



Social Media Marketing and Brand Engagement (A Study of TEMU Shopping App)

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Abstract

The study investigated social media marketing and brand engagement (A study of TEMU Shopping App). The dimensions of social media marketing vis a vis (content strategy, engagement and community building, and analysis and performance tracking). Data were collected through a survey research design using a structured questionnaire from 385 respondents. The study adopted multiple linear regressions with the use of SPSS version 26 software to analyze the descriptive and inferential statistics of the data. The findings revealed that content strategy, engagement and community building, and analysis and performance tracking have significant effect on brand engagement with $p\text{-value} > 0.000$ respectively. The study concluded that content strategy, engagement and community building, and analysis and performance tracking are all major predictors of brand engagement. The study therefore, recommended that TEMU should invest in high-quality, interactive content such as live videos, polls, and personalized recommendations to boost user participation and engagement, as regular analyses of user behavior and engagement metrics will help optimize content strategies and personalize marketing efforts for better user experience and retention.

Keywords: Social media marketing, brand engagement, content strategy, engagement and community building, analysis and performance, online.

Introduction

Social media marketing (SMM) has developed as a critical component of digital marketing, employing social networking platforms to engage consumers, boost brand awareness, and drive sales (Chyrak, Koziuk, Siskos & Darvidou, 2024). With the rise of platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok, businesses have discovered new ways to communicate with consumers in real time, establishing relationships that go beyond traditional advertising tactics (Haenlein, Anadol, Farnsworth, Hugo, Hunichen & Welte, 2020). The evolution of SMM can be ascribed to the expanding internet penetration and increased smart phone usage globally (Aggarwal & Mittal, 2022). As of 2024, there are more than 4.9 billion social media users worldwide, a figure that is likely to increase further (Min, 2024). This transformation has changed

consumer behavior, making online interaction a critical factor of brand success (Hollebeek & Macky, 2019). Unlike traditional marketing techniques, SMM allows firms to develop targeted content, leverage influencer alliances, and deploy data-driven campaigns using analytics tools (Bhat, Periasamy & Lakshman, 2024). One significant advantage of social media marketing is its capacity to create two-way communication, allowing consumers to express rapid feedback and communicate directly with firms (Bernhardt, Mays & Hall, 2012). It also offers cost-effective advertising choices, including pay-per-click (PPC) and organic reach strategies that may be tailored to certain groups (Suganya, Gurusamy & Janaki, 2020). Social media marketing has transformed how firms interact with their target audience (Ballabh, 2024). By carefully leveraging social media platforms, businesses may boost brand visibility, drive customer engagement, and accomplish commercial growth in the digital era (Jack, Akpan, Fcicn & Ap, 2024). Social media marketing boosts brand engagement by encouraging interaction, trust, and loyalty through real-time communication (Jeswani, 2023).

However, brand engagement refers to the emotional and cognitive connection that consumers establish with a brand through numerous encounters (Harrigan, Evers, Miles & Daly, 2018). It entails the methods in which customers actively interact, advocate, and remain loyal to a brand, affecting their purchase behavior (Vivek, Beatty & Morgan, 2012). In today's digital age, brand engagement goes beyond traditional marketing to encompass online interactions like social media chats, content sharing, and user-generated content (Santos, 2022). Brand engagement is important because it may establish long-term relationships, increase brand loyalty, and generate customer advocacy (Rachbini, 2023). Companies use engagement tactics to provide meaningful experiences, such as personalized marketing, storytelling, and interactive platforms (Kemp, Porter III, Anaza & Min, 2021). Social media has revolutionized brand interaction, enabling realtime communication and closer consumer-brand ties (Lee & Hsieh, 2022). Furthermore, engaged consumers are more likely to spread the word about a brand and influence the purchasing decisions of others (Wu, Fan, & Zhao, 2018). In essence, brand engagement is an important aspect in modern marketing since it allows firms to develop deep emotional relationships with their customers (Franzak, Makarem, & Jae, 2014). Brands that encourage involvement can improve customer happiness, retention, and accomplish long-term business growth (Agu, Iyelolu, Idemudia, & Ijomah, 2024).

Social media marketing has become an essential tool for brand engagement, especially for e-commerce platforms such as TEMU. However, the effectiveness of content strategy, engagement and community building, and analysis and performance tracking in increasing brand engagement remains a challenge (Bowden & Mirzaei, 2021). According to research, well-structured content strategies increase consumer involvement (Odden, 2012), and community-building encourages loyalty and trust (Sjuchro, Surachman, Dahana, & Nurfauziah, 2025). Additionally, performance tracking assists brands in refining their tactics for optimal engagement (Kumar & Pansari, 2016). Despite these findings, there is little study on how these characteristics particularly affect TEMU's brand engagement. Understanding this relationship is critical for optimizing marketing campaigns and boosting consumer interactions.

Broadly, the objective of this study is to ascertain the effect of social media marketing on brand engagement. In the same vein, the study seeks to achieve the following specific objectives:

- i. To examine the effect of content strategy on brand engagement on TEMU App.
- ii. To evaluate the effect of engagement and community building on brand engagement on TEMU App.
- iii. To explore the effect of analysis and performance tracking on brand engagement on TEMU App.

Methodology

A survey study design was used to conduct an online census evaluation of these respondents, which covered the complete target population through the use of questionnaires. These methods were chosen because they provided appropriate information from the sample population to investigate the study question. The study's population consists of all those who have used the TEMU shopping app, which is unlimited. The gathered data's psychometric properties (validity and reliability) were assessed using Component Factor Analysis and Cronbach Alpha Statistics, respectively. The study used various linear models. To evaluate the descriptive and inferential statistics of the data, regressions were performed using SPSS version 26 software.

$$\text{SMM} = f(\text{BE})$$

$$= f(\text{CST, ECB, APT})$$

$$\text{SMM} = \beta_0 + \beta_1\text{CST} + \beta_2\text{ECB} + \beta_3\text{APT} + \text{et}$$

Where: BE = Brand Engagement

SMM = Social Media Marketing

CST = Content Strategy

ECB = Engagement and Community Building

APT = Analysis and Performance Tracking

et = Error Term

β_0 = Constant

$\beta_1, \beta_2, \beta_3$ = Co-efficient of the Variable

Results and Discussion

Table I: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.954	25

Source: Field Survey 2025, using SPSS Version 26

The study instrument reliability statistics, as shown in Table 1, are assessed to be $\alpha=.954$. This suggests that the study tools are trustworthy.

Table II: Descriptive Statistics

	Mean	Std. Deviation	N
BE	12.7791	2.34908	385
CST	13.2151	2.38298	385
ECB	13.0291	2.63452	385
APT	12.9767	2.05752	385

Source: Field Survey 2025, using SPSS Version 26

Table II presents a concise overview of the study sample. The mean value of brand engagement is 12.7791, with a standard deviation of 2.34908, whereas the mean values of CST, ECB, and APT are 13.2151, 13.0291 and 12.9767 with the standard deviation of 2.38298, 2.63452 and 2.05752 respectively.

Table III: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.784	.783	.52819

Source: Field Survey 2025, using SPSS Version 26

The strength and fitness of the model used for the investigation are shown by the R square, which in the model summary has a value of 0.827. According to the R² value, variations in the CST, ECB, and APT accounted for 78.4% of the variation in brand engagement. The remaining 31.6 percent is linked to additional factors that are not part of the model. The model could still account for almost 78.3% of the systematic variance in brand engagement, according to the adjusted R square, which has a value of 0.783 even after controlling for degree of freedom.

Table IV: ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	75.705	1	75.705	289.954	.000 ^b
	Residual	61.879	237	.261		
	Total	137.584	238			

Source: Field Survey 2025, using SPSS Version 26

Table IV illustrates the combined significant relationship between the independent and dependent variables. The model is significant and well-suited for the research, with a value of 289.954. Because the sig. of 0.000 is less than the 0.05 level of significance, this conclusion was reached. This suggests that the dependent variable is significantly impacted by the predictor.

Table V: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig
	B	Std. Error	Beta			
1 (Constant)	.798	.040			19.714	.000
CST	.605	.053	.592		11.315	.000
ECB	.726	.045	.827		22.658	.000
APT	.754	.044	.742		17.028	.000

Source: Field Survey 2025, using SPSS Version 26

The P-value of the t-statistics ($\beta = .592$, $t = 11.315$, $p < .05$; $\beta = .827$, $t = 22.658$, $p < .05$; $\beta = .742$, $t = 17.028$, $p < .05$) in table V, shows that the P-values are less than 5%, this implies that: content strategy, engagement and community building, analysis and performance tracking have significant relationship with brand engagement, and this null hypothesis is rejected at a 5% significant level. The alternative is accepted at a 95% confidence interval.

- H0₁: Content strategy had a p-value of 0.000, which is less significant than the 0.05% threshold. This suggests that there is a statistically significant relationship between content strategy and brand engagement. As a result, the null hypothesis is disproved, and we draw the conclusion that content strategy significantly affects brand engagement.
- H0₂: The p-value for engagement and community building is 0.000, meaning that it is not significant at the 0.05% level. This suggests a statistically significant relationship engagement and community building and brand engagement. As a result, the null hypothesis is disproved, and we draw the conclusion that engagement and community building and brand engagement are significantly correlated.
- H0₃: Regular analysis and performance tracking have a p-value of 0.000, which is less significant than the 0.05% threshold. This suggests that there is a statistically significant relationship analysis and performance tracking and brand engagement. Consequently, the null hypothesis is disproved, and we draw the conclusion that there is a substantial correlation between analysis and performance tracking and brand engagement.

Discussion of Findings

The results of the study indicate that content strategy and brand engagement have a strong, favorable, and substantial link. This shows that content strategy is properly implemented in TEMU App, which has a favorable effect on brand engagement. There is a reliable method for offering recommendations and feedback to users, enhancing their interaction with the platform. Furthermore, social media strategies are adaptable, enabling TEMU App to adjust to evolving trends and user behaviors. The effectiveness of content strategy has a coefficient value of 0.605. This means that for every unit increase in content strategy efforts, brand engagement on TEMU App will increase by 0.605

According to the study's findings, brand engagement and engagement and community building have a strong, favourable, and substantial association. This suggests that TEMU App fosters an active and interactive user base through its engagement strategies. Users have adequate access to relevant and engaging content that enhances their participation and brand loyalty. Furthermore, the platform encourages ongoing community interactions and user-generated content, which positively impacts brand engagement. Brand engagement on TEMU App will increase by 0.726 for every unit change in engagement and community building efforts, according to the coefficient value of 0.726 for these factors.

The study's conclusions also showed a substantial, favourable, and significant correlation between brand engagement and analysis and performance tracking. This suggests that in order to optimize content effectiveness and user engagement, TEMU App relies on data-driven insights and regular performance evaluations. This improves the platform's ability to refine its marketing strategies and enhance user experience. The planned and regular analysis and performance tracking schedules are sufficient to identify issues and improve content delivery. On the other hand, problems found during analysis and tracking are quickly and successfully addressed. Performance tracking has a coefficient value of 0.754, meaning that a unit change in these activities will lead to a 0.754 rise in brand engagement on TEMU App.

Conclusion

The study confirms that social media marketing is crucial for brand engagement on TEMU App. Effective content strategy, engagement, and performance tracking enhance user interaction and loyalty. Adapting marketing strategies based on insights sustains brand growth. The study concluded that continuous improvement in social media efforts is essential for maximizing engagement.

Recommendations

To attain sustainable advancement, the following recommendations were forecasted:

- i. TEMU App should invest in high-quality, interactive content such as live videos, polls, and personalized recommendations to boost user participation and engagement.
- ii. Encouraging user-generated content, discussion forums, and exclusive loyalty programs will foster a stronger sense of community and brand loyalty.
- iii. Regularly analyzing user behavior and engagement metrics will help optimize content strategies and personalize marketing efforts for better user experience and retention.

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