

An Analysis of the Social Media Engagement Rates of Posts on the Official Pages of Apple, Samsung, and Mi Mobile Devices

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ABSTRACT

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This paper aims to familiarize oneself with the concept of engagement rate and its significance in digital marketing. The study explores the differences in average engagement rates across three mobile phones across different segments, namely Apple, Samsung, and Mi phones. This will aid in decoding the various causes of engagement rate disparities among the three selected mobile brands, if any. The average engagement rate based on likes, comments, and shares will be used to determine which mobile has the highest average engagement rate. Hypotheses are tested through the Kruskal-Wallis test (non-parametric test) by using Jamovi Data Analysis Cloud Software. This article relied on secondary data and information acquired from each mobile phone's Facebook page (official pages). This is an analytical study based on the engagement rates of Apple, Samsung, and Xiaomi (Mi) smartphones.

Keywords: engagement rate, digital marketing, Likes, Comments, Shares

JEL Classification: M310

1. INTRODUCTION

The Global Center for Digital Business Transformation's assessment of large and mid-sized private sector organizations revealed that, to varied degrees, digital disruption has its benefits. The digital marketing revolution is already here. (OECD 2020)¹. It is also true that this disruption is putting a lot of companies and sectors at risk of failing. Future-oriented businesses and start-ups are looking for innovative ways to re-invent their business practices and industry as a whole in order to compete with and unseat incumbents. Consider the following companies as instances of the exponential growth in technological disruption that has taken place only in the past ten years: Airbnb, Paytm, Netflix, and Uber. The use of digital platforms by these businesses to interact with potential customers, customer satisfaction levels, the ease with which customers express that satisfaction, and the general level of customer engagement have all contributed significantly to the growth and diversification of customer segments for these forward-thinking companies.

The social engagement rate of a few specific mobile phones is examined in this article along with marketing analysis, the approaches used, and the results.

Social networking has developed into a crucial tool for building ties between businesses and clients. Nevertheless, organizations often encounter challenges in comprehending the underlying factors that drive user engagement, so impeding their ability to provide impactful content for social media marketing endeavors. One approach to

addressing this issue is using analytics on user-generated social media content in order to get a deeper understanding of the relationship between content characteristics and user engagement Jaakonmäki et al., Jan (2017)².

Popular digital inventions like Uber, Airbnb, and Spotify put the viability of dominant enterprises in jeopardy and have negative systemic impacts on the marketplaces they operate in and adjacent ones. Digital disruption refers to such dramatic digital innovation and its wider systemic implications, which have received a lot of attention from researchers and practitioners. (Skog, Daniel A.; Wimelius, Henrik; and Sandberg, Johan (2018)³.

However, the primary focus of our study is the engagement rate analysis of digital marketing techniques and how it affects client engagement and company expansion. Customer engagement has become a key element in social media marketing strategies, piquing the interest of both academics and marketers alike. (Vinerean, S., Opreana, A. 2021)⁴

An indicator of audience engagement with the content is the engagement rate. Engaged customers engage with brands through "likes," "comments," and social sharing. The effectiveness of brand activities is usually evaluated using the engagement rate. (<https://sproutsocial.com/glossary/engagement-rate/>). Spending time on blogs, videos, and updates increases the likelihood that those people will make purchases. The impact of word-of-mouth marketing is demonstrated through subset evaluations of engagement rates, such as "sharing metrics."

The engagement rate is a metric that media content receives to the number of people that see it. The total number of interactions received by a piece of content is divided by the total number of followers and multiplied by 100 percent to obtain the engagement rate. In simpler terms, it is a measure of how well a company's content performs. What counts as an interaction depends on the platform, but most often refers to likes. Most social media marketing experts agree that a good engagement rate lies between 1% to 5%. The more follower's the company has, the harder it is to achieve a good engagement rate. The engagement rate can also be indicative of a mismatch between the content produced and the audience. If the engagement rate is low, it's possible that the company has a significant following that isn't the target audience. Perhaps the organization has built a following based only on name recognition but is not producing the material that its target audience desires.

1.1: Importance of Engagement Rate in Digital Marketing

When individuals' rivals prioritize the quantity of likes, it is advisable for one to prioritize the degree of contact. The primary reasons for people to engage with a page are either due to the influence of their friends or their previous affinity towards the company. Nevertheless, it should be noted that the propensity for consumers to overlook the sites they have liked results in a situation where a substantial number of likes on a page may not necessarily serve as a reliable indicator of the brand's overall success. Although some corporate pages may accumulate a substantial number of likes, they often exhibit little engagement with their fans and followers, resulting in a lack of attention towards their content. The frequency with which individuals discuss a brand on Facebook positively correlates with their engagement in activities such as mentioning the brand, enjoying its material, sharing it, and promoting it to others, regardless of the magnitude of the brand's likes. Consequently, prioritizing a high rate of engagement has more significance compared to the sheer quantity of likes. A high level of engagement is indicative of increased user activity such as commenting, liking, sharing, and discussing its brand and its contents. Conversely, a low level of engagement suggests a reduced number of individuals participating in these activities related to the brand and its contents. A high level of interaction signifies that the brand has a much larger potential audience reach. Rather than prioritizing the augmentation of page likes, it is advisable to redirect attention towards enhancing the level of engagement with information on Facebook. (Dave Ken 2014)⁵

In the digital realm, active participation and interaction contribute to enhanced prominence, strengthened emotional connection with a business, increased recommendations and organic promotion, the establishment of trustworthiness, and improved relationships with consumers. Engagement rates facilitate the marketing team's comprehension of the level of penetration achieved among the intended target population. (Dave Ken 2014)⁵

1.2: Engagement Rate as a Measure of Brand Performance

Engagement rate is progressively used to assess brand performance on social platforms. Cvijikj and Michahelles (2013)⁶ argue that engagement metrics imply user interest more than follower counts. Godey et al. (2016)⁷ empirically

exhibited that engagement positively influences brand equity elements such as brand knowledge, image, and loyalty across multiple industries.

1.3: Customer Relationship Building

Engagement is fundamental for fostering significant associations with consumers. [Ashley and Tuten \(2015\)](#)⁸ state that high engagement levels are linked with greater consumer trust, loyalty, and participation. Social CRM strategies progressively rely on tracking engagement as a proxy for association quality.

1.4: Impact on Purchase Intent and Sales

While engagement may not clearly equate to sales, it influences factors that impact to purchase behavior. De Vries, [Gensler, and Leeftang \(2012\)](#)⁹ found that greater engagement can create word-of-mouth effects that indirectly improve sales. [Kumar et al. \(2016\)](#)¹⁰ expanded on this by exhibiting the impact of social media engagement on customer lifetime value.

1.5: Algorithmic Reach and Visibility

Platforms like Instagram, Facebook, and TikTok use engagement as a primary factor in content visibility. [Tafesse and Wien \(2018\)](#)¹¹ noted that brands with high engagement benefit from algorithmic prioritization, which extends their organic reach and lowers reliance on paid advertising.

1.6: Influencer Marketing Effectiveness

In influencer marketing, engagement rate is a critical performance metric. [Lou and Yuan \(2019\)](#)¹² found that high engagement rates correlate more strongly with consumer purchase intention than follower counts. Brands thus assess engagement when choosing influencers for partnerships.

1.7: Risks and Limitations of Engagement Metrics

Despite their utility, engagement metrics can be deceptive. [Marwick and Boyd \(2011\)](#)¹³ stressed the risks of over-relying on vanity metrics in the "attention economy," warning that not all engagement is significant or trustworthy. Artificial inflation via bots and artificial interactions poses challenges for honest performance assessment.

1.8: Technique for Determining Engagement Rate

Campaigns may be justified by an elevated rate of engagement. Nevertheless, engagement metrics have the potential to serve as a formidable instrument in several domains of organizational expansion. Engagement rate is a measure used by marketing teams to inform their content generation strategy since it provides insights into the level of attention garnered by different pieces of content. The measurement of engagement on social media platforms serves as a performance indicator, facilitating the monitoring of user interaction via the use of tools such as Sprout Social and others. Engagement rates are used to identify individuals who serve as brand supporters and key influencers. Engagement metrics serve as indicators of those who are actively involved and eager to advocate for a business. The measurement of company performance may be conducted via the evaluation of particular campaigns. Engagement rates serve as indicators of public sentiment towards novel goods, services, and promotional initiatives. In addition, it is beneficial to effectively reach the intended audience by carefully considering the distinct demographics (such as gender, age, and geography) of actively engaged individuals. If it is seen that a significant proportion of user involvement originates from individuals who do not align with the predefined user personas, it is advisable to make adjustments to the existing approach. (<https://sproutsocial.com/glossary/engagement-rate/>)

Engagement rate analysis is a versatile tool that helps companies better understand their audience, refine their content strategy, and make informed decisions to improve their overall online presence and business outcomes.

2: OBJECTIVES

Within this context our study aims to analyse the broad scope of engagement rate, specific approaches, and its impact on three established brands: Apple, Samsung, and Mi smartphones.

Our specific objectives are:

- To understand the concept of engagement rate and its significance in digital marketing
- To determine the average engagement rate of Apple, Samsung, and Mi mobile devices
- To compare the performance of Apple, Samsung, and Mi Mobiles in terms of engagement rates.

3: METHODOLOGY

To measure the average engagement rate, the article used a total of 5 official postings in Facebook for each mobile phone, such as Apple, Samsung, and Mi. Anova statistics between different brands' engagement rates were used to test the null hypothesis. The data was retrieved on 08-25-2021 for all mobile brands. The timeline of the data is from 2020 to 2022. The key variable is engagement rate, and this key variable is a dependent variable. There are independent variables such as, likes, comments, shares and total subscriptions. However, since these mobile products were already launched this engagement rate analysis could help them to link engagement rate with prospective sales.

This article is based on secondary data and information acquired from each mobile phone's Facebook page (official pages). The data was taken from the social media post of the three companies on a particular time and date randomly at Indian Standard Time (IST). This methodology was employed since it gives equal opportunity analyse the data.

This descriptive paper looks for statistically significant differences in engagement rates between different mobile brands. To review the literature on the subject, referred selected articles from relevant journals and other publications. Our limitations are: we depend on the secondary data as accessed from social media platforms and did not interview any staff of the organisations we are studying; timeframe of the data analysis is very limited; this is also the period when most part of the world was affected by Covid-19. We declare no conflict of interest in this study.

3.1:Hypothesis (Null Hypothesis)

H_0 -1: There is no significant difference between the average engagement rate of Apple and Samsung mobile phones.

Alternate Hypothesis

H_1 -1 There is a significant difference between the average engagement rate of Apple. and Samsung and Mi mobile phones depending on the creative contents generated.

4.REVIEW OF LITERATURE

We used systematic research phrases and variables to identify the relevant literature with an objective approach. The main findings arising out of our analysis is summarised below.

4.1: Engagement Measurement Analysis (EMA)

"Social media has shown to be an excellent communication tool for establishing direct contact with clients. One of the best ways to interact with these customers on these Social Networking Sites (SNS) is to create a Facebook fan page with brand content and post various updates on these fan sites on a regular basis. Corporate organizations frequently use indicators like fan page likes, comments/shares, and engagement rate to gauge the effectiveness of social networking sites. To increase fan responsiveness and engagement rates, it is crucial for marketers to comprehend the influence of different fan-page articles or updates. The study examined the four most popular pieces of content to determine how engagement on fan pages and PTA (People Talking About) metrics were impacted. Rahman, Zoha & Suberamanian, Kumaran & Zauddin, Hasmah & Moghavvemi, Sedigheh & Nasir, Mohd (2016)¹⁴ The engagement rate is a metric that is widely employed to assess the degree of audience involvement with your content and the success of your branding initiatives. Consumer engagement may be defined as the volume and frequency of interactions between your audience accounts and your account. Consumers that are engaged engage with brands through actions like "likes," "comments," and social sharing. Every social media network will have an engagement metric that combines several types of interactions, such as likes, comments, and shares. Many platforms use different naming standards or different sorts of metrics, such as Retweets vs. Shares, for example. High engagement rates indicate audience health, interesting content types, and brand awareness. (How responsive your audience is and how many of your followers are "genuine". Jenn Chen (2021)¹⁵

When it comes to improving interactions between businesses and their customers, social media has become indispensable. However, companies struggle to understand what drives user involvement, making it tough to create

valuable content for social media marketing efforts. Using analytics on user-generated content from social media platforms is one approach to this problem, since it may provide light on the correlation between certain content characteristics and levels of audience participation. Using artificial intelligence techniques that extracted texts and content that is visual from Instagram posts, and creator- and context-related characteristics, the research team statistically examined the influence of various on user engagement. Their studies provide novel, evidence-based understandings that could potentially be utilized for the creation of engaging material with broad appeal. Roope Jaakonmäki, Oliver Müller & Jan vom Brocke (2017)¹⁶, The study has provided some recommendations and tactical advice to assist consumer companies in enhancing their social media effectiveness. As a gauge of social media effectiveness, the study model takes into account post-related components as well as contextual and temporal factors that affect consumer involvement (such as reposting, commenting on, or like posts). The model also takes into account variations across industries and social media platforms.

4.2: Inter Connectedness and Organisational Factors

The degree of connection within the social network, the audience-specific attractiveness and relevance of the content, as well as the feedback from various audience segments, all play significant roles. In a different study conducted in Turkey, a total of 1130 postings were gathered from Facebook and Twitter by four companies—two from the fast-moving consumer goods industry and two from the durable goods sector. Predictive analysis was utilized to provide simple-to-implement action plans and tactics using four different machine learning methods.

The findings demonstrate that posts with videos, photos, frequent updates, and interactivity have a significant impact on engagement. Furthermore, it was discovered that engagement levels were impacted by both social media platforms and brands, suggesting that there is no single formula for efficient social media management. The variety and depth of post-related parameters assessed (such as image kind, video length, and type of interaction) vastly beyond those of the majority of comparable studies. Aydin, G.; Uray, N.; Silahtaroglu (2021)¹⁷

In their study, N.K. Tiwary et al. (2021) identified a number of real-world difficulties with implementing a Social Media (SM) marketing strategy and the potential effects of numerous aspects. The organization's growth stage, departmental coordination, and revenue creation are the three main organizational elements. Customer journeys, industry context, and data analytics are just a few examples of external aspects that are crucial. Despite the widespread use of technology, they discovered that many Business to Business (B2B) companies still only make minimal use of social media. If social media is the only channel available to B2B companies to connect with their potential clients, they may be in a difficult situation. However, a lot of researchers have proposed that B2B companies might utilize SM to enhance the value of their brand, client segmentation, and hiring procedure. Additionally, we discovered that SM can open doors for MSMEs to access global resources. MSMEs typically have limited access to resources because of a variety of restrictions.. N.K. Tiwary et al. (2021)¹⁸

5. DATA INTERPRETATION & ANALYSIS

We have used various analytical techniques to make meaning of a set of processed data.. In this study secondary sources of data and information is used. The engagement rate on official page postings of Apple Mobile Phones, Samsung Mobile Phones and Mi Mobiles phones were calculated by using the engagement rate formula. i.e $\text{Engagement Rate} = \frac{\text{likes} + \text{comments} + \text{shares}}{\text{total subscribers}} \times 100$. After calculating engagement rate of recent 5 posts for 3 mobile brands these data were used to find out the highest engagement rate recorded and the reasons for such high engagement rates. These engagement rates were depicted with the help of charts. The Kruskal-Wallis Test Non Parametric Test

was employed to know is there any statistically significant differences in engagement rates between these 3 mobile brands.

The Kruskal Wallis Test is a technique used to determine whether or not samples have the same group source as an origin by comparing the medians of more than two groups. By measuring at a category level, it is an essential tool for comparing three or more groups based on a dependent variable.

$$\text{Engagement Rate} = \text{likes} + \text{comments} + \text{shares} / \text{total subscribers} \times 100$$

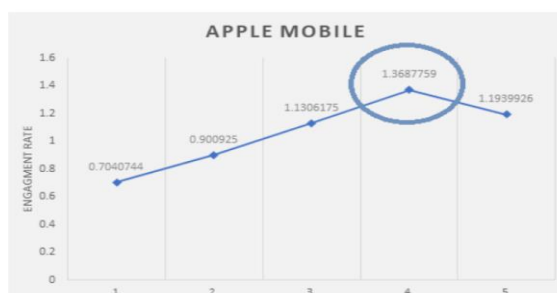
Table – 1: Engagement rates for Recent 5 Facebook posts for Apple mobiles, Samsung, and Mi Mobiles (%) from 08-25-2021 to 08-25-2021

Apple Mobiles	Samsung Mobiles	Mi Mobiles
0.7040744	0.0000364	0.0002909
0.900925	0.0001705	0.0008147
1.1306175	0.0000506	0.0003491
1.3687759	0.0000549	0.002997
1.1939926	0.0000568	0.0004946

Source: Authors Compilation

From table – 1 it is inferred that Apple mobiles phones rank first in average engagement rate on Facebook, Mi ranks second while Samsung is in the third rank in the average engagement rate calculated for the last 5 posts in Facebook.

Figure-1: Engagement rates for Recent 5 Facebook posts for Apple mobiles

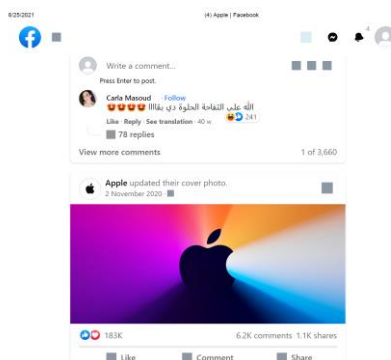


Source: Authors Compilation

From figure -1 it is evident that the engagement rate is 1.19% for the last 5th posts and in the latest 4th post it is 1.36% and started slowly decreasing and the recent post engagement rate is 0.70% (data was retrieved on 08-25-2021). It is evident from this figure that, slowly engagement rate is decreasing. So, the highest engagement rate is 1.36%. (Data was retrieved on 08-25-2021. The timeline of the data is 08-25-2021 to 08-25-2021 i.e one day which includes recent 5 post in a day).

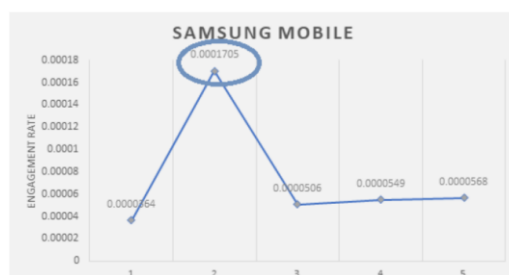
The fourth post was typical when compared to other posts. In other posts the mobile phone information and pictures were added, however, in the fourth post, it was all about the logo of the apple mobile phone (See figure 1.1). The image of light rays is coming through the Apple Mobile Phone logo is typical and looks very vivacious.

Figure-1.1: The fourth typical post depicting light rays is coming through the Apply Mobile Phone logo



Source: <https://www.facebook.com/apple/>

Figure-2: Engagement rates for Recent 5 Facebook posts for Samsung mobiles



Source: Authors Compilation

Apple

From figure -2 it is evident that the engagement rate was 0.0000568% for the last 5th post and in the latest 2nd post it was 0.0001705% and suddenly it dipped to 0.0000364% (data was retrieved on 08-25-2021). It is evident from this figure that, the highest engagement rate is 0.0001705%. (Data was retrieved on 08-25-2021. The timeline of the data is 08-25-2021 to 08-25-2021 i.e one day which includes recent 5 post in a day).

The second post was typical when compared to other posts as a very new feature of foldable mobile phones arrived. (See figure 2.1). The engagement rate increases whenever a new utility feature was introduced. In this post you can find a very catch tagline viz “Our toughest foldables yet”

Figure-2.1: The Second typical post depicting the foldable mobiles

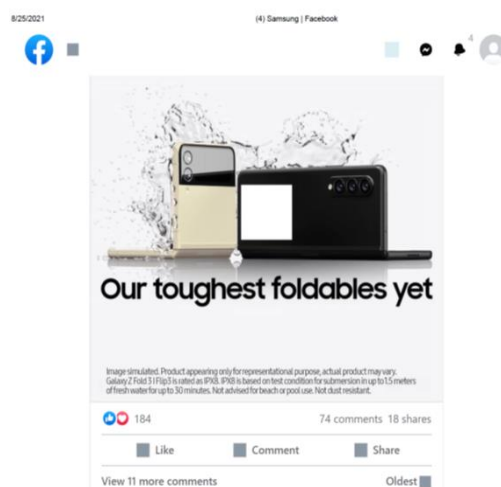


Figure-3: Engagement rates for Recent 5 Facebook posts for Mi Mobiles



Source: <http://www.facebook.com/SamsungIndia/>

Source: Authors Compilation

From figure -3 it is evident that the engagement rate was 0.002997% for the last 4th post which was the highest engagement rate out of 5 observations. (Data was retrieved on 08-25-2021. The timeline of the data is 08-25-2021 to 08-25-2021 i.e one day which includes recent 5 post in a day).

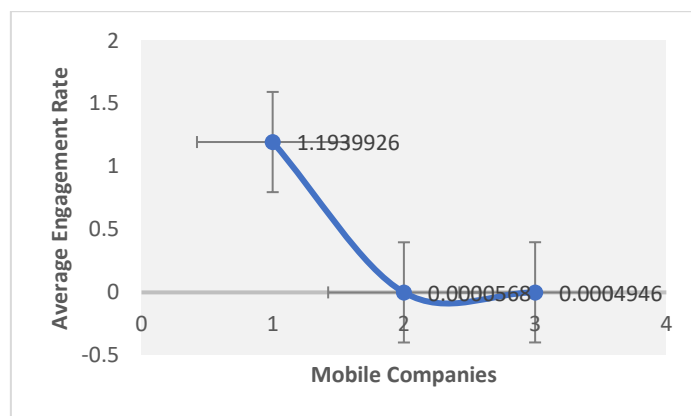
The fourth post was typical when compared to other posts as an exchange offer is given to old mobile phones to upgrade to MI Mobiles. (See figure-3.1). This may attract the customers of other mobile brands as there is an opportunity to switch to the MI brand. From strategic point of view as a marketing strategy the exchange offer helps to bring in more social media engagement whereas strategically it promotes multiple purchase.

Figure: 3.1: Exchange offer from MI mobile brand



Source: <http://www.facebook.com/SamsungIndia/>

Figure-4: Average Engagement Rates of Recent 5 Facebook posts for Apple, Samsung, and Mi Mobiles

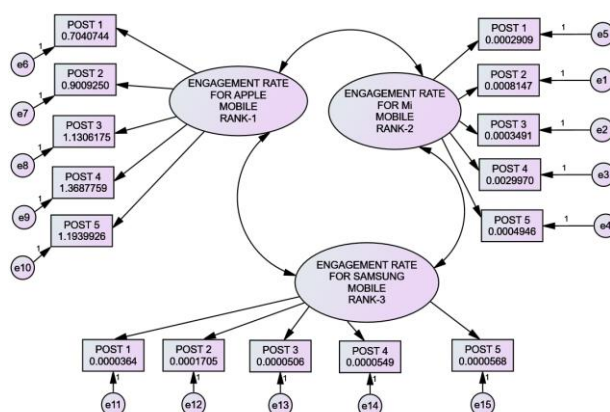


Source: Authors Compilation, *Engagement rate is in percentage (data collected from the study)

Inference

From Figure - 4, it is deduced that the Apple Mobile brand has the highest Average Engagement Rate (1.1939926%), followed by Mi mobile brand (0.00049), the lowest being the Samsung Mobile brand i.e 0.0000568%. (Data was retrieved on 08-25-2021. The timeline of the data is 08-25-2021 to 08-25-2021 i.e one day which includes recent 5 post in a day).

Figure-5: Path Coefficients for all the Three Factors



Source: Authors Compilation

From the figure-5, it can be inferred that Engagement Rate for Apple Mobile was highest as the average (likes, comments and shares) on the basis of five postings was **1.0596770**, followed by the engagement rate for Mi Mobile as the average (likes, comments and shares) on the basis of five postings was **0.00098926** whereas the least engagement rate for Samsung Mobile was lowest as average rate on the basis of five postings was **0.0000738**

6.Hypothesis Testing

H_0 -1: There is no significant difference between the average engagement rate of Apple Mobile Phones, Samsung mobile phones and Mi Mobile Phones

Table – 2: Normality Test (Shapiro-Wilk)

	W	p
Engagement Rate	0.775	0.002

Note. A low p-value suggests a violation of the assumption of normality

From table -2, it is inferred that, the p value 0.002 is less than 0.005, hence the assumption of normality is violated. Therefore, the non-parametric Kruskal-Wallis Test was applied to test the hypothesis.

Table - 3: Kruskal-Wallis Test (Non-Parametric Test)

Kruskal-Wallis			
	χ^2	df	p
Engagement Rate	12.5	2	0.002

Source: Authors Compilation

From table -3, it is observed that. The p-value for Apply Mobile Brand and Samsung Mobile Brand is 0.002 which is less than the alpha value of 0.05 ($0.001 < 0.05$). hence conclude that there is a significant difference between the engagement rate of these three mobile phones. Therefore, the **Null Hypothesis is rejected**.

Table-4: Tukey Post-hoc Test – Engagement Rate

		Apple	Mi	Samsung
Apple	Mean difference	—	1.06	1.06
	p-value	—	< .001	< .001
Mi	Mean difference		—	9.15e-4
	p-value		—	1.000
Samsung	Mean difference			—
	p-value			—

The Tukey Post-hoc Test was conducted to know the significance of variation in the mean values of engagement rates of Apple Mobiles, Mi Mobiles and Samsung Mobiles. From the Table-4 is evident that, when we compare the engagement rate with Mi and Samsung there is a significant difference. ($p < 0.05$) However When we compare the engagement rate of Mi with Samsung there is no significant difference in engagement rates. ($p > 0.05$)

A high engagement rate for Apple Mobile indicates that more people are commenting, liking, sharing, and mentioning the brand and its content. The study reveals that the Apple Mobile brand has the highest Average Engagement Rate (1.1939926%), followed by Mi mobile brand (0.00049), the lowest being the Samsung Mobile brand i.e 0.0000568%.

The relationship between user engagement and purchase intention has a notable and robust impact. This implies that user engagement and action performance are positively associated with an increased likelihood of product purchase. The findings of this study suggest that firms have the potential to enhance their revenues by increasing user interaction on their website. [According to Rahman, Suberamanian, and Moghavvemi \(2017\)¹⁹](#)

The poll was administered to those who actively follow fan pages, with the aim of assisting marketers in discerning the behaviors that are favored or neglected by their engaged online audience. Therefore, the report proposes that marketers should strive to be expeditious and proactive on these platforms. It is recommended that marketers use the practice of "interactive marketing" in order to effectively connect with their target audience via the use of promotional activities and material that are relevant to certain contemporary events or cultural phenomena. Moreover, by gaining a deeper comprehension of the underlying factors driving fan page interaction, firms may effectively use this knowledge to connect with customers and foster a transformation from mere users to genuine brand enthusiasts. The study aligns with earlier research that highlights the significance of social media engagement indicators in enhancing corporate performance (Rahman, Z., Suberamanian, & Moghavvemi, 2017)¹⁹

7.SCOPE FOR FUTURE STUDY

The field of engagement rate analysis is likely to continue evolving and expanding due to increasing importance of online interactions and the need for understanding user engagement patterns from business and research point of view.

Advanced Metrics and Models could lead to accurate and comprehensive measurement of engagement. Predicting engagement trends based on historical data could become an important area of research. Machine learning and AI models could be developed to forecast future engagement patterns, aiding in content planning and marketing strategies.

Online engagement and usage of social media platforms could be studied keeping in mind the importance of cyber law.

The future of the research is often influenced by technological advancements and evolving nature of online interactions. Studying consumer behaviour is vital for researchers in the field of engagement rate analysis.

8.CONCLUSION

Apple Mobile brand has the highest Average Engagement Rate, followed by Mi mobile brand and the Samsung Mobile phone has the least average engagement rate. The engagement rate increased drastically when Apple Mobile Company posted the image of light rays passing through the logo. In the case of Samsung Mobiles, a high engagement rate was recorded whenever there was a post on exchange offers. However, in the case of Mi Mobiles, the engagement rate soared for their social media Facebook posts on foldable mobile phones.

Hence, it could be deduced from this analysis that, whenever there are benefits to customers like utility features, and exchange offers, then the engagement rates increase. Companies therefore can put these digital marketing tools into effective use especially when introducing a new range of products/ product modification or market penetration. However, for highly renowned top brands like Apple mobiles, just brand logo and creativity will suffice to secure higher engagement rates.

It is not possible to assume that there will be always a high engagement rate (statistically significant) if the brand is well known. There is always possibility of relatively small brands can also overtake the big brands over the course of time if big brands are not doing much on their social engagement strategies. One cannot conclude that the high engagement rate would lead to higher sales unless we test the hypothesis in multiple contexts. This calls for future research on the same area i.e testing for the larger data.

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