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Effect of Web Development and Social Media Marketing on Customer Engagement Adopted by Nextgen Global

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ABSTRACT: This study examines the impact of web development and social media marketing on customer engagement, focusing on NextGen Global, Pune. A survey of 100 businesses in Pimpri-Chinchwad reveals that well-optimized websites with features like live chat and e-commerce, alongside active social media usage, significantly improve customer interaction and satisfaction. Facebook and Instagram emerged as the most effective platforms for driving engagement, with businesses relying on metrics such as likes, shares, and follower growth to measure success. The findings emphasize the importance of integrating web development with social media strategies to strengthen customer relationships and boost retention. Companies that invest in these digital tools are better positioned to meet customer needs and drive long-term growth. The research offers actionable insights for businesses looking to enhance their online presence and overall marketing effectiveness.

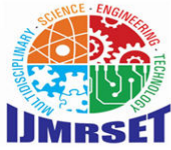
KEYWORDS: Web development, NextGen Global, Customer engagement, Digital platforms, Management.

I. INTRODUCTION

In the digital era, customer engagement is vital for business growth, with web development and social media marketing playing key roles in enhancing interactions. This study examines the impact of optimized websites and active social media strategies on customer engagement. The research explores how website design, functionality, and responsiveness influence customer satisfaction and retention, while also assessing the effectiveness of platforms like Facebook and Instagram in driving interaction.

Web Development and Its Role in Customer Engagement: Web development involves creating websites that are functional, aesthetically pleasing, and user-friendly. A company's website often serves as the first point of contact between the brand and its customers, making it a crucial touch point in the customer journey. Key elements such as site speed, mobile responsiveness, user-friendly design, and easy navigation are critical in shaping the user experience. Studies show that a well-designed website can enhance customer satisfaction, prolong website visits, and increase the likelihood of conversions. Customers are more likely to engage with a brand if they find its website easy to navigate and informative. Features like clear product information, fast loading speeds, and customer reviews play a significant role in establishing trust and encouraging interaction. Web development, when done effectively, transforms a company's website into an engaging platform where customers can interact with the brand, explore products or services, and make informed purchasing decisions. Companies that invest in optimizing their websites to cater to user preferences are better positioned to enhance customer engagement and satisfaction, which directly influences brand loyalty and retention.

The Role of Social Media Marketing: Alongside web development, social media marketing has emerged as a powerful tool for customer engagement. Social media platforms such as Instagram, Facebook, Twitter, and LinkedIn offer businesses direct access to their target audience, enabling them to communicate, promote products, and build brand communities in real time. Through social media marketing, companies can create personalized, dynamic content that resonates with their audience, sparking meaningful interactions and driving customer engagement. The integration of web development and social media marketing offers a holistic approach to digital engagement. While web development ensures that customers have a seamless and efficient browsing experience, social media marketing encourages them to interact with the brand on a more personal level. Together, these strategies create a



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comprehensive framework for engaging customers, nurturing leads, and driving conversions. The findings emphasize the importance of integrating web development and social media marketing to strengthen customer relationships and support long-term business growth in today's competitive landscape.

II. REVIEW OF LITERATURE

Berry (1995) highlights a significant paradigm shift in marketing from transactional to relational approaches, emphasizing the importance of nurturing long-term customer relationships over mere one-time sales. This focus on customer engagement and loyalty seeks to align sales and marketing efforts for enhanced outcomes.

Schultz & Schultz (1998) further elaborate on this theme through their concept of Integrated Marketing Communications (IMC). They argue that a cohesive strategy integrating various marketing channels leads to a unified brand message, bolstering both marketing and sales effectiveness.

In the context of organizational dynamics, Foss & Stone (2001) identify prevalent challenges such as miscommunication and differing objectives between sales and marketing teams. These misalignment issues often result in inefficiencies and lost opportunities, underscoring the need for better coordination.

Mangold & Faulds (2009) address the transformative role of social media in contemporary marketing and sales strategies. Their research indicates that effective use of social media can enhance brand awareness and customer interaction, which are critical for driving sales growth.

On performance evaluation, Farris et al. (2010) discuss the significance of Key Performance Indicators (KPIs) in measuring the success of sales and marketing activities. Metrics such as conversion rates, customer acquisition cost, and return on marketing investment (ROMI) are vital for assessing effectiveness and aligning strategies.

Building on the theme of alignment, Dolan & Huber (2011) assert that organizations with well-aligned sales and marketing teams consistently outperform their competitors. They emphasize that effective communication and shared goals are essential for maximizing revenue potential.

Lemon & Verhoef (2016) explore the impact of digital transformation on sales and marketing practices. Their research demonstrates that digital tools, such as Customer Relationship Management (CRM) systems and data analytics, facilitate more personalized and targeted marketing and sales strategies, improving customer engagement.

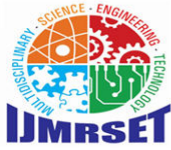
Furthermore, Kotler and Keller (2016) stress the importance of understanding consumer behavior in shaping effective marketing strategies. Their insights highlight the necessity of market segmentation and targeted outreach in reaching potential customers.

In the realm of Customer Experience Management (CEM), Lemon & Verhoef (2016) again emphasize the importance of enhancing the customer journey across all touchpoints. They argue that collaboration between sales and marketing teams is crucial for delivering a seamless customer experience.

Chaffey & Ellis-Chadwick (2019) reinforce the significance of a well-integrated digital strategy for fostering customer engagement and retention, suggesting that scientific models of customer interaction can enhance overall effectiveness.

III. OBJECTIVES OF THE STUDY

1. To investigate the impact of web development on customer engagement.
2. To explore the significance of websites in enhancing customer engagement.
3. To examine the use of social media marketing platforms by businesses for effective marketing strategies.
4. To assess the effectiveness of social media marketing in driving customer engagement.
5. To identify the metrics employed by businesses to measure customer engagement on social media platforms



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IV. RESEARCH METHODOLOGY

Research Problem

In the rapidly evolving digital landscape, businesses are increasingly relying on web development and social media marketing to drive customer engagement. However, many organizations, especially small and medium enterprises (SMEs), struggle to effectively integrate these tools into their overall marketing strategies. Despite substantial investments in website optimization and social media campaigns, the direct impact on customer engagement and retention remains unclear.

The primary research problem is understanding how web development features, such as user experience design and functionality, along with social media marketing strategies, particularly on platforms like Facebook and Instagram, influence customer engagement in measurable ways. Additionally, there is limited insight into the key metrics businesses should track to evaluate the effectiveness of these digital strategies. This study aims to address these gaps by analyzing the relationship between digital tools and customer engagement, focusing on businesses in the Pimpri-Chinchwad region.

Statement of Research Problem

Despite the increasing reliance on digital platforms, NextGen Global and many similar organizations face challenges in effectively utilizing web development and social media marketing to enhance customer engagement. Although substantial resources are invested in optimizing websites and managing social media presence, the direct impact on customer interaction, retention, and overall business growth remains unclear. Furthermore, there is a lack of understanding regarding the key performance metrics that accurately measure the effectiveness of these digital strategies. This research aims to investigate how web development features and social media marketing efforts, specifically within NextGen Global, influence customer engagement, focusing on businesses in the Pimpri-Chinchwad region.

Hypothesis

The research putforth to test the given hypothesis.

H_0 = Web development features and social media marketing efforts have no significant impact on customer engagement at NextGen Global.

H_1 = Web development features and social media marketing efforts positively influence customer engagement at NextGen Global.

Sources of Data

The required data is collected through primary and secondary sources.

Primary Data

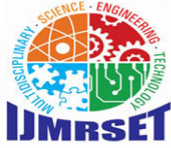
Primary data was gathered using an online survey method, targeting 100 businesses in the Pimpri-Chinchwad area. The survey included a structured questionnaire designed to collect insights on web development practices, social media marketing strategies, and their effects on customer engagement.

Secondary Data

Secondary data was sourced from relevant research papers, websites, and reports related to web development, social media marketing, and customer engagement metrics. These secondary sources provided context and supported the analysis of how businesses, including NextGen Global, are utilizing digital strategies to improve customer interactions and satisfaction.

Sampling

The research utilizes a non-probability convenience sampling method to select respondents. This approach was chosen due to its practicality and accessibility, allowing the researcher to gather data from a readily available group of businesses in the Pimpri-Chinchwad area. The sample size for the study consists of 100 businesses, providing a diverse representation of small to medium enterprises operating in various sectors. The convenience sampling technique focuses on businesses that were easily accessible for participation in the study, ensuring timely and relevant data collection. While this method may not represent the entire population, it offers valuable insights into the impact of web development and social media marketing on customer engagement in the specific context of the study.



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The research employs a descriptive research design, utilizing a non-probability convenience sampling method. The sample size consists of 100 participants, focusing on the Pimpri-Chinchwad area of Pune. Data collection methods include both primary and secondary sources, with the primary data being gathered through a questionnaire. For data analysis, MS Excel is used as the primary tool.

V. DATA ANALYSIS

Table No .1- Bussiness size vs No.of Responses

Sr.No	Bussiness size	No.of Responses	Percentage
1.	1-10	35	35.00%
2.	11-50	25	25.00%
3.	51-100	15	15.00%
4.	101-150	10	10.00%
5.	150 +	15	15.00%

Table No. 2-Frequency of website updates / Improvements

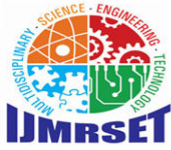
Response	Frequency	Percentage
Monthly	18	18.0%
Quartely	28	28.0%
Occasionally	17	17.0%
In 6 months	18	18.0%
Rarely	19	19.0%

Table No. 3-Importance of website for customer Engagement

Option	Responses	Percentage
Not important	10	10%
Important	20	20%
Less important	10	10%
Moderately important	25	25%
Extremely important	35	35%

Table No. 4-Website features /Percentage

Website feature	Percentage
E commerce functionality	23.0%
Customer reviews	21.0%
Contact forms	16.0%
Live chat support	24.7%
Blog or content section	15.3%



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Table No. 5 -Changes in customer engagement after implementing web development

Changes	Response option	Percentage
Yes,significantly improved	41	41%
Yes,moderately improved	22	22%
No moderate change	15	15%
No significant change	13	13%
Declined	9	9%

Table No. 6- Platforms use by businesses for marketing

Platform	Responses	Percentage
Facebook	34	34.0%
Instagram	29	29.0%
Youtube	19	19.0%
Google	9	9.0%
Twitter	9	9.0%

Table No 7 -Frequency of social media content update by Businesses

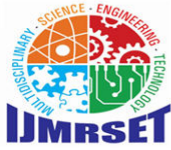
Frequency of updates	Number of responses	Percentage
Daily	27	27%
Weekly	17	17%
Monthly	13	13%
Occasionally	23	23%
Less frequently	20	20%

Table No. 8 -Distribution of content types posted by Bussinesses

Content type	Frequency	Percentage
Others	24	24.0%
Promotional offer discounts	22	22.0%
Informative post	20	20.0%
Product or service update	19	19.0%
User generated content	15	15.0%

Table No. 9-Effectiveness of social media marketing in driving customer engagement

Effectiveness level	Count	Percentage
Effective	15	15%
Extremely effective	34	34%
Moderately effective	25	25%
Not effective at all	9	9%
Slightly effective	17	17%



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Table No .10 -Metrics for measuring customer engagement

Metric	Responses	Percentage
Like,share,comment	46	46%
Followers growth	17	17%
Customer inquires	15	15%
Website traffic	13	13%
Other	9	9%

Table No. 11 -Customer Engagement satisfaction by platform

Platform	Higly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Website	5	8	15	20	12
Facebook	7	12	18	15	10
Instagram	4	10	20	25	6
Youtube	3	7	16	20	14
Google	2	9	10	18	16

VI. FINDINGS

- From table -1 it is interpreted that 35% of businesses have 1-10 employees (largest group).25% have 11-50 employees.Larger businesses (51-150 employees) make up a smaller share.
- From table-2 ,it is interpreted that28% update quarterly.19% rarely update.18% update monthly and another 18% every 6 months.17% update occasionally.
- From table-3 it is interpreted that Most businesses (80%) consider their website important for customer engagement, with 35% finding it extremely important. Only 20% view it as having little to no importance.
- From table -4 ,it is interpreted that The most common website features are live chat support (24.7%) and e-commerce functionality (23%), while the least common is a blog or content section (15.3%), indicating a focus on customer interaction over content.
- From table-5 ,it is interpreted that 41% of businesses saw significant improvement in engagement after web development, 22% saw moderate improvement, while 28% reported no major change, and 9% experienced a decline.
- From table-6 it is interpreted that Facebook is the most used platform (34%), followed by Instagram (29%), YouTube (19%), with Google and Twitter each at 9%.
- From table-7 it is interpreted that Most users update content daily (27%) or occasionally (23%), with fewer updating weekly (17%), monthly (13%), or less frequently (20%).
- From table-8 it is interpreted that The most common content posted is "other" (24%), followed by promotional offers (22%), informative posts (20%), product updates (19%), and user-generated content (15%).
- From table-9 it is interpreted that Most respondents (34) find social media marketing extremely effective.25 respondents rate it as moderately effective15 consider it effective, while 17 view it as slightly effective.Only 9 respondents believe it is not effective at all.
- From table-10 it is interpreted that The most used metric is likes, shares, and comments (46 responses).Follower growth is measured by 17 respondents.Customer inquiries are tracked by 15, and website traffic by 13.9 respondents use other metrics for measuring engagement.
- From table-11 it is interpreted that Website: Mostly satisfied, some dissatisfaction. Facebook: Mixed, more neutral and dissatisfied users.. Instagram: Mostly satisfied, few dissatisfaction cases.. YouTube: Positive, many satisfied and highly satisfied.. Google: Highest number of highly satisfied users.



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VII. CONCLUSION

The conclusion states that the majority of the businesses surveyed are small, typically with 1 to 10 employees. This highlights the importance of targeted strategies to support small businesses in their web presence and digital marketing efforts, as these are crucial for improving customer engagement. Furthermore, website features, particularly interactive elements such as live chat and e-commerce functionalities, play a key role in customer satisfaction and retention. Businesses that focus on enhancing these features are likely to perform better in these areas. The content strategy employed by businesses also requires optimization. Currently, many focus on generalized content, like promotions and updates, but there is an opportunity to diversify content types and increase the frequency of updates to remain relevant and engage users more effectively. Additionally, while most businesses view social media marketing as moderately effective, a closer alignment with successful platforms such as Instagram and YouTube could yield better results. It is essential for businesses to tailor their strategies to leverage the strengths of each platform effectively.

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