

The Digital Connection: Investigating Consumer Engagement Dynamics with Retail Brands on Social Media

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Given how much time people spend on social media, it has attracted a lot of attention. Retail businesses have been encouraged by this to alter their marketing plans and interact with customers on social media. Promoting new items and strengthening relationships with customers are two benefits of consumer interaction for retail businesses. Even while a number of research studies have examined consumer involvement, few have examined how consumers interact with retail businesses on social media. Therefore, the purpose of this study is to investigate how consumer involvement and intention to interact with retail firms on social media relate to each other. The Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA) were utilized in this study to investigate these connections. A quantitative method and an online poll were used to gather data from 50 social media users in Lahore city. Software called the Statistical Package for Social Science (SPSS) has been used to analyze data in order to determine variables, demographic data, and the relationships between the variables. This study aids consumers and retailers in raising knowledge of social media user involvement. Perceived enjoyment, peer communication, and perceived usefulness toward intention to engage are all at an average level, according to the data.

1. Introduction

An enterprise social network (ESN) is a web-based platform that enables coworkers to communicate with one another via messaging and to use broadcast messages to notify the entire company of news. As a result, ESN is being used by many firms as a platform to enhance employee interaction. Several strategies, such as management intervention, have been employed to promote ESN adoption, as suggested by Adamson (2014) and Musendo et al. (2025). Employee participation in ESN is encouraged through management involvement (Yuan et al., 2013; Chader et al., 2022). Furthermore, one way to improve ESN participation in an organization is by managerial intervention.

Digital marketing has emerged as a result of consumers of retail businesses using social media more frequently (Rodgers & Thorson, 2018; Dolega et al., (2021). This transpires when a customer engages with a merchant via social media to acquire further information about the products they intend to buy. The connection between customers and retail enterprises is referred to as consumer engagement (Tarhini et al., 2018; Zheng et al., 2022). Retail enterprises must engage with customers to enhance their relationship. A limited cohort of marketing and information systems researchers has identified that online interactions can affect consumer purchasing behaviors, product sales, and product evaluations. Retailers today acknowledge the significance of customer engagement, especially on social media, due to the increasing number of social media users (Hall-Phillips et al., 2016; Vinerean & Opreana, 2021).

In the digital age, technology-driven platforms have changed the way businesses communicate and work together in a big way. Enterprise Social Networks (ESNs) are now an important strategic tool for firms to improve communication, get employees more involved, and build a culture of working together (Musendo et al., 2025). An ESN is a web-based communication tool that is meant to be used at work. It allows workers communicate messages and make announcements right away (Kazemian & Grant, 2022). These platforms are created for businesses, although they frequently have features that are comparable to those of public social networking sites (Zheng et al., 2022). Enterprise Social Networks (ESNs) are not like other business communication tools since they are more open and fairer. They make it easier for information to move between all levels of the firm. ESNs make the workplace more open by letting people talk to each other and share information in real time (Liu et al., 2023). They also make it easy for people to give and get feedback and work together across departments. These systems also help employees stay focused on the company's goals and objectives by keeping them informed about new policies, ongoing projects, and strategic decisions.

One of the best things managers can do to make sure that ESNs are utilized well and for a long time in the workplace is to become involved (Liu et al., 2023). One of the most important things to persuade employees to utilize these platforms and remain using them is for leaders to be involved. When managers talk to employees, post updates, thank them for their work, and reply to criticisms, they make the workplace more open and friendly. This involvement from the top-down shows employees that the platform is not only authorized, but also very important to the highest levels of the firm (Vinerean & Opreana, 2021). Also, having managers in these networks helps employees trust one other, which makes it easier for everyone to talk to each other in a secure and friendly place. There have been a lot of approaches to persuade more



individuals to join ESN, but the greatest ones have been executive sponsorship and management intervention (Zheng et al., 2022).

This helps them build their brand and get customers to come back for more. Right now, businesses can use Facebook, Instagram, Twitter, and TikTok to make their brands more relatable, tell fascinating stories, and meet client needs (Wright, 2021). Recent studies in marketing and information systems have shown that how people act online can affect how they buy, sell, and review items. These interactions not only illustrate what customers like, but they also influence what they like. For instance, a well-written social media post that displays a product being used, together with real user evaluations and timely comments from the firm, may make the product appear like a better deal and change the buyer's mind (Khanom, 2023). When people pick what to buy, they are relying more and more on what their friends say and what they read online. This makes it even more important to get people to say good things about your business online.

Businesses that use social media to promote themselves can give their customers unique experiences, get more people to visit their websites, and, in the end, increase sales. It's also important to remember that talking to people online isn't simply about earning sales (Vinerean & Opreana, 2021). It has customer service, crisis management, and brand monitoring, which are all important parts of a complete digital marketing campaign. More and more people use social media to complain or ask for help, and how a business handles these problems can have a big impact on its reputation for a long period. You may also interact with people outside of work by being open, nice, and a good role model, just like you do at work (Zheng et al., 2022). When employees work together and their managers are involved, they are more inclined to use internal networks. Also, clients are more likely to use outside platforms if a firm is open, honest, and cares about the community. Companies who regard these tools as more than simply tech and as opportunities to improve their culture and strategy are better suited to handle the problems that come with the digital age. By encouraging workers to talk to each other and offering each person their own. Through customer involvement, companies can build value ecosystems that are flexible, robust, and closely aligned with the goals and needs of their stakeholders.

According to a Pakistani Multimedia poll, 90% of social media users get in touch with stores, making retail one of the most common industries using social media to communicate with their customers. Based on the data, social media can assist retailers in more easily promoting their new products because it provides unique features that traditional media cannot (Palmatier et al., 2017; Kozlenkova et al., 2021). Retail enterprises must be active on several of the most popular social media platforms accessible today, since consumers are spending more time on social media in search of user comments and recommendations (Haslehurst et al., 2016; Hazlehurst et al., 2023). Several intention-to-participate components have been studied in the past (Ahmad, 2018). Bianchi and Andrews (2018), for example, looked at the main factors that influence people's intention to engage with retail companies on social media, such as perceived utility, perceived enjoyment, compatibility, credibility, and peer communication. This study focuses on three criteria since they seem to be more significant given the research topic and area: perceived utility, perceived enjoyment, and peer communication. Many tactics have been used to encourage customer contact with retail companies (Shin & Pathirage, 2017; Salim & Hasan, 2021). According to Tarhini (2018), social media is one of the popular marketing techniques that may help companies interact with and understand their clients'

demands.

However, in order to reap the benefits of social media, it must be used properly (Tarhini et al., 2018). According to a small number of studies, marketers encounter a number of difficulties when trying to boost customer engagement on social media, including figuring out how well their digital marketing tactics work to strengthen customer relationships, and how to use social media to grow their businesses (Scheinbaum, 2016). Product proliferation presents additional difficulties in improving customer involvement because of the intense rivalry that might impact organizations (Zhang & Mao, 2016). Because devoted customers typically stick with the brand they typically use, this has made it challenging for merchants to foster brand loyalty (Siali et al., 2017). Despite the fact that social media and consumer involvement have been the subject of several studies, few of these studies have examined subdimensions of consumer engagement, such as perceived utility, peer communication, and enjoyment. Furthermore, the majority of research focused on Malaysia's banking, logistics, and automotive industries, making it challenging to locate studies that examined the country's consumer engagement environment (Ahmad, 2018; ; Dolega et al., 2021).

1.1 Research Objectives

- (i) To ascertain the degree of customer involvement with retail companies' social media accounts.
- (ii) To assess the connection between customer involvement and the desire to interact with retail companies on social media.

Social media users from Pakistan were the target audience for this study, which was carried out there. Questionnaires were employed as the research tool in this quantitative investigation. Pakistan is among the top users of social media, which is why Pakistani social media users were chosen.

Future studies will benefit from this study's understanding of the connection between customer engagement and intention to interact with retail firms on social media. Additionally, this study can assist management of retail businesses in improving their experiences and building connections with customers that will benefit the company as a whole. Finally, this study can assist customers in making the best purchasing decisions and enhance their interaction with retail businesses.

2. Literature Review

2.1 Consumer Engagement

Silverman (2016) describes consumer engagement with retail brands on social media as behavioral manifestations that may encourage customers to stay in touch with the businesses. Conversely, Gueslaga (2016) defines customer engagement as the choice to actively participate in social media feedback. The quick development of new technologies has allowed customers to freely communicate with retail businesses in order to make wise purchasing decisions. This is due to the fact that while purchasing goods or services from retail businesses, customers can interact with them on social media platforms (Ahmad, 2018). Zhu and Chen (2015) define consumer engagement as the interaction between customers and a retail company that may be

developed into positive customer engagement and brand value development to encourage customers to purchase the company's products.

The topic of consumer involvement has been studied and used by marketing professionals for a long time. They have looked at its definitions, causes, barriers, and things that make it possible. Marketing literature suggests that customer engagement stems from how customers interact with and help build things with companies. Some experts suggest that engagement is the emotional and behavioral connection a client has with a firm. A firm has an advantage over its competition when its customers are more engaged. Some people add to this by adding that consumer interaction also includes things that go beyond the usual ways of making decisions, such as picking a brand, submitting a review, or looking for information. Also, the link between a company's value proposition and the experiences it gives its consumers has been demonstrated to be a key component of why people buy from them. There is now a five-stage model of customer participation that includes the first purchase, the next purchases, the desire to refer, the willingness to buy across categories, and the brand advocacy. You should know these stages of the product lifecycle because customers interact with a product at every point of its life, and the depth of the customer-firm relationship affects this. Businesses may now talk to their customers in real time in innovative ways because so many people utilize social media. A lot of researchers, especially those who work with information systems, are very interested in how customers engage with one another in digital and interactive environments because of this rise. There are three main techniques to get people interested in your brand on social media: triggered, personalized, and persistent. The goal of a persistent strategy is to always be in touch with customers. Personalized interactions that take into consideration past behavior, preferences, and the history of the relationship are some instances of customized strategies. Triggered approaches try to find ways to work with customers to improve things based on their actions.

According to research, businesses that are engaged on social media get more referrals, do better, and build stronger brand loyalty. A lot of the time, people used surveys to figure out and rate how involved a client was by looking for emotional or cognitive connections with things. But now that social networking sites, user-generated material, and recommendation algorithms are more common, the focus has switched to how people behave online. Because of this, the definition of consumer involvement has shifted to include volunteer contributions of resources that aren't transactions but nonetheless focus on a company or brand. Even though the notion has changed, many assessment methods still employ old-fashioned survey-based proxies. You can see how much clients utilize social media by counting the likes, comments, and shares they get. We still don't know the best way to check and measure how people participate and co-create content on these sites.

This study addresses this issue by presenting a comprehensive formative framework for engaging customers in social media. The aim is to utilize a composite indicator to find out how interested people are by adding up all the likes, comments, and shares that a specific social media post gets. This idea makes it easier and faster for firms to find out how well their marketing is working. It also makes adaptive marketing possible since it lets companies swiftly change and improve their content, which helps them connect with customers more quickly and strongly.

2.2 Social Media

Agyapong (2017) asserts that social media constitutes a form of electronic communication that integrates microblogging and social networking platforms. People create online communities to talk about things that can help them decide what to buy, like ideas, facts, private messages, and other things. Farook and Abesyssekara (2016) suggest that people utilize social media to meet new people and stay in touch with old ones. Social media can help stores find their best clients and establish connections that stay (Farook & Abesyssekara, 2016). More people using social media makes people more inclined to desire to utilize it (Tarhini, 2018). Stores should make the most of every chance they get to make their business better (Zhu & Chen, 2015). Social media has changed the way businesses talk to their customers. They don't even have to chat or meet in person a lot of the time. When a product or service is shown graphically or through user-generated content, different people may have different experiences with it. Customers can respond to this contextual message in a number of ways, such as by buying something, buying it again, or not buying anything at all. People's want, what they already know, how they feel about the brand, how loyal they are to it, how much they think it is worth, what other people say about it, and how much demand there is for it all affect how they react.

One of the best methods to convince individuals to change how they act is through social media marketing. This field of study looks at how people's social networks affect the way they shop. How successfully a business connects with clients on social media has a big effect on how much money it makes. Trust and emotional resonance are the two things that have the largest effect on how people respond online. Social media is a strong instrument that not only makes it simpler to talk to people, but also has a major effect on how customers respond. Social media is a key aspect of marketing these days since it gets people engaged, connects them with brands, and affects their friends. There are both beneficial and bad repercussions on businesses who want to do well online.

2.3 Intention To Engage Through Social Media

Social media has changed a lot over the years, and now it's a big part of our lives and how businesses run. Selling things on social media is a big step forward, especially in countries where more and more people are utilizing technology. This change is making the market more dynamic and focused on customers. Customers can also read reviews and comments on social media, which are quite helpful when they are trying to make a decision. The way individuals act is very much determined by how they feel about the product and how well-known the person who suggested it is. The two elements that have the biggest impact on how people act online are trust and emotional resonance. Social media is a powerful tool that not only makes it easier to talk to people, but also has a big impact on how customers behave. Social media is a big part of modern marketing since it gets people interested, links them to brands, and has an effect on their friends. It has both good and bad effects on firms who desire to do well online. Accordingly, a number of characteristics, including perceived utility, peer communication, and enjoyment affect the desire to use social media (Bianchi & Andrews, 2018).

In the last few decades, improvements in technology, especially in internet and web-based apps, have helped businesses do better. The growth of digital platforms has made it

possible for people to communicate with each other in new ways, especially through social media. This has led to new ways of communicating and connecting. Corporate investment in digital commerce infrastructure, such as building websites and adding social media features, has led to significant increases in business results. Because of this, digital skills are frequently seen as strategic assets that need careful resource allocation. Because social networking technologies are changing so quickly, more and more firms are making social media marketing a major priority. They desire to fulfill their business and strategic goals, which is why. More and more businesses are creating and keeping social media sites to provide content related to their brands in order to get more people to know about their brands and become customers. A lot of firms today use social media in their marketing strategies since it lets them talk directly to both current and future customers. Organizations can find out what their audiences like and change how they send messages to get more people to participate in these medium.

Social media platforms are useful tools for customer involvement and co-creation in the fields of innovation and product development. Businesses can better customize offerings that meet customer expectations by utilizing client emotion and feedback. As a result, assessing how social media is used to promote consumer goods, especially in the food and beverage industry, becomes a pertinent and topical research goal. One of the most effective strategies in digital marketing has been social media marketing, especially for companies that provide goods and services in a variety of industries. Because so many people throughout the world are using these platforms, they are now a simple and cheap way to connect. A lot of research has been done in areas like politics, healthcare, and retail, but not as much has been done in the hospitality industry, and much less in the food and beverage industry. So far, most of the research on hospitality has been about hotel brands. It examines the impact of user happiness and engagement on consumer loyalty and the effectiveness of brand communities.

There are not many studies that have looked at how specific restaurants or local situations use social media in the food and drink market. Research utilizing text analytics has investigated consumer sentiment and evaluated the merits and drawbacks of digital strategies for small enterprises. Nonetheless, there remains a considerable deficiency in research concerning the systematic evaluation of social media utilization as a mechanism for extensive food and beverage product promotion. Because this business is so competitive, you need to know a lot about how digital engagement affects how people act in order to come up with good marketing plans.

Marketing experts argue that adopting social media can help a business do better, but it's still hard to know what digital activities really do. There is presently no universally accepted approach for delineating or quantifying active social media contact, especially for the marketing of food and beverage items, despite a growing body of research on consumer engagement across several industries. Researchers have looked into the idea of active engagement, but they don't know much about how highly engaging content affects measurable business results like sales. The goal of this study is to find out what makes a social media post very engaging and whether that engagement is linked to better commercial success in the food and drink industry. The study is directed by two principal research inquiries: (1) What are the most important parts of a social media post that gets a lot of people interested? (2) How much

do these things help companies that sell food and drinks make more money?

Theoretical Background

Several theories, including the Theory of Reasoned Action (TRA) model, the Technology Acceptance Model (TAM) (Davis, 1989; Fishbein & Ajzen, 1975), the Theory of Planned Behavior (Ajzen, 1991), and the Motivational Theory (Deci et al., 1991), have been employed by a small number of researchers to investigate social media engagement. Numerous studies have employed all of the hypotheses to explain why people use social media. The two theories—TRA and TAM—have been selected for this study in order to investigate the connection between the consumer engagement component and the intention to interact with retail firms on social media.

According to TRA, a person's behavior is driven by how they feel about carrying out that behavior and how much they value each of those outcomes (Fishbein and Ajzen, 1975). According to Reiter et al. (2016), TRA that focuses on attitude toward behavior evaluates behavioral performance overall as well as subjective norms, or expectations that other significant individuals have of the person exhibiting the desired behavior.

Davis (1989) modified the TRA model to create the Technology Acceptance Model (TAM), which theorizes users' behavior about computer technology usage and classifies the TRA attitude into two variables: perceived usefulness (PU) and perceived ease of use (EU). Reiter et al. (2016) found that the TAM model is a good way to look at how people shop and act in new situations, like on social media, when they shop online, and when they shop online.

2.4 Relationship Between Consumer Engagement and Intention to Engage with Retail Firm Social Media

The research paradigm for this study, based on the TRA and TAM models (Bianchi et al., 2018), incorporated two new variables: perceived satisfaction and peer communication. This study encompasses three dimensions of independent variables: perceived utility, peer communication, and enjoyment, alongside one dependent variable: desire to engage. The next sections will explain these factors.

(i) Perceived Enjoyment

Rodgers and Thorson (2017) characterize perceived enjoyment as a condition of flow, pleasure, and satisfaction derived from engagement with a medium. A major sign of People use the information system because they think it will make them happier (Neama et al., 2016). A prior study indicated that users are more inclined to interact with social media if they find it enjoyable (Choon Yin & Sharma, 2015). In today's digital world, which is getting more connected every day, social media is a really important way for kids to meet friends, study, and think about jobs they might want to do. Teenagers don't just watch and read digital information; they also make it and join online networks to meet their social and intellectual demands. Because of this, the lines that used to separate work, school, and play are starting to blur. This is making life every day smoother and more connected. College students use social networking sites in a variety of ways. Social media platforms like Facebook, Twitter, and YouTube are frequently used by people to interact with each other in groups. These websites enable users to

communicate with their friends, share their thoughts, and voice their opinions. Through these websites, people can establish and maintain international social ties, meet new people, and experience a sense of community online. Facebook is frequently viewed by students as a social tool that is primarily used to maintain existing friendships and develop new ones. Additionally, it facilitates the establishment of interest-based groups where members can exchange information, discuss issues that affect them both, and collaborate to accomplish common objectives. These factors have led some people to say that Facebook is an excellent platform for group learning.

Research indicates that high school students engage in informal learning on Facebook through interactions with posts concerning current events, news, or intellectual subjects. When students need help with an assignment or are worried about the subject, they often utilize Facebook to talk to each other about schoolwork. Many students like Facebook better than official university learning management systems because it's easy to use and lets them talk to people right immediately. Social networks have also revolutionized how businesses work by giving them new ways to share information and work together to make new items. Colleges and hospitals are two groups that have embraced social media to make it easier for individuals to talk to each other and share what they know. People and businesses can learn and grow faster because they can immediately share information on these networks. But how successfully these venues for exchanging information work depends significant effect on how willing people are to share what they know. If schools want to use successful digital strategies that promote collaborative learning and student engagement, they need to know what makes people behave the way they do.

By identifying the determinants that facilitate or hinder knowledge-sharing among students on Facebook, educational policymakers and administrators can make more informed decisions regarding the integration of appropriate technologies that foster a collaborative and participatory learning environment in higher education.

(ii) Peer Communication

Incentives for users to participate in networking activities in order to influence others are referred to as peer communication (Park et al., 2015). Social media platforms allow consumers to interact with other consumers that share similar beliefs and values (Rodgers and Thorson, 2017). Fernandes and Esteves (2016) state that when consumers perceive that sharing and exchanging information with others enables them to meet more people, their intention to use social media will often increase. When a customer discovers that their friends are using social media, their intention to utilize it will likewise increase (Solem, 2016). In the realm of advertising theory and practice, message appeals are broadly categorized into two principal forms: rational appeals and emotional appeals. Rational appeals are founded on reason and objectivity and focus on the observable features, benefits, and practical uses of a good or service. These messages are meant to give the consumer reliable, well-supported information that is directly relevant to what they require or what they are trying to decide. These kinds of appeals usually try to modify behavior by presenting logical reasons and rewards that seem to be based on how smart the person is. Dual mediation models of advertising efficacy suggest that the content of advertisements can influence customer perceptions of a brand through both

direct and indirect mechanisms.

Ads change how people feel about the ad as a whole, which in turn changes how they feel about the brand and makes them think about it. People are starting to think of emotional appeal as a sophisticated term that includes how well-informed, creative, and emotional the ad is. All of these things work together to make the ad more effective, which makes people want to connect with the message and, as a result, want to buy. But when it comes to services that take longer to decide on or those people think are riskier, rational communication is usually better for building trust. The style of appeal has a varying effect based on a number of factors, such as whether the advertiser is local or foreign, the type of advertisement (such mobile platforms), and how much consumers think the product is involved. For instance, mobile phone ads perform better for some brands than others. This depends on where the brand comes from, how engaged the consumer is in the product, and whether the ad is emotive or rational. Small changes in gender can change how people react to adverts. Men and women normally respond differently to emotional stimuli, but they usually respond the same way to logical arguments. Women may respond better to emotional information that is framed in a positive way, whereas men may not respond as well to emotional information that is framed in a negative way. How well the type of message, the type of goods, the customer's traits, and the situation all work together determines how well advertising appeals work. By getting a better handle on these factors, advertisers and marketers may be able to come up with communication plans that are more interesting and targeted at certain groups of people, which will help them get the results they want from their customers.

(iii) Perceived Usefulness

According to Davis (1989), perceived usefulness is the degree to which an individual believes that using a certain piece of software will improve their performance at work. Customers can think that social media can help them perform better because of perceived usefulness (Solem, 2016). Through social media, users can obtain user-generated product information to help them make decisions about what to buy or create and share useful information based on their ideas of what is worthwhile (Hernandez et al., 2010). It is naturally difficult to develop precise hypotheses about how these dimensions might relate to other constructs within a broader conceptual model when there is no well-defined framework for identifying the key elements that make up users' perceptions of Facebook's usefulness. To bridge this gap, the study used exploratory research questions. The main goal was to look into how people's opinions of Facebook's usefulness relate to their social abilities (Research Question 1). The second series of questions, with the exception of one hypothetical case, looked at how these perceived utility aspects affected the different ways people used Facebook (Research Questions 2a through 2c).

Most previous research agrees that how useful a technology seems to be is linked to how often or how intensely it is used. This is why we decided not to include a hypothesis in this exploratory study. As a result, a new hypothesis (H2) was formed, which says that the total amount of time people spend on Facebook will be positively related to all aspects of how valuable they think it is. There is still debate about the broader effects of total Facebook use or its intensity, even though previous research has shown that using Facebook, especially for

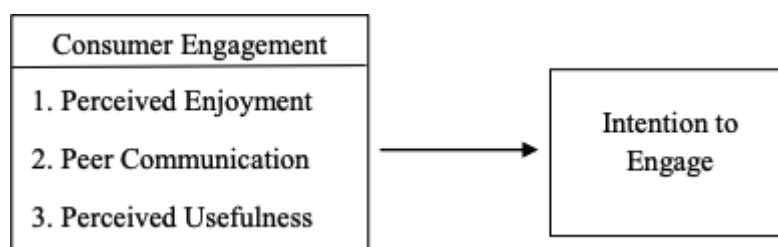
interacting with friends, has a positive effect on social adjustment in college settings through both direct engagement and mediated processes. Some real-world studies have found beneficial impacts, while others have found no effects or harmful effects on users' social integration and mental health.

In Facebook-related research, a methodological approach involves using both generalized and context-specific indicators of platform involvement within a dual framework to fully capture the intricacies of social media use. Because of this, the study asks Research Question 3 to see if there is a link between how long someone has been using Facebook and how well they are adjusting to college. The study makes three guesses about how different types of Facebook interactions affect how well users adjust to college life, using existing theories and past research. People frequently agree that having friends on college is important for both social and intellectual integration. Friends that live off campus could also help you get adjusted to college by being there for you and keeping things the same.

Therefore, it is hypothesized that frequent Facebook-based interactions with both on-campus peers (H3a) and off-campus associates (H3b) will be positively associated with improved adjustment outcomes. Conversely, interactions with unfamiliar individuals or strangers in the online environment are presumed to have a detrimental impact, potentially undermining users' psychological well-being and sense of belonging. Accordingly, it is hypothesized (H3c) that online interactions with strangers via Facebook will be negatively related to students' adjustment in the college setting.

2.5 Research Framework

Figure No 1: Conceptual Model



The purpose of the conceptual framework is to display the study's independent and dependent variables. Perceived utility, peer communication, and enjoyment are independent variables of consumer involvement in this study, whereas intention to engage is the dependent variable.

2.7 Hypotheses

H1: There is a significant relationship between perceived enjoyment on social media and intention to engage.

H2: There is a significant relationship between peer communication on social media and intention to engage.

H3: There is a significant relationship between perceived usefulness on social media and intention to engage.

3. Research Methodology

This study has included both descriptive and quantitative methodologies. A thorough and extremely accurate account of the work is provided by descriptive research. This study uses a quantitative approach to examine consumer engagement. Its purpose is to ascertain how the independent and dependent variables relate to one another within a population. Furthermore, the results obtained from secondary data and online questionnaire surveys will be more trustworthy.

The study's population consists of Pakistani social media users. According to a report, there are 66,000,000 social media users in Lahore. A total of 50 respondents were selected for this study to complete the questionnaires based on Krejcie and Morgan's (1970) sample schedule. Because Lahore is an urban location with one of Pakistan's largest populations, researchers selected residents to participate in this study.

This study employed a quantitative approach, and a questionnaire survey form was a reasonable tool for data collection and analysis. Bianchi et al.'s (2018) study served as the model for this study's questionnaire. Section A and Section B are the two sections into which the questionnaire is separated. Respondent demographic data was the main emphasis of Section A, while questions about consumer engagement dimensions—reported enjoyment, peer communication, and perceived usefulness—and intention to interact with retail firms on social media were asked in Section B.

According to John (2015), there is one data-gathering technique used which is a primary data collection technique. The hypothesis and research question are addressed using these data. Data analysis is a process that depends on methods and procedures for gathering raw data as well as looking for insights relevant to the study's goals. Descriptive analysis will be used to calculate the data obtained from the primary data questionnaire in order to get an acceptable outcome.

By combining raw data into a single format, descriptive analysis makes it simple to identify, understand, rearrange, and manipulate the data for particular details. The data gathered for this study is analyzed by the researcher using SPSS software. By examining the percentage and mean, the researcher can use descriptive analysis to learn more about the immediate group of data for the study.

The correlation method can be used to analyze the extent and relationship between two variables. In this study, the researcher will use correlation analysis to measure the relationship between the two variables. In this study, since the normality test showed the data is not normally distributed, Spearman's correlation coefficient has been used to examine the relationships between variables.

4. Data Analysis

Table No 1: Cronbach's Alpha for Full Scale (All Items)

Scale	Cronbach's α	Number of Items	N (Responses)
Full engagement scale	0.92	12	50

We assessed the internal consistency of the entire engagement scale (all survey items)

using Cronbach's alpha. Table 1 shows that the full scale achieved a very high reliability ($\alpha = 0.92$), indicating excellent internal consistency across the 11 items.

Table No 2: Mean & Standard Deviation

Variable	Mean (M)	Standard Deviation (SD)
Perceived Enjoyment	3.27	1.06
Peer Communication	3.04	1.21
Perceived Usefulness	3.32	1.20
Intention to Engage	3.29	1.21

Table 2 presents the descriptive statistics for the key variables in the study: perceived enjoyment, peer communication, perceived usefulness, and intention to engage. For each construct, the mean and standard deviation (SD) are reported. All variables have mean values around the midpoint of the 5-point scale (approximately 3.0–3.3) with relatively large standard deviations (around 1.1–1.2), suggesting a fair amount of variability in responses.

Table 2. Descriptive Statistics for Key Variable.

4.1 Correlation Analysis

Table 3 displays the Pearson correlation matrix among the four key variables. All correlations are positive, indicating that higher levels of one construct are associated with higher levels of the others. Notably, peer communication is very strongly correlated with perceived usefulness ($r = 0.83$), and it also shows a moderately high correlation with intention to engage ($r = 0.61$). Perceived enjoyment has moderate positive correlations with peer communication ($r = 0.57$) and intention to engage ($r = 0.59$). Most of these correlations are statistically significant at the 0.05 level or beyond (as denoted by asterisks).

Table No 4: Correlation Matrix of Key Variables

	Perceived Enjoyment	Peer Communication	Perceived Usefulness	Intention to Engage
Perceived Enjoyment	1.00	0.57*	0.44	0.59*
Peer Communication	0.57*	1.00	0.83***	0.61**
Perceived Usefulness	0.44	0.83***	1.00	0.49*
Intention to Engage	0.59*	0.61**	0.49*	1.00

Note: Values are Pearson correlation coefficients (r) rounded to two decimal places. Asterisks denote significance levels ($p < 0.05$; $p < 0.01$; $p < 0.001$).

4.2 Discussion

This type of participation includes a number of activities, like looking at products, reading reviews, talking to vendors directly, obtaining help with problems, or telling other people about your purchasing experiences. The most common way to deal with this change is through digital marketing. It employs the interactive parts of social media to connect with customers in innovative and fun ways. TV and print ads that exclusively talked to customers

are no longer employed as marketing tools.

Businesses today utilize tactics that put the needs of the client first. This word tells you how strong and deep the connection is between a firm and its customers.

5. Conclusion

The purpose of this study is to investigate how consumer involvement and intention to interact with retail firms on social media relate to each other. The Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA) were utilized in this study to investigate these connections. A quantitative method and an online poll were used to gather data from 50 social media users in Lahore city. Software called the Statistical Package for Social Science (SPSS) has been used to analyze data in order to determine variables, demographic data, and the relationships between the variables. This study aids consumers and retailers in raising knowledge of social media user involvement. Perceived enjoyment, peer communication, and perceived usefulness toward intention to engage are all at an average level, according to the data.

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