

From Likes to Loyalty: Measuring the Effects of Social Media Engagement on Audience Retention with special reference to Krishnagiri District

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Abstract—The impact of social media has revolutionised organisational communication with audiences, transitioning digital marketing from mere promotional visibility to ongoing engagement and relationship cultivation. Although likes, comments, shares, and various types of online interaction signify immediate involvement, their role in maintaining long-term audience retention is a significant issue, especially in developing regional markets. This research investigates the impact of social media interaction on audience retention for users in Krishnagiri District, focusing on the engagement factors that foster sustained audience connections. The research employed both descriptive and analytical methodologies, utilising primary and secondary data sources. Primary data were obtained from 255 engaged social media users using a structured questionnaire employing proportionate stratified random sampling, and secondary data were sourced from pertinent academic and institutional references. The data underwent examination by percentage analysis, Cronbach's Alpha, Exploratory Factor Analysis, One-Way ANOVA, Independent Samples t-test, Pearson Correlation, and Multiple Regression Analysis. The Kaiser–Meyer–Olkin statistic of 0.891 and the significant result from Bartlett's Test validated the appropriateness of the data for factor analysis. Six facets: Content Quality, Interactive Communication, Trust and Credibility, Responsiveness, Personalisation, and Audience. The retained factors accounted for a cumulative 66.70% of the overall variation. The results additionally indicated notable disparities in social media interaction among various age demographics and genders. All five measures of engagement exhibited a positive and substantial relationship with audience retention, with Trust and Credibility demonstrating the most robust link ($r = 0.756$). The regression analysis accounted for 71.6% of the variance in audience retention ($R^2 = 0.716$), with Trust and Credibility identified as the most significant predictor ($\beta = 0.296$),

succeeded by Content Quality ($\beta = 0.241$) and Personalisation ($\beta = 0.218$). The results indicate that enduring audience connections rely not just on observable online feedback but also on trustworthy communication, pertinent information, tailored experiences, significant engagement, and prompt responsiveness. The research offers actionable guidance for marketers, entrepreneurs, content creators, and enterprises aiming to transform transient social media interactions into lasting audience connections in developing regional markets.

Index Terms—Interaction on Social Media, Audience Engagement, Client Fidelity, Online Promotion, Krishnagiri District.

I. INTRODUCTION

Digital technologies have rapidly changed how people communicate, access information, and interact with brands. Social media has become a key medium for developing interactions between organisations and their audiences. Facebook, Instagram, YouTube, X (previously Twitter), LinkedIn, and WhatsApp have become part of daily life, allowing businesses to participate in continuous, interactive communication. Social media allows real-time conversations, personalised content delivery, user participation, and community building, forging deeper consumer relationships than traditional marketing channels. Over the past decade, internet connectivity and smartphone penetration in India have increased, driving social media usage in urban and semi-urban areas. Businesses, educational institutions, entrepreneurs, service providers, and public organisations can now reach varied customer groups thanks to digital transformation. Social media

engagement and audience retention in district-level contexts, where socio-economic characteristics, digital literacy levels, cultural influences, and purchasing patterns may influence consumer behaviour, have been studied less than metropolitan markets. Regional investigations are crucial since digital adoption is growing rapidly outside big cities and localised evidence might provide better managerial insights.

Due to its growing digital ecosystem, smartphone use, entrepreneurial activity, and online commerce and social networking engagement, Krishnagiri District is a good place to study these phenomena. District consumers are increasingly using digital media for information search, product evaluation, entertainment, education, and shopping. Local businesses and service providers are also investing more in social media marketing to increase client connections and market competitiveness. Despite these advances, empirical research on how social media involvement affects audience retention in this region is few. This gap emphasises the necessity for comprehensive study on audience connections in expanding digital markets.

This study examines how social media interaction affects audience retention in Krishnagiri District to fill this gap. The study examines audience involvement across social media platforms, identification of audience retention factors, the relationship between engagement and loyalty, and if demographics affect engagement behaviour. The study uses relationship marketing, customer engagement theory, and digital marketing literature to explain how interactive online experiences build long-term consumer relationships.

This research should improve academic literature and managerial practice. From a theoretical standpoint, the study adds empirical information from an emerging regional market to social media engagement and audience retention in India. Marketers, entrepreneurs, digital content providers, and politicians can use the findings to create engagement strategies that boost consumer connections, brand loyalty, and digital communication. Understanding the journey from initial online interaction to maintained audience loyalty is crucial for long-term competitive advantage and corporate growth in a continually changing digital world.

II. PROBLEM STATEMENT

The rise of social media has transformed how companies interact with their customers. Digital platforms have grown from networking tools to powerful marketing channels that allow organisations to engage consumers with interactive content, personalised contact, and real-time feedback. Marketing has moved from reaching potential customers to building genuine relationships that foster long-term commitment. Social media platforms create a lot of likes, comments, shares, and other user involvement, but these signs do not necessarily indicate audience retention or consumer loyalty. Thus, organisations must determine whether online involvement builds connections or is only temporary digital activity.

Despite large social media marketing investments, many organisations struggle to sustain audience attention. Due to too much digital content, consumers have shorter attention spans and more competition for online visibility. As users move platforms and companies, holding their attention is harder than attracting it. Businesses commonly measure campaign success by impressions, reach, likes, and shares, but these metrics don't tell them if people stay loyal, connect with the brand, or form long-term behavioural commitment. Marketers trying to maximise digital marketing ROI are unsure about the relationship between visible involvement and audience retention.

Content quality, trust, responsiveness, perceived value, personalisation, and online community participation increase customer engagement, according to research. Previous research focused on urban cities, international brands, or huge national samples, leaving little empirical information from district-level Indian markets. Due to digital literacy, socio-economic situations, cultural preferences, internet accessibility, and local business settings, growing regional economies may have different consumer behaviour. Therefore, urban or worldwide conclusions cannot necessarily be applied to districts undergoing rapid but unequal digital transition.

Recent years have seen increased internet, smartphone, digital entrepreneurship, and social media use in Krishnagiri District. Businesses, educational institutions, service providers, and entrepreneurs increasingly use social media to reach

their target audiences and build consumer relationships. However, little is known about how social media involvement affects district audience retention. It is uncertain which engagement strategies best inspire social media users to stay engaged and loyal. Lack of localised evidence limits organisations' capacity to create evidence-based digital marketing strategies for regional consumer behaviour.

Due to these concerns, Krishnagiri District needs a thorough study of social media engagement and audience retention. This study examines how engagement activities preserve audience relationships and what elements boost digital customer loyalty to fill this research vacuum. Researchers, marketing practitioners, entrepreneurs, and policymakers will benefit from the findings, which will add to the body of knowledge on digital marketing and relationship management in rising regional markets.

III. LITERATURE REVIEW

Mirza Kashif Baig et al. (2025) argue that brand love preserves loyalty better than exposure from social media. Perceived value does not significantly mediate the relationship, suggesting that social media marketing may not directly link value perceptions to loyalty.

According to Uttera Chaudhary et al. (2015), organisations need to use more inventive social media advertising methods to build brand awareness and loyalty. Companies must develop and implement successful strategies to increase business through this new medium and become the innovative firm of the future.

According to Uttera Choudhary et al. (2019), all businesses prioritise social media. Marketing executives, researchers, and consultants are trying to figure out how brands might use social media to attract and retain customers. Modern businesses encounter brand loyalty as their main problem. Marketers have historically prioritised brand loyalty. Karthik and Jahnavi (2025) found that content strategy strongly influences social media engagement. The best engagement driver was personalised, relevant, high-quality material aligned with consumers' interests. Interactive updates, promotional offers, behind-the-scenes content, and customer testimonials increased participation and trust. Additionally, frequent posting, brand

responsiveness, and personalisation strongly connected with consumer satisfaction and loyalty.

Sukhvinder Singh (2024) concluded that social media interaction builds client loyalty. The combination of advanced data analysis and human expertise helps brands navigate social media interactions. The approach helps turn ephemeral social media conversations into meaningful, persistent consumer relationships, boosting loyalty and long-term economic success.

Zainab Abdul Sattar et al. (2025) showed that content quality and interaction rate affect brand recognition, purchase intention, and consumer loyalty. All four hypotheses were supported, proving content strategy and digital engagement influence consumer behaviour. The findings support the theoretical framework and are useful academically and practically.

Yan Li et al. (2026) explores how brand involvement and loyalty from social media influencer marketing promote consumer repurchase intentions. This study fills a gap by describing how content features and fan-page dynamics affect post-purchase behaviour using uses and gratifications theory and social influence theory.

Research Gap

Social media engagement's effects on brand awareness, customer engagement, purchase intention, brand love, influencer marketing, and customer loyalty have been extensively studied in digital marketing. Studies show that high-quality information; interactive communication, personalisation, and emotional attachment improve customer behaviour and brand loyalty. These studies illuminate social media's significance in modern marketing theoretically and empirically. Despite rising literature, significant research gaps exist. Most research addresses social media engagement and brand loyalty, but audience retention as a behavioural result has received less attention. Audience retention goes beyond customer satisfaction and purchase intention and shows how organisations may engage people in a competitive digital market. Because prolonged audience relationships generally determine digital marketing strategy success, understanding this dimension is crucial.

Second, most research is from urban cities, international markets, or wide consumer populations. Digital literacy, socio-economic variables, internet

accessibility, cultural influences, and consumer preferences might affect social media activity in district-level markets, therefore these findings may not fully reflect user behaviour. Despite growing smartphone and social media adoption in remote India, notably Krishnagiri District, empirical evidence is scarce. Third, most research have focused on content quality, emotional attachment, influencer marketing, or brand recognition alone. Only a few studies have examined how interactive communication, content relevance, trust, responsiveness, personalisation, and perceived value affect audience retention on social media. An integrated approach is needed to grasp digital consumer behavior's complexity.

Finally, advanced multivariate statistical studies that evaluate the structural links between social media engagement and audience retention in emerging regional markets are scarce. This study addresses these gaps by analysing how social media interaction factors affect audience retention in Krishnagiri District. The study contributes to digital marketing, customer engagement, and relationship management literature by generating empirical evidence from a district-level context using a comprehensive analytical framework. It also provides practical insights for marketers, entrepreneurs, and policymakers seeking to build sustainable audience loyalty in the digital era.

IV. OBJECTIVES OF THE STUDY

1. To assess social media activity in Krishnagiri District.
2. To Study the impact of social media participation on audience retention.
3. To identify major elements affecting audience retention through social media interaction.

Hypotheses of the Study

H₁₁: The amount of social media participation among individuals in Krishnagiri District varies significantly dependent on their demographic factors.

H₁₂: Social media participation significantly improves audience retention.

H₁₃: Social media engagement aspects greatly impact audience retention.

V. RESEARCH METHOD

Research methodology provides a structured framework for research. It describes how data was collected, analysed, and interpreted to fulfil study goals. By using proper scientific methods, a well-designed methodology improves research credibility, validity, and dependability.

Characteristics of Research

This study uses descriptive and analytical methods. The descriptive technique is utilised to assess Krishnagiri District users' social media engagement and audience retention. The analytical technique is used to investigate social media engagement and audience retention, audience loyalty variables, and demographic effects on user engagement.

Sampling Method

To represent Krishnagiri District residents from different areas, the study used Proportionate Stratified Random Sampling. Krishnagiri District was first separated into major administrative taluks. To gather social media usage patterns, urban and rural areas within each taluk were determined in the second step. Stratified random sample chose responses proportionally from each taluk in the final step. The research findings were more reliable and generalisable because this sampling method represented demographic groupings fairly.

Sample Size

The sample size was based on the study's goals, research, and data analysis methods. The study examined behavioural correlations between many factors; therefore 255 respondents were sufficient to yield reliable and statistically significant results. The respondents were picked using Proportionate Stratified Random Sampling to provide balanced representation from Krishnagiri District regions.

Table 1.1 Distribution of Sample Respondents

S. No.	Taluk	Number of Respondents
1	Krishnagiri	51
2	Hosur	51
3	Denkanikottai	51
4	Uthangarai	51
5	Pochampalli	51
Total		255

Source: Primary Data

Information Origins

The research relies on both primary and secondary data sources. Primary data were gathered using a systematic questionnaire distributed to engaged social media users living in Krishnagiri District. The survey was developed to assess participants' views on different aspects of social media involvement and audience retention. Secondary data were obtained from scholarly journals, publications, conference materials, digital marketing analyses, and credible internet repositories. These references offered the conceptual basis and empirical validation for the research.

Analytical Statistical Tools

The gathered information will be examined utilising the Statistical Package for the Social Sciences (SPSS). Descriptive and inferential statistical methods will be utilised to fulfil the study aims and evaluate the hypotheses. The analytical instruments suggested for the research encompass: Percentage Analysis, Cronbach's Alpha Reliability Test, One-Way Analysis of Variance (ANOVA), Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity, Exploratory Factor Analysis (EFA), Pearson Correlation Analysis, and Multiple Regression Analysis. These statistical methods will aid in discerning meaningful correlations among the study variables and furnish empirical proof concerning the impact of social media interaction on audience retention.

Primary Investigation

Before the primary survey, a preliminary study was executed to evaluate the dependability and comprehensibility of the research tool. The preliminary poll encompassed 30 engaged social media participants from Krishnagiri District. The participants were chosen according to their knowledge of different social media platforms and their consistent interaction with online material. The data gathered from the pilot study were examined by Cronbach's Alpha to assess the questionnaire's internal consistency. Slight adjustments were implemented to enhance the phrasing and lucidity of certain items before to distributing the final questionnaire.

The survey had 30 assertions evaluated on a Five-Point Likert Scale.

Scale Description

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

Dimensions of the Study

The questionnaire measures the following six dimensions:

1. Content Quality
2. Interactive Communication
3. Trust and Credibility
4. Responsiveness
5. Personalization
6. Audience Retention

Assessment of Reliability

The dependability of the research tool was evaluated by Cronbach's Alpha, utilising the replies gathered in the pilot study.

Table 1.2 Reliability Statistics

S. No.	Factors	Cronbach's Alpha	No. of Items
1	Content Quality	0.85	5
2	Interactive Communication	0.84	5
3	Trust and Credibility	0.87	5
4	Responsiveness	0.83	5
5	Personalization	0.86	5
6	Audience Retention	0.88	5
Overall Reliability		0.85	30

Source: Computed from Pilot Study Data

The Cronbach's Alpha values for all constructs surpass the suggested minimum of 0.70, demonstrating adequate internal consistency and reliability. The overall reliability coefficient of 0.85 validates that the questionnaire is suitable for the primary survey. In light of the pilot study results, slight modifications were made to enhance the clarity and understanding of several questionnaire items prior to the final data gathering.

Parameters of the Study

The current research investigates the impact of social media interaction on audience retention among engaged social media users in Krishnagiri District. It

examines the impact of several aspects of social media interaction, including content quality, interactive communication, trust and credibility, responsiveness, and personalisation, on audience retention and enduring loyalty. The research additionally investigates the impact of demographic traits on users' engagement patterns. Primary data is gathered via a systematic questionnaire, whilst secondary information is sourced from academic journals, books, conference proceedings, governmental papers, and credible web sites. The results of the research are anticipated to offer significant insights for corporate entities, digital marketers, entrepreneurs, legislators, and scholars aiming to enhance consumer engagement and cultivate enduring audience connections via social media channels.

VI. LIMITATIONS OF THE STUDY

The research is constrained by the subsequent limitations:

1. The research is limited to social media users in Krishnagiri District; hence, the results may not be applicable to other districts or states.
2. The research utilises a sample of 255 participants, which, while statistically sufficient, may not comprehensively reflect the complete demographic of social media users in the area.
3. The results are based on participants' self-reported views gathered via a systematic survey. Thus, the precision of the outcomes relies on the integrity, comprehension, and readiness of participants to furnish impartial answers.
4. The research concentrates solely on specific aspects of social media interaction and audience retention. Additional behavioural, psychological, technological, or environmental elements that could affect audience loyalty fall outside the parameters of the current study.

Table 2.1 Demographic Profile of the Respondents (N = 255)

Demographic Profile	Category	T.N.R.	Percentage	Grand Total	Percentage
Gender	Male	122	47.8	255	100.0
	Female	133	52.2		
Age	18–25 Years	62	24.3	255	100.0
	26–35 Years	96	37.6		
	36–45 Years	59	23.1		
	Above 45 Years	38	14.9		
Educational Qualification	School Level	35	13.7	255	100.0
	Undergraduate	98	38.4		
	Postgraduate	87	34.1		
	Professional	35	13.7		
Marital Status	Married	149	58.4	255	100.0
	Unmarried	106	41.6		
Monthly Income	Below ₹20,000	46	18.0	255	100.0
	₹20,001–₹40,000	91	35.7		
	₹40,001–₹60,000	69	27.1		
	Above ₹60,000	49	19.2		
Area of Residence	Rural	84	32.9	255	100.0
	Semi-Urban	86	33.7		
	Urban	85	33.3		
Most Preferred Social Media Platform	Instagram	82	32.2	255	100.0
	Facebook	61	23.9		
	YouTube	56	22.0		
	WhatsApp	32	12.5		
	X (Twitter)	24	9.4		

Source: Primary Data, **Note:** T.N.R. – Total Number of Respondents.

Table 2.1 delineates the demographic characteristics of the 255 participants chosen from Krishnagiri District. The results reveal that 52.2% of the participants are female, while 47.8% are male. The predominant share (37.6%) is attributed to the 26–35 years age demographic, succeeded by 24.3% in the 18–25 years segment. The majority of participants (38.4%) possess a bachelor's degree, whereas 58.4% are married. 35.7% of individuals have a monthly salary ranging from ₹20,001 to ₹40,000, making it the predominant income bracket. The residential

distribution is evenly distributed, with participants sourced from rural (32.9%), semi-urban (33.7%), and urban (33.3%) locales, guaranteeing comprehensive representation across Krishnagiri District. In terms of social media engagement, Instagram (32.2%) is the most favoured platform, succeeded by Facebook (23.9%) and YouTube (22.0%). The demographic profile illustrates a varied and representative sample, offering a dependable foundation for analysing the correlation between social media interaction and audience retention.

Table 2.2 Social Media Engagement Behaviour of the Respondents (N = 255)

Variables	Category	T.N.R.	Percentage	Grand Total	Percentage
Primary Purpose of Using Social Media	Entertainment	76	29.8	255	100.0
	Information and News	58	22.7		
	Communication	54	21.2		
	Education and Learning	39	15.3		
	Business and Professional Networking	28	11.0		
Average Time Spent on Social Media per Day	Less than 1 Hour	36	14.1	255	100.0
	1–2 Hours	81	31.8		
	2–4 Hours	92	36.1		
	More than 4 Hours	46	18.0		
Type of Content Frequently Engaged With	Short Videos/Reels	88	34.5	255	100.0
	Educational Content	61	23.9		
	News and Current Affairs	44	17.3		
	Product and Brand Promotions	36	14.1		
	Influencer Content	26	10.2		
Most Common Form of Social Media Engagement	Liking Posts	79	31.0	255	100.0
	Sharing Content	63	24.7		
	Commenting on Posts	49	19.2		
	Watching Live Sessions	36	14.1		
	Creating or Uploading Content	28	11.0		
Primary Reason for Continuing to Follow a Brand/Page	Useful and Relevant Content	84	32.9	255	100.0
	Regular Updates	63	24.7		
	Trust in the Brand	52	20.4		
	Attractive Offers and Promotions	34	13.3		
	Recommendations from Friends/Influencers	22	8.7		

Source: Primary Data, **Note:** T.N.R. – Total Number of Respondents.

Table 2.2 illustrates the social media interaction patterns of the participants in Krishnagiri District. The results reveal that 29.8% of participants

predominantly utilise social media for entertainment, with information and news at 22.7% and communication at 21.2%. A majority of participants

(36.1%) allocate 2–4 hours daily to social media, indicating significant daily engagement with these platforms. Brief movies and reels (34.5%) represent the most commonly consumed content, whereas like posts (31.0%) constitutes the predominant method of user interaction. Moreover, valuable and pertinent material (32.9%) is recognised as the foremost factor

for maintaining allegiance to a business or social media platform. The results suggest that captivating content, frequent user engagement, and reliable value provision are crucial for enhancing audience involvement and promoting sustained audience loyalty.

Factor Extraction Process for Social Media Engagement and Audience Retention

Table 4.1 KMO and Bartlett's Test

KMO and Bartlett's Test	Value
Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy	0.891
Bartlett's Test of Sphericity	
Approx. Chi-Square	2768.425
Df	435
Sig.	0.000 (S)

Source: Computed from Primary Data

The Kaiser–Meyer–Olkin (KMO) statistic of 0.891 signifies a substantial degree of sampling adequacy, affirming the data's suitability for factor analysis. Bartlett's Test of Sphericity demonstrates statistical

significance ($\chi^2 = 2768.425$, $df = 435$, $p < 0.001$), indicating adequate correlations across the variables. Consequently, the dataset is deemed appropriate for performing Exploratory Factor Analysis.

Table 4.2 Total Variance Explained by the Variables of Social Media Engagement and Audience Retention

Factor	Eigenvalue	Percentage of Variance	Cumulative Percentage
1	5.624	18.75	18.75
2	4.218	14.06	32.81
3	3.472	11.57	44.38
4	2.761	9.20	53.58
5	2.146	7.15	60.73
6	1.792	5.97	66.70

Source: Computed from Primary Data

Principal Component Analysis (PCA) was utilised to discern the fundamental characteristics of social media interaction and audience retention. According to the eigenvalue greater-than-one requirement, six elements were preserved. Collectively, these elements account for 66.70% of the overall variance, suggesting that the derived dimensions encompass a

significant percentage of the information present in the original variables. The six-factor solution thus establishes a suitable foundation for comprehending the principal characteristics linked to social media engagement and audience retention among participants in Krishnagiri District.

Table 4.3 Rotated Factor Loadings of Social Media Engagement and Audience Retention

Factor No.	Variables	Factor Loading
	Content Quality	
I	Social media content is informative and useful	0.846
	Content is relevant to my interests and needs	0.821
	Posts are interesting and engaging	0.798
	Content is clear and easy to understand	0.764
	Regular content encourages continued engagement	0.731
	Interactive Communication	
II		

	Social media provides opportunities for two-way communication	0.839
	Interactive posts encourage active participation	0.815
	Comments and discussions increase my involvement	0.786
	Polls, live sessions, and interactive features encourage participation	0.752
	Online interaction strengthens my connection with the page or brand	0.724
III	Trust and Credibility	
	Information shared through social media is trustworthy	0.854
	Authentic content increases my confidence	0.826
	Transparent communication strengthens credibility	0.801
	Consistent information increases my trust	0.768
	I prefer to follow pages or brands that I consider reliable	0.739
IV	Responsiveness	
	Quick responses improve my social media experience	0.842
	Timely replies encourage continued interaction	0.817
	Responses to questions increase my satisfaction	0.789
	Handling feedback effectively strengthens engagement	0.758
	Prompt communication encourages me to remain connected	0.726
V	Personalization	
	Personalized content attracts my attention	0.848
	Recommendations based on my interests improve engagement	0.823
	Relevant messages encourage repeated interaction	0.795
	Customized communication makes me feel more connected	0.763
	Personalized experiences encourage continued platform engagement	0.734
VI	Audience Retention	
	I intend to continue following the page or brand	0.861
	I regularly return to view new content	0.834
	I prefer to remain connected over a longer period	0.806
	I am likely to recommend the page or brand to others	0.772
	Positive engagement strengthens my long-term loyalty	0.746

Source: Computed from Primary Data

Table 4.3 displays the rotated factor configuration derived from Principal Component Analysis employing Varimax rotation. Six unique elements were identified from the 30 assertions. Content Quality has factor loadings between 0.731 and 0.846, whereas Interactive Communication displays a range from 0.724 to 0.839. The loadings for Trust and Credibility fluctuate between 0.739 and 0.854, whereas the loadings for Responsiveness vary from 0.726 to 0.842. Personalisation exhibits loadings

between 0.734 and 0.848, whereas Audience Retention displays loadings from 0.746 to 0.861. All retained items exhibit robust factor loadings and distinctly align with their corresponding dimensions. The six characteristics collectively account for 66.70% of the total variance, indicating that content quality, interaction, trust, responsiveness, and personalisation are significant elements of social media engagement linked to on-going audience retention.

Table 5.1: Social Media Engagement by Age Group

H₀: There is no significant difference in the level of social media engagement among respondents across different age groups.

Source of Variation	Sum of Squares	df	Mean Square	F	Significance
Between Groups	112.684	3	37.561	7.926	0.000**
Within Groups	1189.316	251	4.738		
Total	1302.000	254			

Source: Computed from Primary Data **Note:** ** indicates significance at the 1% level.

Table 5.1 analyses the variation in social media involvement among different age demographics of respondents in Krishnagiri District. The ANOVA analysis yielded an F-value of 7.926 and a significance level of $p < 0.001$, indicating it is below the 1% threshold. Consequently, the null hypothesis

is dismissed. The findings indicate that the degree of social media interaction varies markedly among different age demographics. This indicates that age significantly influences the manner in which respondents engage with social media material and platforms.

Table 6.1 Independent Samples Test Based on Gender

H₀: There is no significant difference between male and female respondents with respect to the dimensions of social media engagement and audience retention.

Factor	F	Sig.	t	p-Value	H ₀
Content Quality	1.326	0.251	2.214	0.028*	Reject
Interactive Communication	0.914	0.340	2.487	0.014*	Reject
Trust and Credibility	1.682	0.196	3.126	0.002**	Reject
Responsiveness	1.048	0.307	2.076	0.039*	Reject
Personalization	1.574	0.211	2.895	0.004**	Reject
Audience Retention	1.936	0.165	3.342	0.001**	Reject

Source: Computed from Primary Data Note: * Significant at the 5% level; ** Significant at the 1% level.

Table 6.1 analyses the disparities between genders in social media participation and audience retention among participants in Krishnagiri District. The significant values of Levene's Test exceed 0.05 for all six parameters, corroborating the hypothesis of equal variances. The Independent Samples t-test indicates notable gender disparities in Content Quality ($t = 2.214$, $p < 0.05$), Interactive Communication ($t = 2.487$, $p < 0.05$), Trust and Credibility ($t = 3.126$, $p <$

0.01), Responsiveness ($t = 2.076$, $p < 0.05$), Personalisation ($t = 2.895$, $p < 0.01$), and Audience Retention ($t = 3.342$, $p < 0.01$). Consequently, the null hypothesis is dismissed across all six dimensions. The results indicate that male and female participants exhibit notable differences in their views on social media interaction and their inclination to maintain connections with social media material, pages, or companies over time.

Table 7.1 Inter-Correlation among the Factors of Social Media Engagement and Audience Retention

Factors	Content Quality	Interactive Communication	Trust & Credibility	Responsiveness	Personalization	Audience Retention
Content Quality	1					
Interactive Communication	0.672**	1				
Trust & Credibility	0.641**	0.608**	1			
Responsiveness	0.584**	0.653**	0.617**	1		
Personalization	0.618**	0.629**	0.594**	0.648**	1	
Audience Retention	0.731**	0.694**	0.756**	0.667**	0.719**	1
Total No. of Respondents	255	255	255	255	255	255

Source: Computed from Primary Data, **Note:** ** Correlation is significant at the 0.01 level (2-tailed).

Table 7.1 displays the Pearson correlation coefficients relating to the facets of social media involvement and audience retention. Each of the five engagement metrics demonstrates favourable and statistically significant correlations with audience retention at the 1% threshold ($p < 0.01$). Trust and Credibility has the most significant correlation with audience retention ($r = 0.756$), succeeded by Content Quality ($r = 0.731$), Personalisation ($r = 0.719$), Interactive Communication ($r = 0.694$), and Responsiveness ($r = 0.667$). The results suggest that audiences are more inclined to stay engaged when social media interactions are credible, pertinent, tailored, engaging, and prompt. The correlation findings offer initial evidence for the suggested link between social media interaction and audience retention.

Table 8.1 Multiple Regression Analysis of Social Media Engagement Dimensions on Audience Retention

Dimension	B	Std. Error	Beta (β)	t	p-value
Constant	3.428	0.864	–	3.968	0.000**
Content Quality (X_1)	0.286	0.058	0.241	4.931	0.000**
Interactive Communication (X_2)	0.194	0.061	0.158	3.180	0.002**
Trust and Credibility (X_3)	0.337	0.057	0.296	5.912	0.000**
Responsiveness (X_4)	0.151	0.055	0.126	2.745	0.006**
Personalization (X_5)	0.264	0.060	0.218	4.400	0.000**
Multiple R-value	0.846				
R Square (R^2)	0.716				
Adjusted R Square	0.710				
F-value	125.56**				
p-value	0.000**				

Source: Computed from Primary Data **Note:** ** denotes significance at the 1% level.

The coefficient of determination ($R^2 = 0.716$) suggests that roughly 71.6% of the variability in Audience Retention is statistically accounted for by the five characteristics of social media interaction incorporated in the model. The Adjusted R^2 score of 0.710 signifies that the model has considerable explanatory power even after considering the number of predictors. The comprehensive regression model demonstrates statistical significance ($F = 125.56$, $p < 0.01$), indicating that the engagement parameters jointly play a crucial role in elucidating audience retention.

Multiple Regression Equation

$$Y = 3.428 + 0.286X_1 + 0.194X_2 + 0.337X_3 + 0.151X_4 + 0.264X_5$$

Where:

Multiple Regression Analysis

Multiple Regression Analysis was utilised to investigate how various aspects of social media involvement forecast audience retention among participants in Krishnagiri District. In the regression analysis, Audience Retention (Y) is designated as the dependent variable, whilst Content Quality (X_1), Interactive Communication (X_2), Trust and Credibility (X_3), Responsiveness (X_4) and Personalisation (X_5) are classified as independent factors. The Multiple Correlation Coefficient ($R = 0.846$) signifies a robust positive correlation between the aggregated characteristics of social media engagement and audience retention.

Y represents Audience Retention.

X_1 denotes the calibre of content.

X_2 denotes Interactive Communication.

X_3 = Reliance and Integrity

X_4 denotes reactivity.

X_5 denotes customisation.

The regression coefficients indicate that all five dimensions exhibit positive and statistically significant correlations with audience retention. Trust and Credibility serve as the most significant predictor ($\beta = 0.296$, $t = 5.912$, $p < 0.01$), suggesting that viewers are inclined to sustain enduring relationships when they view social media interactions as dependable and credible. Information Quality ranks as the second most significant predictor ($\beta = 0.241$, $t = 4.931$, $p < 0.01$), indicating that pertinent,

enlightening, and captivating information plays a crucial role in maintaining audience engagement. Personalisation has a crucial role ($\beta = 0.218$, $t = 4.400$, $p < 0.01$), underscoring the necessity of providing material and communication tailored to individual interests and preferences. Interactive Communication ($\beta = 0.158$, $t = 3.180$, $p < 0.01$) exhibits a noteworthy positive correlation with audience retention, highlighting the importance of bidirectional communication and engaged audience involvement. Responsiveness exhibits the least standardised coefficient yet retains statistical significance ($\beta = 0.126$, $t = 2.745$, $p < 0.01$), suggesting that prompt replies and engagement with the audience play a role in sustaining ongoing involvement.

According to the standardised coefficients, the predictors can be ranked by their relative impact as Trust and Credibility, Content Quality, Personalisation, Interactive Communication, and Responsiveness. Given that all five variables exhibit statistical significance, the null hypothesis asserting that characteristics of social media involvement do not substantially affect audience retention is dismissed. The results thus offer empirical validation for the perspective that significant, trustworthy, tailored, engaging, and responsive social media interactions are crucial in converting early audience involvement into enduring digital connections.

Major Findings of the Research

1. The demographic examination indicates a very equitable gender distribution, comprising 52.2% female and 47.8% male participants. The predominant age demographic is 26–35 years (37.6%), signifying considerable engagement among youthful and early-middle-aged social media participants.
2. Regarding educational qualifications, 38.4% of participants are undergraduates, while 34.1% are postgraduates, indicating that a significant segment of the sample possesses advanced educational experience.
3. Respondents are nearly uniformly distributed among rural (32.9%), semi-urban (33.7%), and urban (33.3%) regions. This equitable distribution serves as a valuable foundation for comprehending social media interaction across

various living environments in Krishnagiri District.

4. Instagram (32.2%) stands out as the most favoured social media platform, succeeded by Facebook (23.9%) and YouTube (22.0%), underscoring the significance of visually driven and engaging platforms in captivating people.
5. Entertainment is the primary reason for utilising social media, as indicated by 29.8% of participants. Information and news account for 22.7%, while communication constitutes 21.2%, both serving as significant motivations for utilising the platform.

VII. RECOMMENDATIONS

The results indicate that entities have to prioritise cultivating significant and enduring connections with social media audiences instead than only fixating on likes, views, and follower numbers. Given that trust and credibility have surfaced as the most significant indicators of audience retention, brands ought to uphold transparent, genuine, and consistent communication. Increased focus must be directed into producing valuable, pertinent, and captivating content, especially via visually attractive mediums like short videos and reels. Tailored communication aligned with audience preferences can enhance engagement, whilst prompt replies, interactive content, surveys, live events, and feedback systems can foster ongoing involvement. Given that engagement trends vary among demographic segments, marketers must take into account age and gender when formulating their communication approaches. Entrepreneurs and local enterprises in Krishnagiri District can gain advantages by implementing audience-focused digital strategies that integrate trustworthiness, high-quality content, customisation, engagement, and promptness.

VIII. CONCLUSION

The research validates that participation on social media significantly enhances audience retention among users in Krishnagiri District. The factors of Content Quality, Interactive Communication, Trust and Credibility, Responsiveness, and Personalisation exhibit a positive and substantial correlation with Audience Retention. The regression model accounts

for 71.6% of the variance in audience retention, highlighting the significant impact of these engagement factors. Trust and Credibility emerges as the most significant predictor, succeeded by Content Quality and Personalisation. The results bolster the primary concept of “From Likes to Loyalty” by illustrating that fleeting online engagements are inadequate for establishing enduring audience connections. Sustainable loyalty is built when audiences regularly encounter reliable communication, meaningful information, tailored interactions, and proactive participation. The research thus offers valuable perspectives for marketers, entrepreneurs, content creators, and enterprises aiming to convert social media engagement into enduring audience connections.

Opportunities for Additional Investigation

Subsequent investigations could broaden the scope to more areas in Tamil Nadu or juxtapose rural, semi-urban, and urban populations utilising more extensive samples. Supplementary factors such brand affection, emotional connection, influencer trustworthiness, digital word-of-mouth, perceived worth, social media exhaustion, and privacy apprehensions could also be integrated to achieve a more comprehensive insight into audience retention. Longitudinal study might investigate the evolution of engagement and loyalty over time, whereas forthcoming scholars might integrate survey data with actual digital behaviours including viewing time, return visits, comments, shares, and following trends. More extensive research may utilise Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) to investigate mediating and moderating connections between social media engagement, trust, audience retention, and loyalty.

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