analysis shows social networks as a dynamic space for interaction, relationship-building, and trust, not just brand promotion. This exploration is relied on the notion that SMP help brands build and maintain consumer relationships. Humanising themselves through behind-the-scenes content, interactive marketing, and genuine consumer testimonials helps brands connect with their audience more deeply (Busalim, 2016; Singh and Singh, 2018). The findings have also emphasised transparency and authenticity in brand-consumer interactions as key to building trust and loyalty in E-commerce. It shows that brand authenticity, transparency, and social media responsiveness shape E-commerce consumer trust. This suggests that consistent, transparent, and genuine interactions gradually build trust, influencing consumer behaviour and increasing engagement and loyalty (Barreda et al., 2020; Schradie, 2020). The results show the importance of SMM in E-commerce. Brands need to use authentic, interactive, and personalised social media strategies to build trust, loyalty, and meaningful brand-consumer relationships (Busalim, 2016; Safia et al., 2019). These findings can help businesses use social media to improve their E-commerce strategies, navigate the digital landscape, and build lasting customer relationships.

A mixed-method study on SMM and customer involvement in UK e-commerce revealed complex findings. Qualitative analysis of interviews with e-commerce employees revealed the significance of social media in consumer insights. Participants responded a dynamic and interactive social media strategy builds consumer trust and brand loyalty. In modern e-commerce, brands need to be authentic and relatable. Qualitative insights from interviews with diverse e-commerce organisations stressed the importance of humanising brands. Moreover, it was found that offering behind-the-scenes looks at their operations, consumer testimonials, and interactive marketing

content helps brands connect with their audience (Sanchez-Casado, Artal-Tur and Tomaseti-Solano, 2019). Participants unanimously stressed the importance of humanisation in creating a genuine and relatable image, which resonates with UK e-commerce consumers. The research also revealed specific social media initiatives that have been highly effective in building trust and BL. The analysis also observed that 'Ask Me Anything' sessions helped companies communicate openly with their audience. These sessions allow company representatives to openly address consumer concerns, building trust and credibility by showing responsiveness and accountability (Ceyhan, 2019; Rossotto et al., 2018). Consumer feedback-driven campaigns also helped build trust and connections and companies create a relatable narrative for potential customers by sharing positive consumer experiences and success stories on social media. Consumers trust peer recommendations and endorsements, so customer reviews influence buying decisions. In addition, e-commerce marketers found influencer marketing appealing. Brands working with influencers who use and recommend their products can change consumer perceptions (Fetais et al., 2023; Ravaonorohanta and Sayumwe, 2020). Such endorsements increase brand reach and build trust among consumers who trust influencers' advice.

Combined, these social media initiatives improve e-commerce brand-consumer relationships. The quantitative research phase, which included a questionnaire survey, confirmed the qualitative findings that humanising brands and using interactive strategies consumer-centric campaigns, and influencer collaborations can strengthen relationships, build trust, and foster brand loyalty among UK consumers. The UK survey of e-commerce professionals confirmed that social media marketing strategies increase consumer engagement. These quantitative analyses supported the qualitative hypotheses, confirming that social media initiatives attract and retain consumer interest in UK e-commerce. The convergence of qualitative and quantitative findings highlighted key elements of social media marketing consumer engagement. These insights revealed several key factors for e-commerce companies using social media. Consumer confidence and repeat engagement depended on prompt and personalised responses to queries (Ceyhan, 2019; Rahman et al., 2018). User-generated content, interactive campaigns, and behind-the-scenes glimpses also help humanise brands and build consumer trust. It laid the groundwork for social media marketing's powerful

impact on consumer attention, loyalty, and engagement in the dynamic UK e-commerce sector (Ravaonorohanta and Sayumwe, 2020). E-commerce marketers can use these findings to improve their social networking strategies by creating authentic and interactive content to build lasting relationships with customers. The study emphasises adaptability to social media trends and consumer preferences for sustained consumer engagement and loyalty in marketing strategy.

5.2 Theoretical implications

Social media strategies and consumer engagement in e-commerce have several theoretical implications that add to the body of knowledge. Social media strategies and consumer engagement in e-commerce have several theoretical implications that add to the body of knowledge:

5.2.1 Relationship Marketing and Social Exchange Theory

The research strongly supports the Social Exchange Theory, which states that relationships, especially between consumers and brands, thrive on mutual benefits. The study's findings on social media's ability to build trust and loyalty in e-commerce support this theory. They emphasise the importance of brand-consumer interactions on social media. These interactions enable value exchange through informative content, responsive communication, or personalised engagement (Barreda et al., 2020; Pham et al., 2022). The findings also support Relationship Marketing theories, emphasising the importance of building long-term, value-driven consumer relationships. This study shows that e-commerce success depends on building and maintaining relationships beyond transactions. Brands can build meaningful relationships through personalised engagement and trust-building (Baptista and Oliveira, 2016; Panger, 2017). Such connections build consumer trust, loyalty, and commitment, ensuring brand success. These findings support Relationship Marketing theories by emphasising the importance of value-centric relationships in e-commerce.

5.2.2 Consumer Behaviour and Trust

This study helps explain digital consumer behaviour, particularly in e-commerce. The findings illuminate the complex dynamics of consumer trust in online brands. The research emphasises brand authenticity, transparency, and responsiveness in social media interactions as key factors that build consumer trust (Azizan, and Yusr,

2019; Moriuchi, 2019). These factors help build consumer trust in e-commerce brands. The study has emphasised the incremental nature of trust building in e-commerce, consistent with trust formation theories and also emphasises that brands and consumers build trust through consistent and authentic interactions (Amin et al., 2020). Brands can improve consumer perceptions by being transparent, authentic, and responsive on social media (Arghashi, Bozbay, and Karami, 2021; Lyu and Kim, 2020). Consumers gradually trust brands, which affects their behaviour and attitudes. These findings support trust formation theories, suggesting that genuine, reliable, and transparent interactions underpin digital trust. Brands that are trustworthy and responsive gain consumers' trust, which increases engagement and loyalty (Lv et al., 2020). Thus, the study illuminates the complex connection among consumer behaviour and trust formation and maintenance in e-commerce.

5.2.3 Tech adoption and engagement

Technology acceptance models are crucial to consumer engagement in e-commerce, according to this research. It shows how effective social network strategies increase consumer engagement, emphasising the significance of SMP alleged practicality and comfort of use. As per the Technology Acceptance Model (TAM), consumers often engage with brands when they view interactions on social networks as valuable, convenient, and user-friendly (Amin et al., 2020; Li and Ku, 2018). The study supports the TAM principles by showing that customers are driven to involve with e-commerce brands when their social networks interactions are meaningful and accessible. It emphasises perceived usefulness, suggesting that consumers will engage with brands if social media meets their needs or interests. The study also found that consumers engage with brands more on easy-to-use social media platforms. The research supports technology acceptance models, particularly the TAM, with empirical evidence. It suggests that practicality and comfort of influencing consumers' social network engagement with brands (Khan and Islam, 2017; Kungumapriya and Malarmathi, 2018). E-commerce brands need to emphasise the value and convenience of their social network interactions to motivate proactive and meaningful engagement with their target audience.

5.2.4 Brand Loyalty and Customer Relationship Quality

E-commerce brand loyalty depends on Customer Relationship Quality (CRQ), according to research. This study examines how SMM and CRQ boost brand loyalty (Kungumapriya and Malarmathi, 2018). These findings support the Relationship Quality Theory and show that strong social media relationships between consumers and brands build brand loyalty. E-commerce consumer perceptions and behaviors depend on CRQ, according to the study. This study shows how SMM activities improve CRQ and reinforce consumer-brand associations. This advises the brands that using social networking sites to connect with their audience have a positive impact on CRQ dimensions (Arghashi, Bozbay, and Karami, 2021; Karampela, Lacka and McLean, 2020). The study follows the Relationship Quality Theory, a marketing and consumer behaviour framework. It supports the theory that consumer-brand relationships, particularly those on social networks, are crucial to brand loyalty (Jibril et al., 2019). This emphasises the significance of prioritising social network-based customer relationships for building BL in the highly competitive e-commerce landscape.

These theoretical implications show how social media strategies, consumer behaviours, relationship dynamics, and technology acceptance in e-commerce are linked. They reveal how effective social media engagement strategies build and maintain strong consumer-brand relationships, boosting brand loyalty and engagement.

5.3 Practical Implications

The research suggests ways for e-commerce companies to boost consumer engagement, trust, and brand loyalty on social media.

5.3.1 Customised social media strategies

The research gives e-commerce companies a chance to rethink their social media strategies. Tailoring social media content to consumers' personal and relatable levels is crucial. Companies can humanise their online presence by focusing on authenticity and interactivity, breaking down barriers to connect with their audience (Javid, Nazari and Ghaeli, 2019). Behind-the-scenes narratives reveal the brand's values, ethos, and processes, making consumers feel more connected and engaged. Sharing real-life

consumer testimonials builds credibility, trust, and community among potential buyers (Jain, 2018; Javid, Nazari and Ghaeli, 2019). The study emphasises interactive marketing, suggesting that consumer engagement involves meaningful dialogues rather than just broadcasting content. 'Ask Me Anything' sessions, where company representatives answer consumer questions, foster open communication (Ibrahim and Aljarah, 2023). The research also supports consumer-driven campaigns and influencer collaborations to increase brand loyalty. Collaboration with authentic influencers who share the brand's values can increase brand loyalty and engagement by building trust and credibility. These findings can help businesses create audience-pleasing social media narratives.

5.3.2 Personalisation and Responsiveness Investment

E-commerce consumer loyalty is built through personalised engagement and fast response, according to the study. These crucial findings show that companies need to strategically invest in audience-relevant interactions. Social media analytics must be used to understand consumer preferences, interests, and behavior (Hudson et al., 2016; Ibrahim and Aljarah, 2023). Researchers recommend using social media data to curate content and tailor offerings to target audience preferences for more nuanced consumer engagement. Analysing this data helps businesses personalize customer interactions. This study stressed the importance of quick and personalised social media responses to consumer inquiries and concerns. Digital consumers expect fast, personalized service, and research shows that timely customer service solves problems and shows the brand's commitment to customer satisfaction (Greenwood, Perrin and Duggan, 2016). Quick responses demonstrate attention and dedication, which boosts digital consumer trust and loyalty. The study found that in the digital age, businesses must prioritise quick and tailored responses to build customer loyalty. Social media lets companies quickly respond to customer inquiries, offer customised solutions, and provide real-time support. These interactions make customers feel valued and understood, which boosts trust and loyalty. The findings also suggest targeting social media consumers with content and offers. Product recommendations, personalised messages, and exclusive deals can improve customer satisfaction (Gao et al., 2018). The brand values and engages customers with this personalised approach. Thus, customers are usually developing BL and affinity, resulting in repeated engagement

(Fetais et al., 2023). Research emphasises personalisation and responsiveness. In the competitive e-commerce landscape, using social media data and responding to consumer needs can strengthen relationships with customers, build brand trust, and foster lasting consumer loyalty.

5.3.3 User Experience and Technology Integration

The study's findings that effective social media strategies increase consumer engagement emphasise the need for businesses to integrate technology and user experience into their digital ecosystems. Today's digital landscape relies on SMP to connect brands and customers, making seamless and user-friendly experiences essential (Felix, Rauschnabel and Hinsch, 2017). A multifaceted approach is used to integrate technology and design elements that engage and add value to consumer interactions. Brands need to create intuitive and user-friendly social media interfaces, according to the research. Businesses also need to make it easy for customers to navigate content, use features, and find information. A user-friendly interface encourages users to stay on the platform and interact with the brand's content (Effing and Spil, 2016). According to the TAM, the study recommends a user-centric approach that prioritises alleged practicality and comfort of use. Brands can improve their platforms' perceived utility by adding value to consumers' social media interactions. Include interactive tools, personalised recommendations, or exclusive offers tailored to individual preferences (Felix, Rauschnabel and Hinsch, 2017). Optimising these platforms for easy navigation, accessibility, and responsive design can drastically improve the user experience, making the consumer journey more pleasant (Fetais et al., 2023). The findings also emphasise the need to optimise and improve social media platforms to meet changing consumer expectations. Businesses need to familiarise altering customer preferences and maintaining consumer engagement and satisfaction requires updating and refining the technological infrastructure and user interface based on user feedback and emerging trends (Dieck et al., 2017). Thus, technology integration and user experience drive social media consumer engagement, according to the study. By prioritising intuitive design, usability, and value-added features, businesses can meet modern consumers' needs and increase engagement and loyalty.

5.3.4 Build Relationships and Be Transparent

The research emphasises the importance of transparent and authentic social media interactions for businesses seeking long-term audience engagement. This approach emphasises transparent, authentic, and genuine communication in relationships (Chen, 2017). Brands intentionally share compelling narratives, respond quickly and transparently to consumer feedback, and actively engage consumers in meaningful brand conversations. In the digital world, consumers value brands' transparency and honesty. On social media, companies that share authentic stories, behind-the-scenes footage, and candid insights are more likely to build credibility and trust (Busalim, 2016; Dulabh et al., 2018). Honest communication creates authenticity, which connects consumers to the brand. Additionally, prompt and honest responses to consumer feedback and questions build trust and brand credibility. This involves actively listening to customers, acknowledging feedback, and committing to transparent problem-solving (Fetais et al., 2023). Brands demonstrate accountability and genuine interest in their customers' opinions by encouraging open dialogue, and fostering community involvement and belonging. The research stresses the importance of consumer engagement in brand conversations. This inclusive approach lets consumers share their thoughts, opinions, and experiences. When consumers feel valued and heard, they form a deeper emotional connection with the brand, increasing loyalty and advocacy (Choi and Thoeni, 2016). This sense of community on social media fosters openness, mutual respect, and shared values, which help brands and consumers form lasting relationships. In essence, transparent and authentic social media interactions build meaningful brand-consumer relationships (Ceyhan, 2019). In the competitive digital landscape, businesses can build trust, long-term engagement, and brand loyalty by promoting openness, honesty, and genuine communication.

Hence, the research suggests tailored, responsive, technology-driven, and relationship-centric social media strategies to help businesses build stronger consumer relationships and brand loyalty in e-commerce.

5.4 Recommendations

5.4.1 Customised engagement plans

Personalised engagement strategies are key to using social media in e-commerce. The study emphasises the importance of tailoring content, offers, and interactions to specific customer segments' preferences and behaviours (Li and Ku, 2018). Moving forward requires a deeper exploration and implementation of highly customized engagement methods. The key is to use social media insights to better understand and serve different customer groups' needs and preferences. It is recommended to dig deeper into interactive campaigns to boost customer engagement and brand loyalty. Live Q&A sessions and immersive social media contests can improve two-way communication. These campaigns foster community by encouraging audience participation (Lin and Ho, 2018). These interactions boost brand-consumer engagement and strengthen bonds. By nature, these initiatives spark dialogue, facilitate feedback, and create a sense of belonging among customers, deepening their brand connection. Understanding consumer behaviors and preferences should also guide more complex engagement strategies (Lin and Wang, 2023). Businesses can create audience-relevant content, offers, and experiences using social media data. Businesses can leverage consumer decision-making psychology to boost conversions and loyalty by focusing on these strategies. E-commerce companies will change how they connect with their target audience by doubling down on personalized social media engagement (Lv et al., 2020). Interactive campaigns and targeted content are essential to building stronger customer relationships. As businesses enter this space, data-driven insights will help create a more effective and long-lasting e-commerce engagement strategy.

5.4.2 Privacy-Customisation Balance

The study highlights a key issue in modern e-commerce: balancing user privacy and experience customisation. Privacy policies and data protection need to be prioritised as businesses navigate personalised engagement. Achieving this balance requires proactive, transparent communication about using consumer data for personalised experiences. Moving forward, consumers should be aware of how their data is used and assured of its security through strict security measures (Li and Ku, 2018). Privacy policies need to be carefully reviewed and reinforced to maintain this balance. Data usage practices also need to be clearly stated. Businesses need to

disclose how they collect, store, and use consumer data to personalise experiences. Additionally, explicit consent mechanisms should be implemented to ensure consumers actively consent to personalised initiatives (Karampela, Lacka and McLean, 2020). These steps build trust and credibility by assuring customers of their data's ethical use. Business communication strategies are crucial to this balance and communicating complex privacy policies to consumers in a simple, non-technical manner is also important. Consumer understanding and trust in data usage practices can be improved by using simplified privacy notices or interactive guides. User-friendly consent mechanisms like clear opt-in choices and granular preferences help consumers manage their data-sharing preferences (Jibril et al., 2019). Businesses are recommended to prioritise keeping up with privacy regulations and compliance standards. Being proactive and adaptable to data protection law changes will ensure compliance and boost consumer confidence in the brand's data security and privacy efforts. Establishing strong data handling protocols and conducting regular audits and assessments can also boost privacy credibility (Greenwood, Perrin and Duggan, 2016). The future of e-commerce depends on balancing personalisation and privacy. Businesses are recommended to foster privacy and customisation. Transparent communication, strong data protection, consumer education, and regulatory adaptation are needed to reach this equilibrium (Dulabh et al., 2018). By prioritising consumer trust and data privacy, businesses can build stronger customer relationships and sustain digital market engagement and loyalty.

5.4.3 Building Community Strength

In the fast-paced world of e-commerce, building a strong social media community boosts brand loyalty and customer engagement. Future initiatives encourage user participation and contribution to foster a sense of community. These digital communities can benefit from user-generated content, customer stories, and interactive participation (Choi and Thoeni, 2016). This participatory approach increases user engagement and brand loyalty by creating an emotional connection between customers and the brand. Encourage user-generated content to strengthen community building. Having customers share their experiences, insights, and feedback in these digital spaces can enrich the community. User-generated content shows brand advocacy and authentically connects with potential customers, influencing their

perceptions and building trust (Chen, 2017). Moreover, active engagement and ongoing conversations in these communities can boost brand loyalty. Brands can build long-term relationships with customers by making them feel heard, valued, and connected. Providing real-time customer support via social media is also crucial. These platforms show the brand's dedication to customer satisfaction by responding quickly to inquiries. This prompt response to customer needs resolves immediate issues and builds brand trust and loyalty (Bilgin,2018). Brands are recommended to encourage active participation with live sessions, exclusive previews, and interactive forums. These initiatives encourage two-way communication and real-time brand engagement. Such initiatives increase engagement and allow customers to voice their opinions, fostering community co-creation and inclusivity (Azizan and Yusr, 2019). Thus, e-commerce success depends on building vibrant and inclusive social media communities. By encouraging users to contribute, engage, and feel valued, brands can build brand loyalty and advocacy through emotional connections (Arghashi, Bozbay, and Karami, 2021). User-generated content, community belonging, and seamless customer support in digital spaces boost community engagement and brand-consumer relationships.

5.4.4 Continuous Data Analysis

Social media metrics and customer feedback analysis are essential for e-commerce success in the ever-changing world. To evaluate marketing strategies and campaigns, these key indicators are recommended to be monitored regularly. Regular assessments provide insights into initiative performance, helping businesses make informed decisions and optimise their approaches (Amin et al., 2020). Companies understand their marketing's impact and reception by regularly assessing social media metrics. Engagement rates, click-through rates, conversion rates, and audience demographics are useful. These insights help businesses determine which campaigns work best and which need improvement. Monitor customer feedback across social media channels for qualitative data (Arghashi, Bozbay and Karami, 2021). It reveals customer opinions, preferences, and concerns. Customer feedback, reviews, and inquiries help businesses understand customer needs and expectations. Quantitative metrics and qualitative feedback provide a complete picture of customer satisfaction, perceptions, and behavior. Continuous data analysis allows strategies to adapt to

consumer behavior trends (Armstrong, 2019). Businesses can quickly spot trends, consumer sentiment, and market dynamics through proactive monitoring. This agility lets them change strategies, seize opportunities, and meet customer needs quickly. Real-time data investigation assists the companies to make informed decisions and enhance dynamically. Companies can improve their approaches, personalize interactions, and tailor offerings to customer preferences by using social media insights and customer feedback. This iterative process keeps marketing strategies relevant, resonates with target audiences, and drives engagement and conversions (Amin and Bhuyian, 2019). Thus, continuous data analysis in e-commerce promotes informed decision-making and adaptive strategies. Quantitative metrics and qualitative customer feedback help businesses track market changes, adapt to changing consumer behavior, and improve their strategies. This ongoing assessment ensures marketing relevance and resonance and strengthens customer relationships.

5.5 Chapter Summary

This study concludes with a summary of its findings and contributions. The chapter begins by reviewing the primary research objectives, emphasizing E-commerce social media presence and consumer engagement. It explores consumer perceptions, trust-building, and social media's brand loyalty impact. This chapter concisely summarizes the study's methodology. It stresses the importance of qualitative interviews and quantitative surveys in understanding E-commerce consumers' social media habits. The chapter summarizes the research's main findings on how authentic content creation, personalized engagements, and interactive strategies affect consumer trust, brand loyalty, and engagement on social media. For long-term digital brand-consumer relationships, it emphasizes transparency, responsiveness, and user-centric experiences. The study supports the Social Exchange Theory, Relationship Marketing, Trust Formation, and Technology Acceptance Model. These theoretical connections support E-commerce and social media marketing consumer behavior and relationship dynamics research. Practical advice from research concludes the chapter. To increase E-commerce consumer engagement and brand loyalty, these recommendations emphasize tailored social media strategies, personalized interactions, technological integration, and transparent communication.

6. Conclusion

In conclusion, this Diploma Thesis has aimed to investigate the role of Social Media Marketing (SMM) in the E-Commerce sector, specifically focusing on its impact on consumer engagement. The primary objectives were to analyze the existence of social media in the E-Commerce landscape, understand customer involvement through social media marketing strategies, and examine how these strategies contribute to increasing consumer loyalty in the E-commerce industry within the UK.

The research methodology employed a mixed-method design, incorporating both empirical and non-empirical research approaches. The empirical research involved a quantitative study design, utilizing a questionnaire survey distributed among individuals from various E-Commerce organizations in the UK. The data collected in numerical form was then analyzed using statistical techniques such as correlational, regression, and descriptive statistics through the SPSS software. This quantitative approach aimed to provide a comprehensive understanding of the relationship between social media promotion and customer attention in the E-commerce industry.

On the other hand, the non-empirical research section adopted a qualitative research design. Primary qualitative data was gathered through interviews with participants from E-commerce organizations in the UK, offering insights into the relationship between SMM and consumer loyalty. This qualitative data facilitated the development of hypotheses, which were subsequently tested empirically in the empirical research phase.

The findings from both empirical and non-empirical research have contributed to a deeper understanding of the dynamics between social media presence and customer engagement in the E-commerce sector. The research has shed light on how SMM strategies can be effectively incorporated to enhance consumer loyalty. Moreover, the study has provided valuable insights into consumer perceptions of social media advertising in the context of E-Commerce.

The study objectives were explored using the the multifaceted aspects of SMM in the E-Commerce industry. The combination of quantitative and qualitative research methodologies has allowed for a comprehensive analysis, providing valuable contributions to both academic knowledge and practical implications for E-Commerce businesses in the UK. The results and recommendations drawn from this research can serve as a guide for E-Commerce practitioners looking to optimize their social media strategies for increased consumer engagement and loyalty.

This research aimed to explore the relationship and impact of Social Media Marketing (SMM) on electronic commerce, focusing on variables such as social network presence and SMM strategies. The mixed research design, incorporating interviews and a questionnaire survey, provided a comprehensive understanding of the perspectives of social media experts and experts in consumer loyalty.

The quantitative analysis, including correlational and regression analyses, revealed significant associations between SMM tactics, social network presence, and customer engagement in the e-commerce sector in the United Kingdom. The study found that both variables, SMM and social network presence, play a crucial role in developing customer involvement and loyalty. Efficient SMM tactics and a strong social media presence were shown to have a notable influence on consumer engagement.

The study contributes valuable insights into the significance of SMM and social network presence in shaping customer involvement and loyalty in the e-commerce sector. The findings support the idea that social media plays a crucial role in the development of a loyal customer base and emphasizes the importance of continuous efforts in community development for sustained success in the digital marketing landscape.

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8. List of pictures and abbreviations

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8.3 List of abbreviations

- SIEM:** Security Information and Event Management
- SMM:** Social Media Marketing
- CBPT:** Consumer-Brand Promise and Trust
- CBL:** Consumer Brand Loyalty
- OBBC:** Online Brand Communities

SMPs: Social Media Platforms
eWOM: Electronic Word of Mouth
EDI: Electronic Data Interchange
FMCG: Fast-Moving Consumer Goods
SMP: Social Media Platform
WOM: Word of Mouth
ROI: Return on Investment
CMO: Chief Marketing Officer
SMO: Social Media Optimization
B2B: Business-to-Business
AR: Augmented Reality
MSI: Marketing Science Institute
CE: Customer Engagement
KPI: Key Performance Indicator
CZK: Czech Koruna (currency)
BL: Brand Loyalty
PSoC: Psychological Sense of Community
TAM: Technology Acceptance Model
CRQ: Customer Relationship Quality
Q&A: Question and Answer

Appendix

Questionnaire

Demographics

- **Age:**
 - 25-32
 - 32-39
 - Above 40

- **Gender**
 - Male
 - Female

- **Qualification**
 - Undergraduate
 - Graduated
 - Post-graduate

- **Occupation**
 - Student
 - Employed
 - Self employed
 - Other occupation

- **Monthly income**
 - 10.000 CZK or less
 - 10.000 - 15.000 CZK
 - 15.000 - 25.000 CZK
 - 25.000 - 45.000 CZK
 - More than 45.000 CZK

Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Independent variables					
1. Social Media Presence					
I find the e-commerce company's interactions with users on social media to be positive and engaging.					
The social media presence of the e-commerce company has positively influenced my perception of the brand.					
The content shared on social media platforms by the e-commerce company is relevant and interesting.					
2. Social Media Marketing Strategies					
The e-commerce company's use of influencers on social media is effective in capturing my attention.					
The e-commerce company's social media contests and promotions are appealing and					

encourage my participation.					
The overall social media marketing strategies of the e-commerce company contribute to a positive brand image.					
Dependent Variable					
1. Customer Engagement					
The e-commerce company's social media presence makes me feel more connected to the brand.					
I frequently interact with the e-commerce company's posts on social media.					
I often share or comment on the e-commerce brand's content on social media.					