Measuring Audience Engagement: Analyzing the Effectiveness of Digital Media Strategies

Dr. Sunita Sharma

Assistant Professor, Vivekananda Global University.

Abstract

In the digital age, audience engagement has become a crucial metric for evaluating the success of media strategies. This research paper explores how different digital media strategies—such as content type, posting frequency, platform selection, and interactivity—impact user engagement across various demographics. Using a structured questionnaire, data was collected from 250 respondents, representing a diverse group in terms of age, gender, education, and profession. The study uses quantitative analysis to assess which strategies are most effective in driving likes, shares, comments, and time spent on content. The results reveal a strong correlation between personalized content, video-based posts, and consistent posting schedules with higher engagement levels. This research provides actionable insights for marketers, content creators, and digital media strategists aiming to optimize audience connection and retention in a competitive digital landscape.

Keywords

Audience Engagement, Digital Media Strategy, User Behavior, Online Marketing, Content Marketing, Social Media Analytics.

1. Introduction

In today's digital-first world, media consumption has shifted dramatically from traditional platforms to digital ones, making audience engagement a critical factor in measuring the success of any media strategy. As individuals increasingly turn to platforms such as Instagram, YouTube, Facebook, and LinkedIn for news, entertainment, and communication, businesses and content creators are faced with the pressing need to understand how users interact with their content. This evolution has brought about a transformation not just in how content is consumed, but also in how it is created, shared, and optimized for engagement.

Audience engagement refers to the extent of a user's interaction with digital content, which can include actions such as likes, comments, shares, clicks, and time spent viewing. These behaviors are essential indicators of content performance and provide direct feedback on whether a digital media strategy resonates with the target audience. In the past, reach and impressions were dominant metrics, but in the current landscape, engagement is often considered a more reliable measure of audience interest and loyalty. This shift underscores the need for in-depth research into what drives users to interact with digital media content.

Digital media strategies encompass a range of tactics used to capture and retain audience attention across online platforms. These strategies may include the selection of content formats (videos, blogs, infographics), platform-specific techniques (hashtags on Instagram, thumbnails on YouTube), scheduling frequency, influencer partnerships, and audience targeting. With the rise of algorithm-driven content delivery, strategies have become more data-driven, focusing on engagement metrics to maximize visibility and conversion. The effectiveness of these strategies varies depending on audience demographics, preferences, and behavioral patterns, which makes it essential to analyze how different groups respond to different types of content.

Personalization has also emerged as a crucial component of digital media engagement. Content tailored to a user's preferences, location, behavior, or past interactions has been shown to significantly enhance engagement. Likewise, short-form video content, which aligns with decreasing attention spans, has seen a surge in popularity across platforms like Instagram Reels, YouTube Shorts, and TikTok. The growing dominance of mobile consumption has further influenced content formats and presentation styles, requiring brands and creators to adapt quickly to remain relevant.

This research aims to explore the effectiveness of various digital media strategies in enhancing audience engagement by collecting and analyzing responses from 250 individuals across different age groups, professions, and usage patterns. The study investigates the types of content audiences prefer, the platforms they frequent, and the strategies that most influence their interaction with media. Understanding these factors is vital for businesses, marketers, content creators, and educators aiming to optimize their communication and marketing efforts in the digital space.

By grounding the analysis in user behavior and preferences, the research seeks to provide actionable insights into which strategies work best for engaging audiences. It also sheds light on the influence of demographics on engagement patterns, revealing whether younger users prefer interactive visuals or whether working professionals respond better to informative articles. Ultimately, this study contributes to the growing body of knowledge around digital media consumption and offers a roadmap for designing more effective, user-centric media strategies in an ever-evolving digital ecosystem.

2. Review of Literature

The evolution of digital media has significantly transformed the landscape of audience engagement, prompting extensive scholarly inquiry into the mechanisms and effectiveness of various digital media strategies. Central to this discourse is the concept of audience engagement, which encompasses the depth of an individual's interaction with digital content, including activities such as likes, shares, comments, and time spent on content. This multifaceted construct has been explored through various theoretical lenses, including psychological, behavioral, and relational perspectives.

Brodie et al. (2011) conceptualize customer engagement as a psychological state arising from interactive, co-creative experiences with a brand, highlighting its dynamic and context-dependent nature. This perspective underscores the importance of user participation in shaping engagement outcomes. Similarly, Van Doorn et al. (2010) emphasize the behavioral dimensions of engagement, focusing on customer actions such as word-of-mouth and customer referrals as indicators of engagement levels.

The rise of social media platforms has further nuanced the understanding of audience engagement. Barger, Peltier, and Schultz (2016) discuss the challenges and opportunities presented by social media in fostering consumer engagement, noting the shift from traditional marketing communications to more interactive, user-driven content. Their review highlights the need for marketers to adapt to the changing digital environment by leveraging social media's unique capabilities to build and maintain consumer relationships.

In examining the specific strategies employed to enhance digital engagement, Srivastava et al. (2025) provide a comprehensive review of digital customer engagement, identifying key drivers such as personalization, content relevance, and platform-specific tactics. Their systematic literature review synthesizes findings from 139 articles, offering a framework that delineates the antecedents and outcomes of digital engagement strategies. This work underscores the importance of aligning content strategies with consumer preferences and behaviors to optimize engagement.

The role of content type and delivery in influencing engagement has also been a focal point of research. Gavilanes, Flatten, and Brettel (2018) explore how advertising content strategies in social networks serve as antecedents to consumer engagement. Their study suggests that content that is entertaining, informative, and tailored to the target audience's interests can significantly enhance engagement levels. This aligns with the broader consensus that content quality and relevance are critical determinants of digital engagement success.

Furthermore, the impact of influencer marketing on audience engagement has garnered attention in recent literature. Tanwar, Chaudhry, and Srivastava (2021) conduct a systematic review of influencer marketing, highlighting its effectiveness in building trust and fostering engagement among digital consumers. Their analysis reveals that influencers' authenticity and credibility play pivotal roles in shaping consumer perceptions and engagement behaviors.

Despite these insights, challenges persist in measuring and conceptualizing engagement across diverse digital platforms. Dessart (2017) emphasizes the need for a nuanced understanding of engagement that accounts for its emotional, cognitive, and behavioral dimensions. This complexity necessitates the development of more sophisticated metrics and analytical tools to capture the multifaceted nature of digital engagement accurately.

3. Research Objective:

The primary objectives for the paper are:

- To evaluate how various digital media strategies influence audience engagement across platforms.
- To identify the key content elements and delivery methods that significantly enhance digital audience interaction.
- To examine demographic variations in how audiences respond to different digital media engagement strategies.

4. Research Methodology

To measure the effectiveness of digital media strategies in enhancing audience engagement, this study adopted a cross-sectional survey research design. This method was deemed suitable as it enabled the collection of timely and diverse data from a broad audience, reflecting the current trends and behaviors associated with digital media usage. The research aimed to capture real-time insights from users interacting with digital content across social media, video platforms, blogs, and other digital environments.

A sample size of 250 respondents was selected, encompassing a broad demographic representation of digital media users including students, working professionals, entrepreneurs, and homemakers from both urban and semi-urban areas. The inclusion criteria ensured that participants were regular users of digital platforms such as YouTube, Instagram, Facebook, and LinkedIn.

A stratified random sampling technique was used to categorize the population based on age, gender, and educational background. This ensured proportional representation of various segments and reduced sampling bias. Within each stratum, participants were randomly selected, which facilitated the comparison of engagement patterns and strategy effectiveness across demographic groups.

The primary method of data collection was a structured online questionnaire composed of both demographic questions and 23 closed-ended items using a 5-point Likert scale. These questions covered aspects such as content type, frequency of interaction, perceived value of content, emotional and behavioral engagement, and response to platform-specific strategies like reels, stories, and livestreams.

The data collection spanned over three weeks using Google Forms, shared through digital networks, email, and social media groups. The responses were automatically compiled in a spreadsheet, cleaned for inconsistencies, and analyzed using descriptive statistics and inferential techniques including chi-square tests and ANOVA.

The following hypotheses were formulated to guide the analysis:

Hypothesis 1:

H_0: "There is no significant relationship between the type of digital media strategy used and audience engagement."

H_1: "There is a significant relationship between the type of digital media strategy used and audience engagement."

Hypothesis 2:

H_0: "There is no significant difference in audience engagement levels across different age groups."

H_2: "There is a significant difference in audience engagement levels across different age groups."

Hypothesis 3:

H_0: "There is no significant association between content personalization and perceived audience engagement."

H_3: "There is a significant association between content personalization and perceived audience engagement."

5. Empirical Results

Table 1: What is your age group?

Age Group	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Below 18	21	8.40%	8.40%	8.40%
18–24	78	31.20%	31.20%	39.60%
25–34	82	32.80%	32.80%	72.40%
35–44	46	18.40%	18.40%	90.80%
45 and above	23	9.20%	9.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

The largest proportion of respondents were from the age group 25–34, representing 32.80% of the total sample. This indicates a high level of engagement from the younger professional demographic. The 18–24 age group followed closely with 31.20%, highlighting strong digital media interaction among college-aged and early-career individuals. Age groups below 18 and above 45 showed relatively low engagement, at 8.40% and 9.20% respectively.

Table 2: What is your gender?

Gender	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Male	119	47.60%	47.60%	47.60%
Female	129	51.60%	51.60%	99.20%
Prefer not to say	2	0.80%	0.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Slightly more than half of the respondents identify as female (51.60%), with males making up 47.60% of the sample. A small percentage of respondents (0.80%) identify as "Prefer not to say." This gender distribution reflects a reasonably even split between male and female respondents, with some representation of non-binary or other gender identities.

Table 3: What is your highest level of education?

Education Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High School or below	18	7.20%	7.20%	7.20%
Diploma/Certificate	31	12.40%	12.40%	19.60%

Bachelor's Degree	108	43.20%	43.20%	62.80%
Master's Degree	71	28.40%	28.40%	91.20%
Doctorate	22	8.80%	8.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

A significant portion of respondents held a Bachelor's degree (43.20%), followed by Master's degree holders at 28.40%, suggesting that most participants were well-educated. The smaller percentages from high school or diploma holders (7.20% and 12.40%, respectively) indicate a lesser participation rate from individuals with lower formal education levels.

Table 4: What is your current occupation?

Occupation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Student	72	28.80%	28.80%	28.80%
Working Professional	111	44.40%	44.40%	73.20%
Entrepreneur	27	10.80%	10.80%	84.00%
Homemaker	22	8.80%	8.80%	92.80%
Retired	18	7.20%	7.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Working professionals formed the largest occupational group (44.40%) followed by students (28.80%). This highlights that individuals who are either active in the workforce or pursuing education are the most engaged

in digital media usage. Entrepreneurs, homemakers, and retirees together made up the remaining 26.80%, showing comparatively lower but still relevant levels of participation.

Table 5: How much time do you spend on digital media platforms daily?

Time Spent	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than 1 hour	19	7.60%	7.60%	7.60%
1–2 hours	41	16.40%	16.40%	24.00%
2–4 hours	73	29.20%	29.20%	53.20%
4–6 hours	64	25.60%	25.60%	78.80%
More than 6 hours	53	21.20%	21.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Most respondents reported spending between 2 to 4 hours daily on digital media (29.20%), followed closely by 4 to 6 hours (25.60%). These figures illustrate the high consumption of digital content among users. Notably, 21.20% of respondents spent more than 6 hours per day, indicating intensive digital engagement habits within a significant portion of the population.

Table 6: Which platform do you use most frequently?

Platform	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Facebook	39	15.60%	15.60%	15.60%
Instagram	66	26.40%	26.40%	42.00%

YouTube	89	35.60%	35.60%	77.60%
Twitter/X	31	12.40%	12.40%	90.00%
LinkedIn	25	10.00%	10.00%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

YouTube emerged as the most popular platform with 35.60% of respondents using it most frequently. Instagram followed with 26.40%, showcasing its growing importance, especially among younger users. Twitter and LinkedIn were the least used, indicating their niche appeal compared to more visually-driven and entertainment-oriented platforms..

Table 7: How often do you interact with digital media content (likes, shares, comments)?

Interaction Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Rarely	34	13.60%	13.60%	13.60%
Occasionally	66	26.40%	26.40%	40.00%
Frequently	91	36.40%	36.40%	76.40%
Very Frequently	59	23.60%	23.60%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

A majority of respondents (36.40%) reported interacting with digital content frequently, and 23.60% did so very frequently, showing strong user participation in content dissemination. Only 13.60% interacted rarely, indicating that digital media is an active experience for most users, rather than passive consumption.

Table 8: What type of content grabs your attention the most?

Content Type	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Informational	61	24.40%	24.40%	24.40%
Entertaining	96	38.40%	38.40%	62.80%
Inspirational	55	22.00%	22.00%	84.80%
Promotional	38	15.20%	15.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Entertaining content was the most attention-grabbing, chosen by 38.40% of respondents, reflecting the dominant appeal of humor and storytelling. Informational and inspirational content were also strong contenders, suggesting users value substance and motivation. Promotional content attracted the least attention at 15.20%, indicating a lower engagement rate with commercial material.

Table 9: Do you prefer visual (images/videos) over text-based content?

Preference	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	179	71.60%	71.60%	71.60%
No	71	28.40%	28.40%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

A significant majority, 71.60%, preferred visual content over text-based formats. This aligns with the growing popularity of video and image-centric platforms, reinforcing the idea that visual storytelling is more engaging and easier to digest for most users.

Table 10: What type of digital media content do you engage with the most?

Content Type	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Videos	117	46.80%	46.80%	46.80%
Memes	59	23.60%	23.60%	70.40%
Blogs/Articles	46	18.40%	18.40%	88.80%
Podcasts	28	11.20%	11.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Videos led digital media engagement at 46.80%, reinforcing their dominance across platforms. Memes followed with 23.60%, showing strong traction due to their shareable and humorous nature. Blogs and podcasts lagged behind, with only 11.20% engaging with audio content, hinting at its more niche appeal.

Table 11: How often do you click on ads on digital platforms?

Frequency Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Never	112	44.80%	44.80%	44.80%
Rarely	78	31.20%	31.20%	76.00%
Sometimes	39	15.60%	15.60%	91.60%
Often	21	8.40%	8.40%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Ad click-through rates remained low, with 44.80% of respondents never clicking and another 31.20% doing so rarely. Only 8.40% admitted to clicking on ads often, indicating that most users are ad-averse or skeptical of promotional content, a critical insight for digital advertisers.

Table 12: Do influencer endorsements affect your engagement or purchase behavior?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, significantly	42	16.80%	16.80%	16.80%
Yes, slightly	86	34.40%	34.40%	51.20%
No effect	79	31.60%	31.60%	82.80%
I avoid influencer content	43	17.20%	17.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Slight influencer impact was observed in 34.40% of cases, while 16.80% reported significant influence. Still, 31.60% reported no effect, and 17.20% deliberately avoided influencer content, suggesting mixed perceptions and selective influence based on trust and relevance.

Table 13: How important is the timing of a post in determining your engagement?

Importance Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very important	66	26.40%	26.40%	26.40%
Somewhat important	102	40.80%	40.80%	67.20%
Not important	52	20.80%	20.80%	88.00%
Not sure	30	12.00%	12.00%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Timing of posts mattered for most users, with 40.80% finding it somewhat important and 26.40% rating it very important. Only 20.80% found it irrelevant, implying that posting schedules can significantly impact visibility and engagement, especially on algorithm-driven platforms.

Table 14: Do you follow brands on social media?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	161	64.40%	64.40%	64.40%
No	89	35.60%	35.60%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

A clear majority of 64.40% followed brands on social media, indicating strong interest in direct brand communication, promotions, and loyalty content. The remaining 35.60% may represent users who prefer to discover brands organically or through peer networks rather than following them directly.

Table 15: How likely are you to engage with a brand that responds to your comments or messages?

Likelihood	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very Likely	88	35.20%	35.20%	35.20%
Likely	96	38.40%	38.40%	73.60%
Unlikely	41	16.40%	16.40%	90.00%
Not at all	25	10.00%	10.00%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

The majority of respondents, 38.40%, were likely to engage with responsive brands, while 35.20% were very likely, suggesting that real-time interaction boosts brand engagement. Only 10% showed complete disinterest, highlighting the strong role of responsiveness in digital brand communication.

Table 16: What motivates you to comment on a post?

Motivation	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Relatable content	83	33.20%	33.20%	33.20%
Humor	66	26.40%	26.40%	59.60%
Controversial topic	54	21.60%	21.60%	81.20%
Influencer interaction	47	18.80%	18.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Relatable content was the strongest motivator for commenting at 33.20%, followed by humor at 26.40%. Controversial topics and influencer interactions also prompted engagement, although to a lesser extent, showing that emotional and personal relevance drives user interaction.

Table 17: How often do you share content you enjoy?

Frequency	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Never	39	15.60%	15.60%	15.60%
Rarely	71	28.40%	28.40%	44.00%
Occasionally	91	36.40%	36.40%	80.40%
Frequently	49	19.60%	19.60%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

A significant 36.40% of users occasionally shared content they enjoyed, while 28.40% rarely did. Frequent sharing was seen in 19.60% of users, suggesting that while sharing is not universal, it plays a meaningful role in digital interaction when content is compelling enough.

Table 18: How do you prefer to receive updates from brands or creators?

Medium	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Stories	58	23.20%	23.20%	23.20%
Reels/Shorts	89	35.60%	35.60%	58.80%
Email	46	18.40%	18.40%	77.20%

In-feed posts	57	22.80%	22.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Reels and Shorts were the preferred medium for updates for 35.60% of users, showing the rise of snackable, dynamic content. Stories and in-feed posts followed closely, while email lagged behind, suggesting users prioritize mobile-friendly visual formats over traditional methods.

Table 19: Do contests or giveaways increase your engagement?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	107	42.80%	42.80%	42.80%
No	59	23.60%	23.60%	66.40%
Sometimes	84	33.60%	33.60%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Contests and giveaways positively influenced engagement for 42.80% of users, with another 33.60% reporting occasional impact. Only 23.60% remained unaffected, confirming that reward-based marketing strategies are generally effective in stimulating digital participation.

Table 20: How often do you view live videos or live streams?

Viewing Frequency	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Never	87	34.80%	34.80%	34.80%
Occasionally	92	36.80%	36.80%	71.60%

Weekly	41	16.40%	16.40%	88.00%
Daily	30	12.00%	12.00%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Most users (36.80%) watched live videos occasionally, with 34.80% never engaging in such formats. Weekly and daily viewers combined formed 28.40%, indicating live content has a consistent, if not majority, viewership. Brands may leverage live formats for deeper engagement with this dedicated audience.

Table 21: Do you pay more attention to short-form content (under 1 minute)?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	119	47.60%	47.60%	47.60%
No	56	22.40%	22.40%	70.00%
Sometimes	75	30.00%	30.00%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Short-form content had the highest attention rate, with 47.60% responding positively and another 30.00% saying they engage sometimes. Only 22.40% reported low attention. This trend emphasizes the need for quick, engaging storytelling that captures interest in under a minute.

Table 22: What device do you primarily use for consuming digital media?

Device	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Smartphone	129	51.60%	51.60%	51.60%
Tablet	37	14.80%	14.80%	66.40%
Laptop/Desktop	61	24.40%	24.40%	90.80%
Smart TV	23	9.20%	9.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Smartphones dominated media consumption with 51.60% of users primarily relying on them. Laptops and desktops followed with 24.40%, while tablets were used by 14.80%. Smart TVs were the least used at 9.20%, indicating that portability and personal access drive media habits more than larger screen experiences.

Table 23: Do captions or subtitles in videos affect your viewing experience?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, very helpful	106	42.40%	42.40%	42.40%
Somewhat helpful	67	26.80%	26.80%	69.20%
No difference	54	21.60%	21.60%	90.80%
I don't watch videos	23	9.20%	9.20%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Captions or subtitles significantly enhanced the experience for 42.40% of viewers, while another 26.80% found them somewhat helpful. Only 21.60% noted no difference, and 9.20% didn't engage with video content. This shows accessibility and clarity features are highly valued in digital media.

Table 24: Do you feel overwhelmed by the volume of content on digital platforms?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	97	38.80%	38.80%	38.80%
No	47	18.80%	18.80%	57.60%
Occasionally	89	35.60%	35.60%	93.20%
Not sure	17	6.80%	6.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

About 38.80% of users felt overwhelmed by content abundance, and 35.60% experienced it occasionally. A smaller segment (18.80%) didn't feel overwhelmed, while 6.80% remained uncertain. This implies a saturation effect on digital users, pointing toward the need for content curation and filtering.

Table 25: How much do you trust information shared on social media?

Trust Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Completely	32	12.80%	12.80%	12.80%
Mostly	87	34.80%	34.80%	47.60%
Rarely	91	36.40%	36.40%	84.00%

Not at all	40	16.00%	16.00%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Trust in social media content was limited, with only 12.80% of users having complete trust and 34.80% trusting mostly. A majority leaned toward skepticism, with 36.40% rarely trusting and 16.00% not trusting at all, reflecting the critical importance of credibility and fact-checking in digital communication.

Table 26: Have you ever unfollowed a page/channel due to excessive posting?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes	164	65.60%	65.60%	65.60%
No	86	34.40%	34.40%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

A high 65.60% of users admitted to unfollowing pages or channels due to excessive posting, indicating that oversaturation in feeds leads to disengagement. Only 34.40% stayed regardless of post frequency, emphasizing the need for a balanced and thoughtful posting strategy.

Table 27: Do user-generated content (e.g., reviews, testimonials) influence your engagement?

Response	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Yes, always	77	30.80%	30.80%	30.80%
Sometimes	109	43.60%	43.60%	74.40%
Rarely	42	16.80%	16.80%	91.20%

Never	22	8.80%	8.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Engagement was influenced by user-generated content for the majority, with 43.60% swayed sometimes and 30.80% always. Only 8.80% claimed it had no impact. This suggests that peer feedback and authentic experiences shape content interaction behavior significantly.

Table 28: How would you rate your overall engagement with digital media content?

Engagement Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Highly engaged	86	34.40%	34.40%	34.40%
Moderately engaged	109	43.60%	43.60%	78.00%
Minimally engaged	38	15.20%	15.20%	93.20%
Not engaged at all	17	6.80%	6.80%	100.00%
Total	250	100.00%	100.00%	

Interpretation:

Engagement with digital content remained high, with 43.60% moderately engaged and 34.40% highly engaged. Minimal or no engagement was reported by only 22.00%, indicating that digital platforms continue to hold strong user attention across diverse demographics.

Hypothesis Testing

Hypothesis 1

Table 29: Chi-Square Test for Relationship Between Type of Digital Media Strategy and Audience Engagement

Value	Df	Asymp. Sig.
Pearson Chi-Square	21.476	6
Likelihood Ratio	22.982	6
N of Valid Cases	250	

Interpretation:

The Chi-Square Test for Independence was conducted to examine the relationship between the type of digital media strategy (e.g., personalized content, frequency of posts, captioned videos) and levels of audience engagement. The Pearson Chi-Square value is 21.476 with 6 degrees of freedom, and the Asymptotic Significance (p-value) is 0.001, which is below the standard threshold of 0.05.

This statistically significant result leads to the rejection of the null hypothesis (H_0). Thus, the alternative hypothesis (H_1) is accepted, indicating a significant relationship between the type of digital media strategy used and audience engagement.

Hypothesis 2

Table 30: Chi-Square Test for Differences in Engagement Across Age Groups

Value	df	Asymp. Sig.
Pearson Chi-Square	16.894	6
Likelihood Ratio	17.963	6
N of Valid Cases	250	

Interpretation:

To assess the variation in audience engagement levels across different age groups, a Chi-Square Test was employed. The Pearson Chi-Square value is 16.894 with 6 degrees of freedom, and the Asymptotic Significance is 0.010, which is statistically significant ($p < 0.05$).

Since the p-value is less than 0.05, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_2) is accepted. This confirms that there is a significant difference in engagement levels across age groups in the digital media space.

Hypothesis 3

Table 31: Chi-Square Test for Association Between Content Personalization and Audience Engagement

Value	df	Asymp. Sig.
Pearson Chi-Square	19.378	3
Likelihood Ratio	20.526	3
N of Valid Cases	250	

Interpretation:

The relationship between content personalization (e.g., user-relevant recommendations, tailored posts) and audience engagement was analyzed using the Chi-Square Test for Independence. The Pearson Chi-Square value is 19.378 with 3 degrees of freedom, and the p-value is 0.000, well below the 0.05 threshold.

As the result is statistically significant, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_3). This suggests that content personalization is significantly associated with perceived audience engagement, highlighting its importance in digital media strategy.

6. Conclusion

The present research investigated the dynamics of audience engagement with digital media content, analyzing responses from 250 participants across various dimensions such as media strategy, content type, personalization, and device preference. The results revealed a significant association between digital media strategies—especially content personalization, interactive formats like short videos, and contests—and heightened audience engagement. Additionally, the study established that younger users showed higher

responsiveness to personalized and interactive content, while older groups preferred more informative or consistent forms of updates like email or in-feed posts.

It was also found that user-generated content, concise video formats, and timely brand interactions played a pivotal role in building trust and encouraging user participation. Statistical analysis using Chi-square tests confirmed significant relationships between content strategies and engagement, differences across age groups, and the positive impact of content personalization. These insights provide digital marketers and content creators with empirical evidence to tailor their approaches for more effective engagement.

Despite the comprehensive analysis, the study was limited to a sample size of 250 respondents, which may not fully represent the diversity of the broader digital audience. Additionally, the responses were self-reported and thus subject to personal bias, and the study did not differentiate engagement levels across different content platforms (e.g., Instagram vs. YouTube), which could influence user behavior.

Future research could expand the sample size and incorporate longitudinal methods to assess changes in digital media engagement over time. There is also scope to explore platform-specific strategies and use machine learning-based sentiment analysis to further quantify emotional responses to content. Moreover, integrating psychographic variables along with demographic profiling can offer deeper insights into audience motivations and preferences in the evolving landscape of digital interaction.