



A STUDY ON ANALYSING CUSTOMERS ENGAGEMENT IN DIGITAL PLATFORMS WITH REFERENCE TO THUDITSSIA INDUSTRIAL EXPO

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Abstract- The proliferation of digital platforms has significantly changed the manner in which organizations are able to communicate and interact with their stakeholders. This study aims to assess the dynamics of customer engagement in digital platforms in the context of an industrial association. The study is based on the need to understand user interactions and the effectiveness of digital communication strategies in the context of user engagement. Primary data were collected through a structured questionnaire among 140 participants involved in business and professional activities. The analysis shows the increasing importance of social media platforms in the dissemination of business-related information and events. It is evident from the findings that visually appealing and informative content is significant in grabbing the attention of the users and facilitating user interactions. Statistical analysis shows consistency in user interactions with different respondent groups. It is essential for organizations to develop structured digital communication strategies to improve user participation and the effectiveness of user engagement in a digital world.

Keywords: Customer Engagement, Digital Platforms, Social Media, Digital Marketing, Stakeholder Interaction, Online Communication.

I. INTRODUCTION

The rapid development and growth of digital platforms have greatly affected the manner in which organizations interact and engage with their stakeholders. Customer engagement in digital platforms has involved activities such as 'liking,' 'sharing,' 'commenting,' and 'responding' to content, which are all determinants of the visibility and trust of the organization. In the modern digital world characterized by increased competition, the manner in which customers engage in digital platforms has become instrumental in the success and effectiveness of the organization. Organizations such as industrial associations are increasingly using digital platforms for the promotion and advertisement of events and information to the relevant business communities. However, the challenge has been the effective engagement of the

customers through the platforms in the midst of information overload and other factors. This study aims at analyzing the customer engagement in digital platforms in order to identify the manner in which the customers interact and the nature of content they engage in. This will be instrumental in improving the manner in which the organization conducts its communication.

II. OBJECTIVES OF THE STUDY

- A study on analysing customer engagement in digital platforms with special reference to Thuditssia Industrial Exhibition.
- To examine the significant differences in the digital content of Thuditssia Industrial Exhibition towards the digital promotions efforts of thuditssia.
- To analyse significant different in the frequencies of engaging business related posts towards the digital content of thuditssia in future
- To suggest thuditssia the strategies to improve their customers engagement through digital effects.

III. REVIEW OF LITERATURE

Arjang, Utami, and Redjeki (2024) investigated the role of social media and online platforms in facilitating customer engagement among fashion SMEs in Bali using the SEM-PLS method. The results indicated that the usage of social media has a significant and positive influence on the usage of online platforms, which in turn has a significant and positive influence on customer engagement.

Srivastava et al. (2023) carried out a systematic review of digital customer engagement literature and attempted to consolidate the scattered literature in the digital customer engagement domain. The authors proposed a research agenda that outlined the significant research themes and areas in the digital customer engagement domain.

Wan (2023) attempted to analyze the effectiveness of digital marketing strategies on brand awareness, sales, and customer engagement using mixed methods. The results indicated that although digital platforms provide significant opportunities for customer engagement, it is challenging to sustain customer engagement without personalization and interactivity.

Xu et al. (2021) employed the method of sentiment analysis on the brand's own social media platform to analyze the changes in brand positioning and customer engagement. The results indicated that the method is highly effective in tracking the changes in customer engagement.

Santini et al. (2020) carried out a meta-analysis on customer engagement in the context of social media and found that satisfaction, trust, and positive emotions are the significant drivers of customer engagement. The authors also found that customer engagement has a significant and positive influence on firm performance, behavioral intentions, and word-of-mouth communication.

IV. SCOPE OF THE STUDY

This study focuses on analysing customer engagement dynamics across digital platforms used by industrial and business-oriented organizations. It examines user interaction patterns, preferred content formats, and engagement behaviours across commonly used digital channels such as social media and online communication platforms. The scope is limited to understanding engagement from the perspective of stakeholders interacting with digital content, without evaluating financial performance or platform algorithms. The study aims to provide insights into how digital platforms can be effectively utilized to enhance engagement and participation among business communities.

V. LIMITATIONS OF THE STUDY

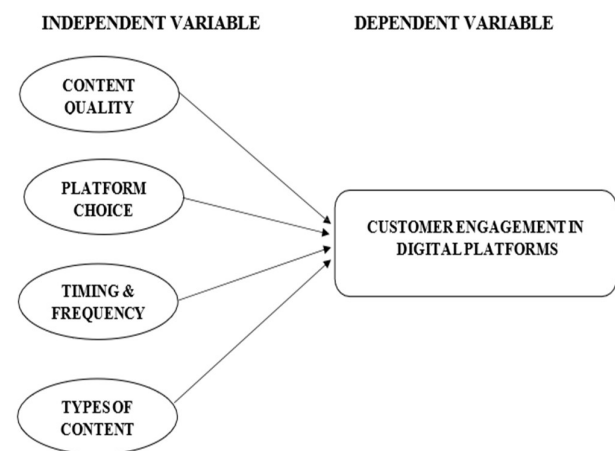
- The limited sample size may affect the accuracy and generalizability of the findings.
- The study was restricted to a specific area, so the results may not represent other regions or industries.
- Data collected through questionnaires may involve respondent bias or subjective perceptions.
- Time and resource constraints limited the depth of the research analysis.

VI. RESEARCH METHODOLOGY

The research design of the study is descriptive in nature and aims to analyze the dynamics of customer engagement through digital platforms. For the purpose of data collection,

the researcher has employed a structured questionnaire as a tool for collecting primary data from the respondents who are actively involved in digital content related to business and its related activities. The total number of respondents for the study is 140, including business owners, professionals, students, and other stakeholders of business organizations. The researcher has employed a convenience sampling technique for the purpose of the study. In addition, secondary data has been collected from various academic journals and research articles for the purpose of theoretical background of the study. Statistical tools like descriptive analysis, One-Way ANOVA, and Chi-square are employed for data analysis.

VI. CONCEPTUAL MODEL



The conceptual model focuses on the factors that influence customer interaction with digital platforms. These factors include the quality of content, the platforms used, the timing and frequency of posts going up, and the type of content being shared. The quality of content, the type of platform used, and the frequency of posts going up can all contribute to increased visibility and interaction with digital platforms. The type of content being shared, such as videos, images, and informative content, can also influence interaction with digital platforms.

VII. DATA ANALYSIS

The descriptive analysis of all categorical variables, as presented in the table below, highlights the major findings of the study.

Table No: 1 – Demographic Profile of Respondents

CATEGORY	FREQUENCY	PERCENTAGE
Gender		
Male	86	61.4



Female	54	38.6
Total	140	100.0
Total	140	100.0
Occupation		
Student	10	7.1
Business owner	87	62.1
Working professional	19	13.6
Government employee	13	9.3
Other	11	7.9
Total	140	100.0
Business, Owner or Consumer of the Respondent		
Business	50	35.7
Owner	90	64.3
Total	140	100.0
Industry exhibitions of the Respondent		
Yes	48	34.3
No	92	65.7
Total	140	100.0
Digital Platform of the Respondent		
Facebook	6	4.3
Instagram	112	80.0
WhatsApp	1	.7
YouTube	21	15.0
Total	140	100.0
Content attracts of the Respondent		
Images	31	22.1
Videos	107	76.4
Infographics	2	1.4
Total	140	100.0
Business post of the Respondent		
Offers/Discounts	16	11.4

Interesting Content	72	51.4
Business Relevance	30	21.4
Event Info	22	15.7
Total	140	100.0
Digital or hybrid of the Respondent		
Yes	27	19.3
No	74	52.9
Maybe	39	27.9
Total	140	100.0
Digital content of the Respondent		
Yes	15	10.7
No	125	89.3
Total	140	100.0
Thuditssia's exhibition of the Respondent		
Facebook	22	15.7
WhatsApp	75	53.6
Word Of Mouth	19	13.6
Newspaper	24	17.1
Total	140	100.0
Social media of the Respondent		
Regular Updates	15	10.7
Product Info	68	48.6
Customer Support	20	14.3
Event Details	21	15.0
Offers	16	11.4
Total	140	100.0
Business of the Respondent		
Yes	50	35.7
No	90	64.3
Total	140	100.0
Business or Event updates of the Respondent		

Morning	26	18.6
Afternoon	76	54.3
Evening	19	13.6
Night	19	13.6
Total	140	100.0
Event-related post of the Respondent		
Countdown Posts	9	6.4
Behind the scenes	78	55.7
Exhibitor Spotlights	13	9.3
Customer Testimonials	23	16.4
Giveaways	17	12.1
Total	140	100.0
Live sessions or Webinars of the Respondent		
Yes	27	19.3
No	86	61.4
Maybe	27	19.3
Total	140	100.0
Digital content preference of the Respondent		
More frequent updates	20	14.3
Better Visuals	66	47.1
Event Previews	21	15.0
Clear Benefits	18	12.9
Personalized Content	15	10.7
Total	140	100.0

The analysis shows that the respondents mainly consist of individuals involved in business-related activities, particularly business owners and professionals, indicating that the study reflects perspectives from the entrepreneurial community. Digital platforms play a significant role in how respondents engage with business information and promotional content. Visual and interactive formats such as video-based content appear to attract greater attention compared to other formats. Informative and engaging posts are more effective in capturing audience interest than purely

promotional messages. The findings also suggest that many respondents rely on digital communication channels to receive updates about business activities and events, highlighting the growing importance of social media and digital platforms for stakeholder engagement. Overall, the results indicate that relevant content, appropriate platforms, and effective communication strategies are key factors influencing digital customer engagement.

VIII. THE ONE-WAY ANOVA -RESPONSES REGARDING INTERACTION WITH THUDITSSIA'S DIGITAL CONTENT.

Null Hypothesis (H₀): There is no significant difference in responses regarding interaction with THUDITSSIA's digital content.

Alternative Hypothesis (H₁): There is a significant difference in responses regarding interaction with THUDITSSIA's digital content.

Table No: 2 – One-Way Anova of Responses regarding interaction with Thuditssia's Digital Content.

ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.808	4	.202	.800	.527
Within Groups	34.078	135	.252		
Total	34.886	139			

The results of the one-way ANOVA reveal an F-value of 0.800 with a significance level of 0.527. Since the significance value is greater than the threshold of 0.05, the null hypothesis is accepted. This indicates that there is no statistically significant difference in how Respondent interact with THUDITSSIA's digital content across different groups. In simple terms, variations in engagement levels cannot be attributed to group membership, suggesting that audience perception is consistent and other factors may have a greater influence on interaction with the content.

IX. CHI-SQUARE TEST- WAYS TO INCREASE ENGAGEMENT WITH THUDITSSIA AND ENGAGEMENT WITH BUSINESS-RELATED POSTS

Table No: 3 – Chi-Square Test- Ways to Increase Engagement with Thuditssia and Engagement with Business-Related Posts

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.173 ^a	12	.952
Likelihood Ratio	5.299	12	.947
Linear-by-Linear Association	.802	1	.370
N of Valid Cases	140		
a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.57.			

The chi-square test of association yielded a Pearson Chi-Square value of 5.173 with 12 degrees of freedom and a p-value of 0.952. Since the p-value is much greater than the 0.05 significance level, we fail to reject the null hypothesis. This indicates that there is no statistically significant association between the two variables, meaning that the observed differences in the crosstab are likely due to chance rather than a true relationship. The Likelihood Ratio (0.947) and the Linear-by-Linear Association ($p = 0.370$) further support this conclusion, indicating no significant linear trend. Additionally, only 2 cells (10%) have expected counts less than 5, which is within acceptable limits, confirming that the chi-square results are valid.

X. MANAGERIAL IMPLICATIONS

- Organizations should prioritize engaging and informative digital content to capture audience attention and improve interaction levels.
- Greater focus should be given to visual and video-based content, as these formats are more effective in attracting user engagement.
- Selecting the most suitable digital platforms is essential to reach the target audience and improve communication effectiveness.
- Providing clear business information and event-related updates through digital channels can strengthen stakeholder interest and participation.
- Maintaining consistent and strategic communication on digital platforms can help organizations build

stronger relationships with their audience and enhance overall engagement.

XI. CONCLUSION

The study highlights the growing importance of digital platforms in influencing customer engagement within business and industrial communities. The findings indicate that effective engagement depends on factors such as relevant content, appropriate platform selection, and consistent communication strategies. Visual and informative content plays a key role in attracting audience attention and encouraging interaction on digital platforms. The results also suggest that organizations need to adopt a more structured digital communication approach to connect with stakeholders and promote their activities effectively. Overall, strengthening digital engagement strategies can help organizations improve visibility, enhance stakeholder participation, and build long-term relationships in an increasingly digital environment.

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