

A Study on the Effectiveness of Social Media Marketing in Digital Experience

Arun Kumar S¹ | Dr. Sudha S^{2*}

¹Department of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS) Pallavaram.

²Professor, Department of Management Studies, VISTAS, Pallavaram.

*Corresponding Author: srisudha.research18@gmail.com

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ABSTRACT

Social media marketing has proven to be one of the key tools that businesses use in establishing relationships with their customers, promoting their products and services and competing in today's highly digitalized environment. The sized businesses, having a well developed social media profile can prove crucial when it comes to the image and perception that customers have about a particular business. Imperative to learn which social media marketing factors affect digital experience the most in order to create long-lasting customer relations and ensure business growth. This paper concentrates on studying the relationship between social media marketing and customer digital experience in interior design and landscaping, an industry related to real estate. Specifically, this research aims at analysing how content quality, personalization, consistency, social media advertising, customer engagement and brand awareness influence the digital experience of both customers and staff of businesses in this sector. Descriptive research method was used in this case to find out which factors affect digital experience outcomes the most. Primary data was collected with the help of a structured Likert-scale questionnaire distributed among customers and staff of businesses while secondary data was collected from academic articles, business journals and previous research. The goal of this research is to identify main social media marketing factors that affect digital experience and the importance of knowledge-based digital marketing for competitive industries.

Keywords: Social Media Marketing, Digital Experience, Content Quality, Customer Engagement, Brand Awareness, Personalization.

Introduction

Social media marketing is characterized by high reach, high speed, and high levels of competition in relation to attracting the attention of the target audience and brand credibility. For this reason, a good content and engagement strategy enables businesses to build stronger relationships with customers and foster their digital development. This paper considers the analysis of the correlation between social media marketing and customer digital experience in interior design and landscaping field.

Internet connection, smartphone usage, and new digital platforms have changed communication between the business and its customers significantly. Social networks like Instagram, Facebook, YouTube, LinkedIn, and WhatsApp have transformed traditional marketing from one-sided broadcast marketing into customer-oriented marketing. Social media marketing is the marketing of a company's products and services through social platforms and developing a long-term relationship with the customer, which enables interaction with the audience, receiving quick feedback, and personalisation more and more decisions in digital marketing are data-oriented, and the businesses use analytical methods, tools for targeting, and customer feedback in order to optimize their marketing decisions. Algorithm changes on platforms, customer preferences and poor data quality are still considered. That is

why this article assesses the ability of social media marketing to create the positive customer digital experience.

Review of Literature

The existing literature on this topic includes various issues of social media content quality, digital content, personalized advertising, customer engagement, brand engagement, consumer trust, and brand awareness. The results of past researches show that the creation of good quality and engaging content may attract customers, improve engagement and increase brand awareness. There is an increasing relevance of personalized social media advertising in today's world.

Denisova, A. (2023): The research was on the use of viral storytelling by online journalism for increasing customer engagement while keeping the quality of the content intact. It was found that the major news agencies in the UK adopted creative social media approaches but not viral ones as they do not consider virality as a sustainable strategy. The conclusion drawn in the research was that rather than chasing viral fame, it was necessary to maintain credibility and the quality of journalism because using the virality approach can harm one's reputation.

Chen, R., Chen, Y., Jiao, N., & Jia, K. (2023): Fantasia3D, a new AI-driven approach to creating realistic and high-quality 3D content, was introduced in the research. It was found that the process of disentanglement of geometry and appearance produced better results as far as producing high-quality 3D content was concerned than other methods available. In conclusion, the researchers mentioned that Fantasia3D improved AI-generated content production quality and flexibility, making it useful for digital content generation applications.

Vitalis, P. O., Onyejelem, T. E., & Okuneye, A. P. (2023): The research was on the role of social media advertising in improving brand image and reaching a wider audience. By conducting a review of secondary data, the researchers found that platforms such as Facebook, WhatsApp, and YouTube made it possible for the business organizations to advertise their products and engage customers at lower costs as compared to traditional media. The conclusion drawn in the research was that social media advertising helps improve brand image and increase customers' reach and business growth.

Mulyani, O., & Hermina, N. (2023): The effect of digital marketing and brand awareness on brand image and purchasing decisions of Lucky Cheese Tea in Solo City was examined in the research. It was found that digital marketing and brand awareness had significantly increased brand image, which positively affected the purchasing decisions. The researchers recommended business organizations to focus on digital marketing and brand awareness to develop brand image.

Cortez, R. M., Johnston, W. J., & Dastidar, A. G. (2023): This research assessed the role of various content types on LinkedIn in influencing customer engagement and sales revenue in B2B service sector. It was found out that sales-related content and website visits increase number of followers, whereas social posts play a major role in customer engagement. Thus, the study concludes that implementation of an effective content strategy increases customer engagement, expands audience and improves sales performance.

Purnomo, Y. J. (2023): This study analysed effective digital marketing strategies for enhancing sales conversion on e-commerce platforms. It was found out that SEO, content marketing, social media marketing, paid advertisements, personalized content and customer reviews are the key factors in sales conversion. The study concludes that using the above-mentioned strategies, businesses can enhance customer engagement and sales performance.

Zhang, J. J., Wang, Y. W., Ruan, Q., & Yang, Y. (2024): This study analysed the quality of content generated by AI and human professional in the context of digital tourism interpretation. The study found out that professional-generated content has higher levels of informativeness, emotional appeal and empathy. In other words, the study concludes that although AI can generate efficient content, human professionals play an important role in the generation of highquality content.

Achmad, G. N., Elizabeth, E., Ridwan, M., Noorfitri, K. C. P., & Sofiansyah, A. (2024): This study explored the impact of digital marketing strategies and social media on product sales among coffee shops in Medan City. It was found out that digital marketing strategies have significant effect on social media performance that is positively associated with increased product sales. In other words, the study concludes that successful social media marketing strategies increase customer engagement and sales performance.

Pratama, D. P. A., & Arifin, S. (2024): This study evaluated the effectiveness of digital marketing for improving sales turnover of services in PT Fokus Kualitas Utama. It was found out that digital marketing strategies significantly increase customer interaction and extend market reach in comparison with conventional marketing. Thus, the study concludes that using digital marketing strategies improves business performance and sustainability.

Rosdiana, A., et al. (2024): The study investigated the impact of elements of social media marketing (entertainment, customization, interaction, electronic word-of-mouth and trendiness) on consumer-brand engagement and brand image among Instagram followers of tea brand in Indonesia with the use of PLS-SEM. The results showed that trendiness had a significant impact on enhancing consumer-brand engagement, and, subsequently, brand awareness and brand image were formed; at that, customization turned out to have a comparatively weaker effect. Thus, the conclusion was drawn that companies should focus on trend-oriented and engaging content rather than just customization.

Andrews, J. C., & Shimp, T. (2025): The book gives a detailed description of Integrated Marketing Communications (IMC). It discusses the issues of advertising, branding, digital marketing and consumer behaviour. It stresses that social media, AI and ethical marketing become increasingly important for businesses today. In conclusion, the book states that integration of both traditional and digital approaches is necessary for developing a brand and increasing customers' engagement.

Rolando, B. (2025): This research studies the impact of brand ambassadors on increasing brand awareness on digital platforms by means of systematic literature review. The results showed that credibility, relatability and compatibility with a brand contribute to the increased consumer trust, brand loyalty and purchase intention. Therefore, in conclusion, it was found that the use of appropriate brand ambassadors on such platforms as TikTok and Instagram increases brand awareness and customer engagement.

Kumar, D., Shaikh, M., & Gilal, N. G. (2025): This research investigates the impact of digital marketing and customer satisfaction in SMEs, focusing on mediating effect of customer engagement. The results showed that customer engagement has a significant mediating effect on the relationship between digital marketing activities and customer satisfaction. Therefore, SMEs need to create interactive and behaviour-driven personalized content in order to keep customers engaged and satisfied.

Krowinska, A., & Dineva, D. (2025): The research focuses on the role and types of social media branded content in stimulating active customer engagement behaviours. Different forms of branded content were identified which differ from each other in terms of their ability to generate likes, comments, shares and direct interaction. The research concludes that businesses should vary types of content strategically in order to ensure active customer engagement.

Hübner, M., Henseler, J., & Thalmann, J. (2026): This research conducted a systematic review on native advertising on social networking sites, particularly on transparency, consumer trust, and effectiveness of advertisements. It was found that good advertising disclosure increases consumer trust, while non-uniform disclosure decreases transparency. It can be said that using standardized advertising disclosure techniques and transparent native advertising increases consumer trust and advertisement effectiveness.

Research Gaps

The review of current literature, it is evident that the existing researches in the field of social media marketing have focused on issues related to content quality, effectiveness of advertising, customer engagement, and brand awareness individually. Although literature in the field is a source of valuable information on individual factors of social media marketing, there is a gap in literature that explores the influence of these factors on a composite digital experience. There is a need for research that would explore the impact of the mentioned factors on the digital experience of customers in small and medium businesses. The past research has examined individual factors of social media marketing independently without considering their influence on the digital experience. There is little literature that focuses on the issue of digital experience in visually oriented and relationship-driven industries such as interior design and landscaping, as well as in Indian small and medium enterprises. This study attempts to fill this gap by exploring the influence of factors such as content quality, personalization, consistency, social media advertising, customer engagement, and brand awareness on the digital experience of customers.

Research Questions

- How effective is social media marketing in influencing customers' digital experience?
- How does content quality impact customers' digital experience?

- What is the role of customer engagement in building a positive customer digital experience?
- How does brand awareness influence customers' digital experience?
- What suitable strategies can be recommended to improve the effectiveness of social media marketing on customers' digital experience?

Objectives

Primary Objective

- To analyse the effectiveness of social media marketing on customers' digital experience.

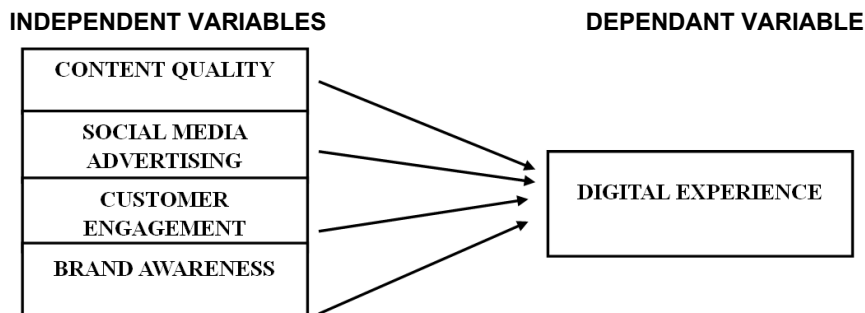
Secondary Objectives

- To analyse the impact of content quality on customers' digital experience.
- To investigate the role of customer engagement in building positive customer digital experience.
- To analyse the impact of brand awareness on customers' digital experience.
- To offer suitable recommendations on how to improve social media marketing effectiveness on customers' digital experience.

Hypothesis

- H1: Content Quality has a significant positive effect on Digital Experience.
- H2: Social Media Advertising has a significant positive effect on Digital Experience.
- H3: Customer Engagement has a significant positive effect on Digital Experience.
- H4: Brand Awareness has a significant positive effect on Digital Experience.
- H5: Social Media Marketing has a significant relationship with Digital Experience.
- H6: Content Quality, Social Media Advertising, Customer Engagement, and Brand Awareness collectively have a significant effect on Digital Experience.

Conceptual Framework



Research Methodology

Research design was employed to explore the effectiveness of social media marketing in enhancing customer digital experience, based on primary data from customers and employees of Plant Green Inertia, Maduravoyal, complemented by secondary data from research journals, articles and previous researches. This study explores the relationship between social media marketing factors such as Content Quality, Personalization, Consistency, Social Media Advertising, Customer Engagement and Brand Awareness and Dependent Variable-Digital Experience. A total of 100 participants were sampled using the Convenience Sampling Technique, a form of non-probability sampling technique that has been adopted due to the practical nature of this approach in terms of available time and resources. Structured questionnaire was administered using Google Forms and comprised of two main sections namely the Demographic Profile Section consisting of Gender, Age, Educational Qualification, Occupation, Preferred Social Media Platform and Digital Hours Spent on Social Media, and Social Media Marketing Factors Section comprising of Performance, Personalization, Consistency, Social Media Advertisement, Customer Engagement, Brand Awareness and Digital Experience.

Content quality and Performance related questions evaluated accuracy and usefulness of the content and its level of satisfying the respondents expectations. Personalization questions tested whether the content and advertisements on social media are according to the interests and preference of the respondent. Consistency questions sought to identify whether brands post consistently and have a

consistent message across time. Social media advertisements questions determined the level of relevance, creativity and credibility of advertisements that respondents come across in their social media accounts.

Data Analysis

The reliability test conducted for the 30 items yielded Cronbach's Alpha of 0.736, indicating acceptable internal consistency for subsequent analysis. From the descriptive analysis, Digital Experience had the highest mean score (35.425) followed by Social Media Advertisement (17.138), Performance (10.881), and Consistency (10.188). From correlation analysis, all the variables had a positive relationship with Digital Experience, with Social Media Advertisement having the highest correlation ($r = 0.480$). The regression analysis resulted in an overall statistically significant model with R^2 of 0.392, F of 15.45, and p -value less than 0.001. The predictors that proved to be significant were Personalization and Social Media Advertisement, whereas Performance and Consistency failed to reach significance. Factor analysis revealed that the data met the requirements for reducing dimensions, KMO being 0.753 and Bartlett's test being statistically significant ($p < 0.001$).

Frequency Analysis

Table 1: Showing Gender of the Respondents

Gender	Frequency	Percentage
Male	65	65%
Female	35	35%
Total	100	100%

Interpretation

The table shows the gender distribution of the respondents. Out of 100 respondents, 65 respondents (65%) are male, while 35 respondents (35%) are female. This indicates that male respondents form the majority of the sample. The presence of both male and female respondents provides a broader representation for understanding their views towards social media marketing and digital experience. Overall, the gender distribution shows a higher participation of male respondents in the study.

Table 2: Showing Age of the Respondents

Variable	Frequency	Percentage(%)
Below 20	75	75%
20-25	12	12%
26-35	2	2%
36-45	11	11%
TOTAL	100	100%

Interpretation:

The table shows that respondents below 20 years are the highest, with 75 respondents (75%). This is followed by 20–25 years with 12 respondents (12%) and 36–45 years with respondents (11%). The 26–35 years group has the lowest respondents, with 2 respondents (2%).

Table 3: Showing Educational Qualification of the Respondents

Variable	Frequency	Percentage(%)
UG	31	31%
PG	61	61%
Others	8	8%
Total	100	100%

Interpretation

The table shows that PG respondents are the highest, with 61 respondents (61%).

This is followed by UG respondents, with 31 respondents (31%).

Other qualifications have the lowest respondents, with 8 respondents (8%).

Table: Showing Occupation of the Respondents

Variable	Frequency	Percentage(%)
Employee	10	10%
Business	13	13%
Student	72	72%
Others	5	5%
Total	100	100%

Interpretation:

The table shows that Students are the highest, with 72 respondents (72%). This is followed by Business respondents, with 13 respondents (13%), and Employees with 10 respondents (10%). Other occupations have the lowest respondents, with 5 respondents (5%).

Table 5: Showing Social Media Platform do you use Most of the Respondents

Variable	Frequency	Percentage(%)
Instagram	56	56%
Facebook	9	9%
LinkedIn	17	17%
YouTube	16	16%
Others	2	2%
Total	100	100%

Interpretation:

The table shows that Instagram is the most used platform, with 56 respondents (56%). This is followed by LinkedIn with 17 respondents (17%) and YouTube with 16 respondents (16%). Facebook has 9 respondents (9%), while Other platforms have the lowest, with 2 respondents (2%).

Table 6: Showing Digital Hours Spent on Social Media (per day) of the Respondents

Variable	Frequency	Percentage(%)
Less than 1 hour	11	11%
1-2 hours	35	35%
3-4 hours	40	40%
5-6 hours	5	5%
More than 6 hours	9	9%
Total	100	100%

Interpretation:

The table shows that 3–4 hours is the highest, with 40 respondents (40%). This is followed by 1–2 hours with 35 respondents (35%) and less than 1 hour with 11 respondents (11%). More than 6 hours accounts for 9 respondents (9%), while 5–6 hours has the lowest, with 5 respondents (5%).

Reliability Analysis

Reliability analysis was conducted using SPSS to measure the internal consistency of the questionnaire items. The analysis included all Total variable statements covering the study variables: Production Management Practices, Production Planning, Inventory Management, and Production Performance.

Table 7: Showing Reliability Analysis Of The Respondents

Cronbach's Alpha	No. of Item
0.736	30

Interpretation:

The reliability analysis shows that the questionnaire is reliable and suitable for further statistical analysis. Therefore, the collected data can be used for subsequent analysis such as descriptive statistics, correlation, and other statistical tests.

Correlation Analysis

Table 8: Showing Correlation Analysis of the Respondents

Variables	Perform	Personal	Consis	Social	Digital
Performance	1	0.368	0.378	0.165	0.376
Personalization	0.368	1	0.380	0.269	0.450
Consistency	0.378	0.380	1	0.259	0.372
Social media Advertisement	0.165	0.269	0.259	1	0.480
Digital Experience	0.376	0.450	0.372	0.480	1

Interpretation

- The correlation results show that total performance has a positive and significant relationship with total personalization ($r = 0.368$, $p = 0.000$), total consistency ($r = 0.378$, $p = 0.000$), and total digital experience ($r = 0.376$, $p = 0.000$). This indicates that improvements in these factors are associated with better performance.
- However, the relationship between total performance and total social media advertising is positive but not statistically significant ($r = 0.165$, $p = 0.098$). Therefore, total social media advertising does not have a significant relationship with performance at the 5% significance level.
- Among the variables, total consistency shows the strongest relationship with total performance ($r = 0.378$), followed closely by total digital experience ($r = 0.376$) and total personalization ($r = 0.368$).

Hypotheses

H₁: There is a positive and significant relationship between Personalization, Consistency, Social Media Advertising, and Digital Experience.

Discussion

This respect, the outcomes validate the theory that personalisation and good targeting of advertising on social media are the most powerful tools for digital experience, whereas content and consistent posts are necessary but not sufficient conditions on their own. There is no doubt that the impact of the variables related to the content is important; however, their influence on digital experience seems to be indirect, via the engagement and personalisation that content generates. The high value of the bivariate correlation coefficient ($r = 0.480$) for social media advertisement and digital experience is validated by the significant regression coefficient as well; it resembles previous research in stating that relevant and well-disclosed advertising creates more trust than the number of posts only. It is interesting that in the context of such an image-oriented service industry as interior design and landscaping, the impact of digital experience is created by the content relevance and personalisation and not by the number of posts. This is an important contribution to the existing body of knowledge, which is predominantly based on retail, hospitality, and e-commerce contexts.

Practical Implications

- Improve content quality by providing useful, accurate, informative, and attractive information to customers.
- Focus on personalization by creating social media content and advertisements based on customers' interests and preferences.
- Use relevant social media advertisements because social media advertising has the strongest correlation with digital experience ($r = 0.480$).
- Increase customer engagement through likes, comments, shares, feedback, and direct interactions with customers.
- Maintain consistency by posting regularly and keeping the brand message consistent across social media platforms.
- Strengthen brand awareness through creative and memorable social media content that helps customers recognize and remember the brand.
- Give importance to Instagram marketing, as Instagram was the most-used platform among the respondents, with 56% of respondents.

Conclusion

The study concludes that social media marketing plays an important role in creating a positive digital experience among customers. In the present digital environment, social media has become an important platform for businesses to communicate with customers, promote their products and services, build relationships and strengthen brand awareness. The study was conducted with 100 respondents, and the responses collected through the structured questionnaire were analysed using various statistical tools such as descriptive statistics, reliability analysis, correlation analysis, regression analysis and factor analysis.

The factor analysis also supports the suitability of the questionnaire data for further analysis. The Kaiser-Meyer-Olkin (KMO) value of 0.753 indicates adequate sampling suitability, while Bartlett's Test of Sphericity is significant with a p-value of 0.000. These results confirm that the questionnaire items have sufficient relationships and can be grouped into meaningful dimensions. The first factor explains 48.27% of the total variance, showing that an important underlying factor contributes substantially to the responses collected from the respondents.

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