



MINISTRY OF EDUCATION, YOUTH AND SPORT
NATIONAL UNIVERSITY OF MANAGEMENT
SCHOOL OF GRADUATE STUDIES

**THE ROLE OF DIGITAL MARKETING STRATEGIES IN DEVELOPING
CUSTOMER ENGAGEMENT CASE STUDY: BROWN COFFEE**

MUTH CHANVETHEY

Thesis Submitted in Partial Fulfillment of the Requirement for
The Degree of Master.

SPECIALIZATION
MARKETING

Phnom Penh
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Supervised by:

Prof. UNG VEASNA

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DECLARATION

I hereby declare that this thesis, titled "The Role of Digital Marketing in Developing Customer Engagement at Brown Coffee," is the result of my own work and research conducted during my registration for the Master's Degree program at National University of Management, Phnom Penh, Cambodia. Except where explicitly stated otherwise, the work contained within this thesis is entirely my own. Any ideas, data, or quotations derived from the published or unpublished work of others have been properly acknowledged within the text according to the university's referencing guidelines. This thesis has not been previously submitted for any other degree or qualification at this or any other institution.

MUTH Chanvetey

National University of Management
Phnom Penh, Cambodia

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ABSTRACT

Digital marketing significantly enhances the visibility of a business, enabling it to reach a wider audience beyond its immediate locality. By establishing an online presence through websites, social media platforms, and search engines, businesses can ensure that potential customers can easily find them. This increased visibility is crucial for attracting new customers and retaining existing ones. In today's competitive landscape, fostering strong customer engagement is crucial for businesses. This thesis explores the role of digital marketing strategies in developing customer engagement for local coffee shops, specifically focusing on Brown Coffee. The research investigates the current state of digital marketing practices employed by Brown Coffee and analyzes how these strategies influence customer engagement. Through questionnaire survey for 94 respondents, the study examines Brown Coffee's digital marketing efforts and their impact on engagement. With the help of SPSS statistical tool, those raw data were analyzed using Cronbach's alpha reliability test, and Automatic Linear Modeling – ALM to test the relationship of the variables. Hence, the findings reveal Content marketing, Facebook Advertising, SEO, and Mobile Marketing are the effectiveness of digital marketing strategies for Brown and positively influence on brand awareness and increase customer interaction and engagement. Based on the analysis, the thesis proposes recommendations for optimizing Brown Coffee's digital marketing strategy to further enhance customer engagement by maintaining and focusing on content marketing, Facebook advertising, SEO, and mobile marketing. This research contributes to the understanding of how digital marketing can be leveraged by coffee shops to cultivate deeper customer relationships and drive business growth.

Keywords: Digital marketing, customer engagement, social media engagement, Facebook advertising, local SEO, mobile marketing, content marketing

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LIST OF ABBREVIATIONS

DM: Digital Marketing

CM: Content Marketing

FA: Facebook Advertising

SME: Social Media Engagement

SEO: Search Engine Optimization

MM: Mobile Marketing

CHAPTER I

INTRODUCTION

1.1. Background of Study

In the competitive markets, each firm tries to make the possible process to distribute products and services, attracting consumers, to make the best benefits. According to this, the marketing process is considered one of the most important operations for any firm. Each firm has to focus on four principal elements to make the marketing process more effective (Nair, 2011). These elements are product, price, promotion, and place. “Marketing science” has been evaluated like any other sciences in the last few years. According to this evaluation that comes as a result of many changes in the markets in the whole world. Most firms converted from traditional marketing to digital marketing.

In the past century, the firms in the traditional marketing roles were operated by using the available mediums such as newspaper, TV, radio, and field visits. These mediums were enough to cover a sample of consumers in the same country or regional place. According to the role of globalization and the market competition rising, the firms have started to convert from traditional to digital marketing. This is to deal with targeted consumers directly. Using digital mediums such as social media, websites, and e-mails technically allow us to engage with new markets.

The digital age has revolutionized the way businesses interact with their customers. Gone are the days of limited communication channels; today, digital marketing empowers companies to connect with their target audiences on a personal level, fostering customer engagement, brand loyalty, and ultimately, sustainable growth.

This dynamic marketing approach leverages the power of the internet, digital media platforms, and marketing tools, as Habib et al. (2022) define it, to achieve total business success in a multichannel landscape. The rise of technology has shifted

real-world relationships to the virtual sphere, creating a vast and interconnected online community. This, as Tiago & Veríssimo (2014) point out, presents a unique opportunity for marketers to reach their target audiences with unprecedented ease. With over 5.3 billion internet users worldwide (Digital Around the World — DataReportal – Global Digital Insights, n.d.), and a staggering 4.95 billion active social media users (representing 61.4% of the global population!), the potential for digital engagement is undeniable.

By harnessing the power of digital marketing, companies can cultivate meaningful connections with their customers, fostering brand loyalty and ultimately driving sustainable growth. This is achieved through various tactics, including engaging website content, strategic search engine optimization (SEO), informative blogs, captivating social media campaigns, targeted video marketing, and personalized email outreach. As the American Marketing Association (2023) defines it, digital marketing encompasses any marketing efforts conducted through electronic devices, utilizing various online and offline channels to reach customers.

However, the significance of this approach goes beyond mere reach. In today's digital-first world, understanding the role of digital marketing in developing customer engagement is crucial for business success. By leveraging the power of digital channels and data-driven strategies, companies can gain valuable insights into their customers' preferences, behaviors, and needs. This information empowers them to personalize their marketing efforts, creating targeted campaigns that resonate with their audience and build lasting relationships. Ultimately, fostering customer engagement and brand loyalty through effective digital marketing strategies translates to sustainable growth and a thriving business in the ever-evolving digital landscape.

1.2. Statement of the Problem

Local coffee shops often face significant challenges in competing with larger coffee chains that possess robust digital marketing capabilities. Unlike these large chains, which can leverage their extensive resources to execute comprehensive

digital campaigns, local shops may find themselves at a disadvantage due to limited budgets, expertise, and technological access. This disparity is further improved by the increasing consumer shift towards online platforms, where larger chains dominate visibility and engagement. A study by (Smith, 2021) highlights that small businesses, including local coffee shops, struggle to gain online traction when competing against industry giants with established digital footprints. Without strategic digital marketing efforts, local coffee shops risk losing their competitive edge, leading to diminished customer loyalty and reduced market share.

In the rapidly evolving digital landscape, local coffee shops must adopt a hybrid marketing approach that combines traditional and digital tactics to maintain relevance and effectively reach their target audience. Traditional methods such as word-of-mouth, flyers, and in-store promotions remain valuable but are no longer sufficient on their own. As consumers increasingly rely on digital channels to discover and interact with brands, local coffee shops must enhance their marketing strategies by incorporating digital elements like social media engagement, email marketing, and online reviews. Research by (Johnson & Lee, 2022) suggests that a balanced approach, integrating both traditional and digital marketing methods, can help local businesses stay competitive and build stronger relationships with their customers. Failing to adapt to this integrated approach may result in local coffee shops becoming obsolete in the face of growing competition from digitally-savvy chains.

Many local coffee shops lack critical digital marketing strategies, such as search engine optimization (SEO), which significantly limits their online visibility and reach. In an era where consumers increasingly turn to online searches to find products and services, appearing on the first page of search results can make the difference between success and obscurity. However, due to a lack of expertise or resources, many local coffee shops do not optimize their websites for search engines, resulting in poor online discoverability. According to (Thompson, 2023), businesses that neglect SEO miss out on significant opportunities to attract potential customers who are actively searching for their offerings online. This lack of digital marketing

strategy not only hampers local coffee shops' ability to grow their customer base but also affects their long-term sustainability in a competitive market.

1.3. Research Questions

This research topic will solve these three questions below:

- What are digital marketing platforms for Brown to increase customer engagement?
- What are digital marketing strategies for Brown to build customer engagement?
- Which digital marketing strategies are most effective in increasing customer engagement for Brown?

1.4. Research Objectives

This research objectives will solve these three questions above.

- To identify digital marketing platform for Brown
- To investigate the digital marketing strategies on customer engagement
- To assess the most impactful of digital marketing strategies on customer engagement at Brown

1.5. Significance of Study

Investigating the intricate relationship between digital marketing and customer engagement holds significant value for both academic and practical fields. In today's dynamic digital landscape, understanding how businesses leverage various digital tools and strategies to cultivate meaningful customer engagement is crucial for achieving sustainable success. This study's findings will contribute to existing knowledge in several ways. First and foremost, it is a conceptual contribution. By examining the effectiveness of diverse digital marketing strategies and analyzing real-world case studies, this research aims to refine existing conceptual frameworks and propose novel models that elucidate the complex dynamics of digital marketing and customer engagement. This enriched theoretical understanding will serve as a foundation for future research and guide practitioners

in developing more effective digital marketing campaigns. Moreover, practical Implications is applied. The insights gleaned from this study will provide valuable guidance for businesses across industries. By understanding the specific strategies and tactics that drive customer engagement across different platforms, businesses can optimize their digital marketing efforts and build robust online presences. This translates to improved customer relationships, enhanced brand loyalty, and ultimately, increased profitability. Fourth, policy recommendations. The findings of this study may inform the development of regulatory frameworks and policy recommendations aimed at fostering a healthy digital ecosystem where businesses can engage with their customers responsibly and ethically. This can lead to a more transparent and trustworthy online environment for all stakeholders.

In conclusion, this dissertation holds immense significance by contributing to both academic and practical knowledge in the domain of digital marketing and customer engagement. By shedding light on the intricate relationship between these two critical aspects of business success, this research can pave the way for the development of more effective digital marketing strategies, foster stronger customer relationships, and ultimately, propel businesses towards sustainable growth in the ever-evolving digital landscape.

1.6. Research Scope

This research will zoom in to Brown, a specific local coffee shop, diving deep into the role of digital marketing in cultivating vibrant customer engagement. Our main aim is to pinpoint the most impactful digital platforms and strategies that ignite a connection with Brown's customers. It will begin by identifying the optimal digital platforms for Brown, considering factors like preferred channels and types of digital marketing strategies. Next, this research examine a range of digital marketing strategies across various platforms, from social media engagement to content marketing SEO, Facebook Advertising, and Mobile Marketing. Finally, it is rigorously assess the effectiveness of each strategy in driving customer engagement at Brown.

1.7. Layouts of Study

The dissertation has the following outline:

Chapter I, Introduction:

The first chapter introduces the topic, which includes a background of the study, a statement of the problem, research questions, research objectives, the significance of the study, the scope and limitations of the study, and the layout of the study.

Chapter II, literature review:

The purpose of the present chapter is to review the relevant literature with respect to the theme of research. For this purpose, the chapter is broadly divided into three parts. The first part reviews the conceptual literature relating to the definition of digital marketing, customer engagement, social media engagement, Facebook advertising, content marketing, Local SEO, and mobile marketing. In the empirical literature, studies focusing on the role of digital marketing on customer engagement along with the need for research have been presented. Finally, at the end of the chapter, a concluding remark is given.

Chapter III, research methodology:

The third chapter explains the detailed methodology adopted in the study. This chapter includes research design, research setting, research respondents, sampling strategies, data collection, and data analysis.

Chapter IV, data analysis & result:

The main purpose of this chapter is to present the Role of Digital marketing in developing customer engagement at Brown. For this purpose, a field survey was conducted among 113 samples. To meet the study objectives, the whole chapter is divided into three parts. The first part of the chapter analyzes the customers' personal profiles, such as ages, gender, and education. The findings of the effectiveness of digital marketing have been presented in part two of this chapter which contains reliability test, frequencies, descriptive statistic, automatic linear modeling, and simple linear regression. Finally, the last section provides a discussion and concluding remark.

Chapter V, Conclusion and Implication:

The aim of the present chapter is to summarize the main findings of the study compared to research objective. In addition, the chapter presents the implications,

limitation, the scope for further research, and the conclusion. The recommendation or implications and suggestions are placed in the second section, and in the third section of the chapter, the scope for limitation, further research along with the conclusion of the study is presented.

CHAPTER II

LITERATURE REVIEW

The purpose of the present chapter is to review the relevant literature with respect to the theme of research. For this purpose, the chapter is broadly divided into three parts. The first part reviews the conceptual literature relating to the definition of digital marketing, customer engagement, social media engagement, Facebook advertising, content marketing, local SEO, and mobile marketing. In the empirical literature, studies focusing on the role of digital marketing on customer engagement, specifically for Brown along with the need for research have been presented. Finally, at the end of the chapter, a concluding remark is given.

The search for relevant literature primarily involved using articles, journals, books, and other studies from Google Scholar and Research Gate.

2.1. Definition of Key Terms

Key term	Definition	Citation
Social media engagement	Social media engagement refers to the visibility a brand has on social media platforms and the connection it builds with its community.	(Bretous, 2021)
	Social media engagement is an umbrella term for actions that reflect and measure how much your audience interacts with your content. Social media engagement can include likes, comments and shares, but varies by platform.	(Kenan & Kenan, 2023)
	“Interaction, electronic word-of-mouth and trendiness are the key elements directly	(Cheung et al., 2020)

	influencing consumer brand engagement, then strengthening brand awareness and brand knowledge. This contrasts with the non-significant results found for the influence of entertainment and customization on consumer–brand engagement”	
Content marketing	Content marketing is a marketing strategy involving the creation and sharing of relevant materials, such as articles, videos, social media posts, and emails, to attract and engage audiences, establish expertise, promote brand awareness, and drive sales.	(Semrush, 2023)
Search Engine Optimization	Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.	(Moz, 2024)
Facebook Ads	Facebook advertising is a paid form of advertising that allows businesses to promote their products or services to a	(Meta, 2022)

	targeted audience on Facebook.	
Mobile app marketing	The process of promoting an app to attract new users and keep existing users engaged through various marketing channels, such as app store optimization, social media marketing, influencer marketing, and paid advertising.	(Leanplum, 2023)
Digital marketing	The term digital marketing refers to the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s.	(Barone, 2023)
Customer Engagement	Customer engagement is the emotional connection between a customer and a brand. Broadly speaking, customer engagement (CE), or customer-brand engagement (CBE) encompasses the customer's relationship with a business.	(Customer Engagement: Everything You Need to Know, 2023)

Table 1: Definition

2.2. Digital Marketing and Customer Engagement

In the dynamic landscape of the digital world, where information flows freely and competition thrives, businesses face a constant battle for consumer attention and loyalty. In this arena, digital marketing emerges as a potent weapon, but its effectiveness hinges on a crucial factor of customer engagement. This essay delves into the intricate relationship between digital marketing and customer engagement, synthesizing relevant scholarly sources to offer a comprehensive overview of the existing knowledge in this field.

The foundation of this intertwined relationship lies in the fundamental shift in customer behavior (Bordner, n.d.). As highlighted by Chaffey and Ellis-Chadwick (2019), the digital age has empowered customers, granting them greater control over information access and purchase decisions. This necessitates a move beyond traditional marketing methods, demanding a more interactive and personalized approach. Enter digital marketing, a vast array of online tools and strategies designed to reach, engage, and convert customers through various digital channels.

However, digital marketing alone is not enough. Simply bombarding customers with promotions and advertisements risks generating noise instead of resonance. This is where the concept of customer engagement takes center stage (Medium Multimedia, 2023). As defined by Verhoef et al. (2010), customer engagement encompasses "the behavioral manifestations of customer cognitions and emotions towards a brand." In simpler terms, it's about creating meaningful interactions that foster positive emotions and brand affinity.

Research by Brodie et al. (2011) emphasizes the multifaceted nature of customer engagement, highlighting its three key dimensions: cognitive engagement (intellectual involvement), emotional engagement (feelings towards the brand), and behavioral engagement (actions taken in response to marketing efforts). Each dimension plays a crucial role in influencing customer loyalty and advocacy.

The synergy between digital marketing and customer engagement manifests in several key ways. Social media platforms, for instance, offer fertile ground for

fostering emotional engagement through interactive content, community building, and personalized communication (Mangold & Faulconer, 2015). Similarly, email marketing, when effectively implemented, can drive cognitive engagement by providing targeted information and educational content aligned with individual customer needs (Kumar & Reinartz, 2016).

The effectiveness of this digital marketing and customer engagement dance hinges on several critical factors. First, understanding the target audience and their online behavior is paramount. As Kim and Ko (2012) suggest, segmentation strategies based on demographics, interests, and online activities can help tailor marketing efforts for maximum impact. Additionally, content plays a vital role. Creating engaging, relevant, and valuable content across various channels can attract and retain customers, fostering cognitive and emotional engagement (Constantinides & Fountain, 2016).

Furthermore, building trust and transparency is essential. Research by Brodie et al. (2011) highlights the importance of ethical marketing practices and open communication in fostering positive customer perceptions and driving engagement. Finally, ongoing measurement and analysis are crucial for optimizing digital marketing strategies and ensuring they are aligned with customer engagement goals (Chaffey & Ellis-Chadwick, 2019).

In conclusion, digital marketing and customer engagement are not isolated entities, but rather two sides of the same coin in the digital age. By harnessing the power of online tools to create meaningful interactions with customers, businesses can build brand loyalty, drive advocacy, and ultimately achieve sustainable success in the ever-evolving digital landscape.

2.3. Social Media Engagement and Customer Engagement

Nowadays, a rapid significant development in technology and business sectors surpasses other sectors, so a number of companies are triggered to learn and develop any innovations and to understand the importance of using new technology

to develop their business effectively. It goes without saying that now, social media is believed as an important means in marketing strategy because it maintains the relationship between the company and customers.

Customer engagement plays a role in strengthening the bonding between a brand and its consumers. Once the audience feels related to the brand or gives any interaction, the great enthusiasm will be generated to that brand. The bigger the customer engagement, the more the brand is known and remembered by consumers. According to Hollebeek (2011), customer engagement is referring to an individual's engagement on any brand, product, or an organization, in which there are six engagement form in a marketing: customer, consumer, user, brand, advertisement, and media (Malthouse et al. 2007; Bowden 2009; Gambetti & Graffigna 2010; Liu, 2013).

Bowden (2009) has stated that a customer engagement gains commitment for new customers as it is considered as a fundamental cognitive activity on any purchasing way, and customer's confidence increases via repeated buying activities and how emotional bonds are developed on a service or a brand after being purchased, that ensure customer long-term loyalty.

Along with the growth in the use of internet networks, especially on social media, the social interaction here likely refers to any interaction that happens without meeting each other physically (Park & Chung, 2011). Customer participation in developing a brand and consumer's initiative to create its advertisement are the results of customer engagement in a social media platform. Social media users are likely to comment or click on a post that has so many likes. Chin et al, (2015) has mentioned that whenever a post has a high number of likes, it means each person's geste is fluently told by interpersonal commerce to change other's geste or stations. advertisement commentary or critics on an online social media is a type of conditioning guests do on a brand. According to Sabate et al.(2014), a content that's posted during busy hours (0800- 1800) is more effective than posting it during non-busy hours (1801- 0759), and posting a content on weekdays is believed to be more effective than posting it in the weekend. Likewise, this effectiveness is measured by

a client's conduct on a post, videlicet giving likes, commentary, and shares (Sabate et al. 2014; Su et al. 2015; Schultz, 2017). It is important to note that running the right advertisement to determine audience's attention from their engagement on any social media channel (Hellberg, 2015). During busy hours, they would check a posted content slightly or only give a like without further conduct like participating or posting a comment on the content. However, it's anticipated that guests would be more active in giving responses on it, like participating in the information and posting commentary, If the content is posted during the right hours. It's believed that posting time affects the high number of responses, videlicet like, share, or giving commentary. The paragraphs above accentuate that there are factors that can affect the client participation on a brand, videlicet relating factor, client engagement, and posting time. The positive side of a strong bond would affect client engagement in a brand community. (Chu & Kim, 2011; Shan & King, 2015; Phua et al., 2017). Aksoy et al. (2013) states that there's influence between engagement of online brand's guests and guests' participation in a virtual community. Jaakonmäki et al. (2017) also states that there are some days in a week and specific hours where the followers are likely to involve themselves (in social media as guests) compared to the other days and hours. The other factor that differentiates this exploration from the former bones is the study of right advertisement time when posting an announcement for the original coffee brand assiduity on Instagram social media as the online advertising strategy. Consequently, the purpose of this exploration is to find out which model is considered stylish to increase the effect of client bond, engagement, and participation that's moderated by posting time on an original coffee brand, Kopi Kekinian's Instagram social media. (Hinson et al., 2019) points out that cling- grounded attachment consists of social commerce bond and brand trust. Social commerce bond is a type of inter-individual relationship in carrying information (Hinson et al., 2019). The more an individual makes relations, the further information they will get (Larson, 2013). Social commerce bonds can also be defined as a commerce that's linked with how violent an existence is in communicating with each other (Wang & Chen, 2012). Likewise, according to Reis et al. (2013), social commerce bond is a strength or a bond that can be measured from how important time has been used and to what extent the responses and bond can be generated. According to Doney & Cannon (1997); Mayer et al. (1995), brand trust is

viewed as consumer's anticipation of a brand, whether the brand is harmonious in maintaining its pledge to give value or benefit for consumers. The vacuity of consumer's trust on a brand depends on what they anticipate and what they want (Chaudhuri & Holbrook, 2001), thus brand trust can encourage a long term relationship between consumers and their favored brand (Bianchi et al., 2014). According to Gefen et al. (2003), consumers would believe in a brand's capability through their understanding of the brand from the former commerce or experience with the brand in question, thus it increases their trust in it. Social media engagement has become a foundation of digital marketing strategies, allowing businesses to interact directly with their guests in real time. Research suggests that social media engagement appreciatively influences client engagement by easing two-way communication, erecting connections, and fostering brand fidelity (Hollebeek et al., 2014). Through likes, commentary, shares, and direct dispatches, brands can laboriously engage with their followership, address enterprises, and solicit feedback, thereby creating a sense of community and trust (Malthouse et al., 2013). Also, social media platforms offer openings for stoner- generated content and brand advocacy, further amplifying client engagement (Hajli, 2014). For illustration, guests who laboriously engage with brands on social media are more likely to partake their positive guests with their networks, leading to increased brand visibility and credibility (Wirtz & Chung, 2018). Also, social media analytics tools enable businesses to track engagement criteria similar as reach, prints, and engagement rate, allowing for data- driven optimization of social media strategies (Hanna et al., 2011). Still, it's essential for businesses to approach social media engagement genuinely and transparently to foster genuine connections with guests (Hennig- Thurau et al., 2010). Exorbitantly promotional or fake content may alienate cult and dwindle engagement situations (Zhang et al., 2019). Thus, businesses must strive to produce value- driven content that resonates with their target followership while maintaining thickness and authenticity across social media channels (Kumar et al., 2016). In conclusion, social media engagement plays a vital part in driving client engagement by easing meaningful relations, fostering brand advocacy, and enhancing brand fidelity. By using social media platforms effectively and genuinely, businesses can cultivate engaged communities of guests who are invested in their brand's success. Based on the above discussion, the hypothesis is offered:

Ho1: Social media engagement has positive and significant impact on customer engagement at Brown

2.4. Content Marketing and Customer Engagement

Content means words, information, and knowledge. Valuable content is helpful information created for a specific audience. The purpose of valuable content is to educate and help customers. (Jefferson and Tanton 2015, 25.) Kingsnorth (2019, 225) states that content such as blogs, videos, podcasts, and infographics can help a company engage consumers with its products and services. Content marketing is defined as a strategic marketing way to produce and deliver useful and appropriate content to draw and maintain a particular audience and eventually drive profitability. A company should give customers meaningful and valuable content rather than pitching its products and services. Content marketing is the method of planning, creating, posting, sharing, and publishing content to approach the target audience (Content Marketing Institute, 2020). With content marketing, brands are recognized, sales are increased, connections are made, and loyalty is increased (Hubspot, 2020). According to Postcron (2020), 90 percent of business-to-customer (B2C) businesses use content marketing to create and advertise their brand image.

For a company to increase search rankings and help prospective customers learn more about its brand, integrating content into its digital marketing strategy is crucial. Content marketing is a good tactic to gain more leads. Leads from traditional marketing are three times lower than those from content marketing. Quality content enables the company to target keywords connected to its products and services and answer questions from searchers, which helps the company sites attain higher rankings. Content such as blogs, infographics, and employee photos will make social media profiles more interesting and trustworthy (Carter, 2019). When the company posts quality content, followers of the social media community will “like” and “share” the company content. This allows the company to enter industry influencers who will review the company’s products and services and give links back, which would boost search engine rankings. The additional benefit of content marketing is supporting other digital marketing channels (Blue Fountain Media, 2020).

Company's website can be found on search engines by building up quality content. Indeed, search engine optimization (SEO) efforts for many companies are related to content marketing (Steimle, 2014).

Blogging is a type of content marketing. Blogs are generally regarded as a series of personal thoughts and ideas from bloggers on a specific subject. A blog is a less formal method of publication. A blog is a website that updates posts regularly, and the latest posts are displayed first. Readers can comment and respond to blog posts. It is possible to establish a blog for both personal and professional reasons, and the topics and audience of each differ. The blog could position a company as an expert in its field (Barker, M., Barker, D., Bormann, Roberts & Zahay 2017, 117).

A company's blog is one of the first sites that customers will discover when seeking new companies. It's a way to get a sense of how a company feels and thinks. A company's website without a blog means the company lacks ideas and empathy, while an appealing blog shows the company cares. Sign-ups for the email newsletter will be generated by the company's blog. The more truly relevant content the company blog contains what customers search for, the higher ranking the company will get, and the more traffic the company will gain. (Jefferson & Tanton 2015, 52) On average, businesses with an active blog produce 67 percent more leads each month (Demand Metric 2020).

Content marketing has emerged as a cornerstone of digital marketing strategies, focusing on the creation and dissemination of valuable, relevant, and consistent content to attract and retain a defined audience (Pulizzi & Barrett, 2015). Scholars argue that content marketing fosters customer engagement by providing consumers with informative, entertaining, and emotionally resonant content that meets their needs and interests (Hennig-Thurau et al., 2015).

High-quality content serves as a catalyst for engagement by capturing attention, eliciting emotional responses, and encouraging interaction and sharing (Laroche et al., 2013). Whether in the form of blog posts, videos, infographics, or podcasts, compelling content enhances brand credibility, establishes thought leadership, and stimulates ongoing dialogue with customers (Shih, 2018).

Furthermore, content marketing facilitates personalized customer experiences by delivering relevant content tailored to the preferences and behaviors of individual consumers (Ghose & Han, 2014). By leveraging data analytics and segmentation strategies, businesses can target specific audience segments with content that resonates with their unique interests and needs (Chatterjee & Wernerfelt, 2018).

However, successful content marketing requires a strategic approach that aligns with the brand's objectives and resonates with the target audience (Hajli, 2015). Businesses must invest in comprehensive content strategy development, including content ideation, creation, distribution, and performance measurement (Smith & Zook, 2011). Additionally, ongoing optimization based on audience feedback and engagement metrics is essential to ensure the relevance and effectiveness of content marketing initiatives (Lemon & Verhoef, 2016).

In conclusion, content marketing serves as a powerful driver of customer engagement by delivering valuable, relevant, and personalized content that resonates with audiences. By adopting a strategic and customer-centric approach to content creation and distribution, businesses can cultivate meaningful relationships with customers and drive long-term brand loyalty.

Based on the above discussion, the hypothesis is offered:

Ho2: Content marketing has positive and significant results in enhanced customer engagement at Brown

2.5. Search Engine Optimization (SEO) and Customer Engagement

Search Engine Optimization (SEO) stands as a foundational pillar in the realm of digital marketing, aimed at enhancing a website's visibility and ranking on search engine results pages (SERPs). While traditionally associated with driving traffic, SEO also plays a pivotal role in fostering customer engagement. Research indicates that a robust SEO strategy can significantly impact customer engagement

by ensuring that relevant content is discoverable to users actively seeking information or products related to a brand (Kaplan & Haenlein, 2010).

One of the key ways SEO contributes to customer engagement is by improving the user experience (UX) of a website. User-friendly websites that load quickly, are mobile-responsive, and offer intuitive navigation contribute to a positive user experience, encouraging visitors to explore further and engage with the content (Chaffey & Ellis-Chadwick, 2019). Moreover, optimized content that aligns with user search intent enhances relevance and encourages prolonged interaction with the website.

Furthermore, SEO optimization enables businesses to align their content with the needs and preferences of their target audience, thereby enhancing customer engagement. By conducting keyword research and understanding user search behavior, businesses can create content that addresses common pain points, provides solutions, and offers valuable insights (Ghose & Han, 2014). Content that resonates with users' interests and aspirations is more likely to elicit engagement in the form of likes, shares, comments, and conversions.

In addition to content optimization, SEO also facilitates local search visibility, particularly for businesses with physical locations. Local SEO tactics such as optimizing Google My Business profiles, obtaining positive reviews, and ensuring consistent business information across online directories can enhance visibility among local customers and drive offline engagement, such as store visits and inquiries (Griffin & Hauser, 2013).

However, the landscape of SEO is constantly evolving, necessitating ongoing adaptation and optimization strategies. Algorithm updates, changes in user behavior, and advancements in technology all influence the efficacy of SEO tactics over time (Jansen et al., 2008). Therefore, businesses must remain agile and proactive in their SEO efforts to maintain and improve customer engagement in the digital marketplace.

In conclusion, SEO serves as a fundamental driver of customer engagement by improving website visibility, enhancing user experience, and aligning content with user needs. By implementing strategic SEO practices and staying abreast of industry trends, businesses can optimize their digital presence and cultivate meaningful relationships with customers.

Based on the above discussion, the hypothesis is offered:

Ho3: Search Engine Optimization (SEO) has positive and significant impact on customer engagement at Brown

2.6. Facebook Advertising and Customer Engagement

Facebook advertising has emerged as a prominent tool in digital marketing strategies, offering businesses the ability to target specific audiences with precision and reach millions of users worldwide. Research suggests that Facebook advertising can significantly impact customer engagement by capturing users' attention, evoking emotional responses, and prompting interaction with brands (Li & Bernoff, 2011). One of the key advantages of Facebook advertising is its ability to leverage detailed demographic and psychographic data to target ads to users who are most likely to engage with the content. By utilizing Facebook's targeting options, businesses can tailor their ads based on factors such as age, gender, location, interests, and behavior, ensuring that they reach users who are most relevant to their products or services (Tucker, 2014).

Moreover, Facebook offers a variety of ad formats and placement options that cater to different engagement objectives. From carousel ads and video ads to sponsored posts and messenger ads, businesses can choose the format that best suits their content and desired outcomes (Hajli, 2017). Additionally, Facebook's engagement metrics provide valuable insights into ad performance, allowing businesses to optimize their campaigns for maximum engagement and ROI.

In addition to targeting and ad formats, Facebook advertising fosters engagement through interactive features such as likes, comments, shares, and

reactions. Users can engage with ads directly within their news feeds, providing immediate feedback and amplifying the reach of the content through social sharing (Wirtz & Chung, 2018). Furthermore, Facebook's retargeting capabilities enable businesses to re-engage users who have previously interacted with their website or shown interest in their products, increasing the likelihood of conversion (Hanna et al., 2011).

However, to maximize the effectiveness of Facebook advertising, businesses must craft compelling ad creatives and messaging that resonate with their target audience. Overly promotional or irrelevant ads may be met with skepticism or indifference from users, leading to low engagement and ad performance (Hennig-Thurau et al., 2010). Therefore, it is essential for businesses to invest time and resources in understanding their audience's preferences and tailoring their messaging accordingly.

In conclusion, Facebook advertising represents a powerful avenue for driving customer engagement through targeted messaging, interactive features, and precise ad placement. By leveraging the platform's robust targeting capabilities and engagement metrics, businesses can enhance brand visibility, foster meaningful connections with customers, and drive desired actions.

Based on the above discussion, the hypothesis is offered:

Ho4: Facebook advertising has positive and significant influence on customer engagement at Brown

2.6. Mobile Marketing and Customer Engagement

In this digital world, mobile app marketing plays an essential role in developing business marketing strategies for business growth. Mobile apps offer unique opportunities for brands to engage with customers in a personalized and interactive manner, driving deeper connections and fostering long-term loyalty (Bauer et al., 2018).

One of the primary ways mobile app marketing enhances customer engagement is through personalized experiences tailored to individual preferences and behaviors. Mobile apps enable businesses to collect and analyze user data, allowing for targeted messaging, product recommendations, and exclusive offers customized to each user's interests (Flavián et al., 2019). By delivering relevant content and experiences, businesses can captivate users' attention and encourage ongoing interaction with the app.

Furthermore, mobile apps facilitate seamless communication and interaction between brands and customers through features such as push notifications, in-app messaging, and real-time updates. Push notifications, in particular, serve as powerful tools for driving engagement by alerting users to new content, promotions, or events, even when the app is not actively in use (Singh & Sonnenburg, 2012). By delivering timely and relevant messages, businesses can re-engage users and prompt them to revisit the app, increasing retention and lifetime value.

Moreover, mobile apps offer opportunities for gamification and rewards programs, which can incentivize user engagement and encourage repeat interactions (Bauer et al., 2018). By integrating gamified elements such as challenges, leaderboards, and rewards into the app experience, businesses can create a sense of fun and excitement, motivating users to actively participate and progress through the app (Larivière et al., 2017).

However, successful mobile app marketing requires more than just the development and launch of an app. Businesses must invest in comprehensive marketing strategies to promote app awareness, drive downloads, and encourage ongoing usage (Flavián et al., 2019). This includes leveraging various channels such as social media, email marketing, app store optimization (ASO), and paid advertising to reach and engage with target audiences (Smith & Zook, 2011).

Furthermore, businesses must prioritize ongoing optimization and iteration of the app experience based on user feedback and engagement metrics. By monitoring user behavior, analyzing app performance, and soliciting user feedback,

businesses can identify areas for improvement and implement enhancements that enhance usability, functionality, and overall user satisfaction (Lemon & Verhoef, 2016).

In conclusion, mobile app marketing represents a powerful tool for driving customer engagement through personalized experiences, seamless communication, and gamified interactions. By leveraging the unique capabilities of mobile apps and implementing strategic marketing initiatives, businesses can cultivate meaningful relationships with customers, drive brand loyalty, and achieve sustainable growth in the mobile marketplace.

Based on the above discussion, the hypothesis is offered:

Ho5: Mobile marketing has positive and significant impact on customer engagement at Brown

2.7. Conceptual Framework

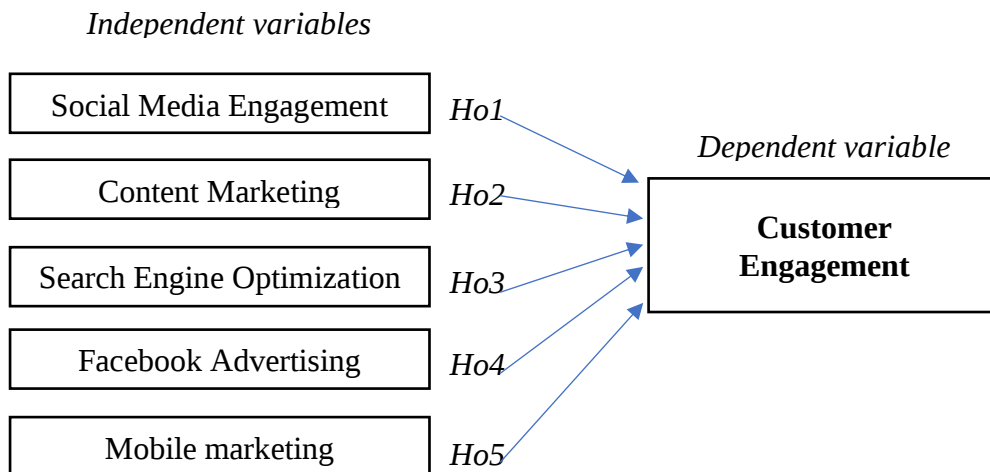


Figure 1: Conceptual Framework

2.8. Conclusion

The literature on digital marketing and customer engagement has illuminated the intricate interplay between digital marketing strategies and customer interactions, underscoring the significance of comprehending customer preferences,

motivations, and behaviors within digital realms. Various studies have pinpointed factors influencing customer engagement, including the relevance, interactivity, personalization, and trustworthiness of digital marketing endeavors. Additionally, research has elucidated the pivotal roles of diverse digital marketing channels, such as social media, content marketing, SEO, and mobile apps, in propelling customer engagement and nurturing brand relationships. Scholars have also developed and validated measurement scales and instruments tailored to assess customer engagement within digital marketing contexts, thereby augmenting the methodological rigor and reliability of research within the field. Theoretical frameworks and conceptual models have further furnished researchers and practitioners with indispensable frameworks for comprehending, dissecting, and optimizing digital marketing strategies to fortify customer engagement and attain organizational objectives. Collectively, the literature has significantly enhanced our comprehension of how businesses can adeptly harness digital technologies to forge connections with customers, foster brand allegiance, and propel business outcomes forward. By merging a spectrum of methodological approaches, theoretical perspectives, and conceptual models, researchers have furnished invaluable insights with tangible implications for marketers, managers, and policymakers navigating the intricacies of today's digital landscape.

Studies on digital marketing and customer engagement reveal a complex dance between marketing strategies and how customers interact online. Understanding customer preferences, motivations, and behaviors is crucial. Research has identified key factors that drive engagement, like relevant, interactive, personalized, and trustworthy marketing efforts. Additionally, social media, content marketing, SEO, and mobile apps all play important roles in building engagement and fostering brand relationships.

Researchers have developed tools to measure customer engagement in digital contexts, making research more reliable. Conceptual frameworks and models help us understand, analyze, and improve digital marketing strategies to boost engagement and achieve business goals.

Overall, existing research provides valuable insights into how businesses can use digital tools to connect with customers, build brand loyalty, and drive success. By using various methods, theories, and models, researchers have offered valuable information for marketers, managers, and policymakers navigating the ever-changing digital world.

CHAPTER III

RESEARCH METHODOLOGY

The aim of this chapter explains the detailed methodology adopted in the study. This chapter includes research design, research setting, research respondents, sampling strategies, data collection, and data analysis.

3.1. Research Design

To analyze this thesis, there are two main steps to finalize it. It will be based on primary data and secondary data collection and basically it is descriptive research. Each step is corresponding to each other to test the analysis. It also provides close relationships as well.

The first step, to be more precise, it is about primary data collection. The sample of Quantitative Data Collection, survey, in which it is structured questionnaires to Brown customers who used to visit Brown and their opinion of visiting there. The sample will be administered to the target and elicit specific information from the respondents.

The second step, will be tested out from the potential data collection and will be brought out related to the role of digital marketing in developing customer engagement such as case study, journal, books, reliable websites.

3.2. Research Setting

This survey will be conducted at all Brown branches nationwide by google form and face-to-face interview from respondents. By doing this, it can gather qualitative data on their perceptions of the coffee shop's digital marketing efforts.

3.3. Samples or Research Participants

The respondents will be Brown customers who has consumed the coffee in the last 6-months, aging from 18 to 40 years old. This group age can provide relevant information to the research objectives.

3.4. Sampling strategies

This research will be employing non-probability sampling technique as it fits to this research topic. The non-probability sampling is convenience, purposive, and snowball. Convenience sampling will be about researcher's friends or their networks or anyone is nearby the researcher. Purposive sampling will be specifically for respondent who consumed coffee in the last 6-months at the physical stores. Snowball sampling enables the questionnaire to be shared as word-of-mouth to researcher's networks, spread out easily to other respondents.

Sample size:

Roscoe's (1975) guidelines

Roscoe's (1975) set of guidelines for determining sample size has been a common choice in the last several decades. Roscoe suggested that a sample size greater than 30 and less than 500 is suitable for most behavioral studies, while a sample size larger than 500 may lead to a Type II error (Sekaran & Bougie, 2016). Roscoe also posited that for comparative analysis, if the data set needs to be broken into several subgroups (e.g. male/female, rural/urban, local/international, etc.), 30 respondents should be considered the minimum for each group. The logic behind the rule of 30 is based on the Central Limit Theorem (CLT). The CLT assumes that the distribution of sample means approaches (or tends to approach) a normal distribution as the sample size increases. Although a sample size equal to or greater than 30 is considered sufficient for the CLT to hold (Chang et al., 2006), we still urge researchers to apply this assumption with care. For multivariate data analysis (e.g. regression analysis), the sample size should be 10 times greater than the number of variables (Roscoe, 1975). Sekaran and Bougie (2016) and Kumar et al. (2013) discussed not only the guidelines prescribed by Roscoe (1975) in detail, but also the various procedural and statistical aspects of sample size with relevant examples. Recent studies that used Roscoe's guidelines to determine sample size include Lin and Chen (2006), Suki and Suki (2017), Seman et al. (2019), and Sultana (2020).

Green (1991) procedure

Green (1991) recommended several procedures to decide how many respondents are necessary for research. He proposed $N \geq 50 + 8m$ (where m refers to the number of predictors in the model) to determine the sample size for the coefficient of determination (R^2). For example, if a model consists of seven independent variables, it needs $50 + (8)(7)$, that is, 116 samples for a regression analysis. For independent predictors (β), $N \geq 104 + m$ was proposed. Thus, the minimum sample size would be 105 for simple regression and more (depending on the number of independent variables) for multiple regressions. Using this equation, 111 (i.e. $104 + 7$) cases are required if a model has seven independent variables. Fidell and Tabachnick (2014, p. 164), in turn, stated that “these rules of thumb assume a medium-size relationship between the independent variables and the dependent variable, $\alpha = .05$ and $\beta = .20$ ” (p. 164). Those interested in both R^2 and β should calculate N both ways and choose the larger sample size. Green (1991) believes that “greater accuracy and flexibility can be gained beyond these rules of thumb by researchers conducting power analyses” (p. 164). For further explanation, Green (1991) and Fidell and Tabachnick (2014) are good references. Studies that have determined sample size using the procedures proposed by Green (1991) include Coiro (2010), Brunetto et al. (2012), and Fiorito et al. (2007).

Cochran (1963) Formula

By applying the formula of Cochran (1963)

$$n_0 = \frac{z^2 pq}{e^2} = \frac{(1.96)^2 (.5).5}{(.5)^2} = 385$$

where n = sample size, z^2 = the abscissa of the normal curve that cuts off an area at the tails (equals the desired confidence level, e.g. 95%), e = the desired level of precision. P = the estimated proportion, (0.50) and $q = 1 - p$ (the value for z is found in statistical tables which contain the area under the normal curve).

Hence, this research will be used the sample size formula of Roscoe's (1975) to conduct a survey using questionnaire tool due to short-period of survey questionnaire, data analysis and funding, and finally, the submission date.

In this study, there are five independent variables, it is all variables x 10, so $(5 \times 10) = 50$ respondents, therefore, there will be 100 respondents to be surveyed and for concrete response.

3.5. Data collection

To ensure comprehensive and reliable data, this study employed two effective methods of data collection. The primary method involved directly engaging with customers through online surveys using Google form, and face-to-face interactions, allowing us to gather valuable insights firsthand. Additionally, we leveraged the power of secondary data collection by referring to reputable resources like thesis, books, and research journals. This approach provided us with a holistic view of the subject matter. The study comprised a sample size of approximately 100 respondents who were avid consumers of Brown, ensuring that our findings are representative and reflective of their experiences.

A structured questionnaires format is designed to understand respondent's perspectives toward the topic. There are 3 questionnaire parts such as independent variable part, dependent variable part, and personal information part. There is 1 open-ended questions to allow respondents express their thought and ideas and importantly there are multiple choice questions about each independent variable. To accomplish our survey, we sent out our questionnaires to our respondents by uploading to Google Form.

There are 4 stages of designing questionnaires.

Stage 1: Specify the information needed

This stage, the purpose of this thesis is to analyze the role of digital marketing in developing customer engagement at Brown. There are 100 surveys.

Stage 2: Specify the type of survey method

This stage, we distribute our survey by online platform, and visit targeted Brown branches for face-to-face interview.

Stage 3: Determine the content of individual questions

For the overall questions, we design carefully to understand our target. We avoid redundant of the questions.

Stage 4: Choose the question structure

There are 1 open-ended questions which is free-response questions from respondents. They can share their own ideas or thoughts toward the topic. Plus, we created another Likert scale questions to understand the role of digital marketing in developing customer engagement, that is a measurement with typical 5 response categories ranging from “Strongly Disagree” to “Strongly Agree” that requires respondents to indicate their disagreement and agreement on the subject (Pimentel, 2010). There are also multiple-choice questions about factors that drive digital marketing roles in developing customer engagement and allow respondents to choose.

All the results will be shown as tables or figures, percentages, standard deviation, and regression form. The mean scores showing measurement level gained from the data analysis were interpreted as follows (Pimentel, 2010):

Likert-scale description	Likert-scale	Likert-scale interval
Strongly Disagree	1	1.00 – 1.80
Disagree	2	1.81 – 2.60
Neutral	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly Agree	5	4.21 – 5.00

Table 2: Qualitative Interpretation of 5-point Likert Scale Measurement

The mean score range of 5 indicates that customers were “strongly agree” with Brown, that of 4 indicates that customers were “agree” with Brown, that of 3 conveys that the customers were “neutral” with Brown, that of 2 means the customers were “disagree” with Brown while that of 1 shows that customers were “strongly disagree” with Brown.

3.6. Data analysis

This research will be followed as descriptive and inferential analysis. The data will be collected, coded, entered, cleaned, and analyzed by SPSS Version 26 and excel. The descriptive analysis will be focused on frequency, percentage, and mean from the data collection, while inferential analysis will be covered on Cronbach's alpha, automatic linear modeling, and simple linear regression and also the summary of open-ended questions data.

3.7. Research ethic

The survey of this research is voluntary participation, which emphasizes individuals' autonomy in deciding whether to take part in a study. Researchers must provide detailed information about the study's purpose, procedures, potential risks, and benefits to prospective participants, enabling them to make informed decisions about their involvement. This ensures that participants enter into the study voluntarily, without any coercion or undue influence. Moreover, obtaining informed consent, through a formal process where participants freely agree to participate after understanding the study details, further reinforces the principle of voluntary participation, ensuring that individuals are fully aware of what their participation entails.

Privacy and confidentiality are also vital ethical considerations in research, particularly concerning the protection of participants' personal information and identities. Privacy encompasses individuals' right to control access to their personal data, while confidentiality pertains to safeguarding participants' identities and data from unauthorized access or disclosure. Researchers are responsible for implementing robust measures to protect participants' privacy throughout the research process, including data collection, storage, analysis, and dissemination. This may involve anonymizing or pseudonymizing participant data to prevent their identities from being linked to their responses or information collected during the study.

CHAPTER 4

COMPANY PROFILE

4.1. About Brown

Brown Coffee is a well-known coffee chain based in Cambodia. It has established itself as a prominent player in Cambodia's coffee scene, founded in 2009, offering a variety of coffee drinks and other beverages. Brown Coffee is recognized for its cozy and modern cafe spaces, where customers can enjoy their coffee in a comfortable environment. The chain has multiple locations across Cambodia, particularly in major cities like Phnom Penh, Siem Reap, and Kampot. Brown Coffee is known for its commitment to quality and customer service, attracting both locals and tourists alike.



Brown Coffee offers a variety of coffee drinks, teas, and snacks. They have classic espresso-based beverages like lattes and cappuccinos, along with unique creations like their signature Brown Latte with condensed milk and caramel. They also cater to those who prefer non-coffee drinks and offer a selection of teas and blended frappes.

Currently, Brown has totally 23 branches nationwide that is available to serve customers with their coffee and beverages. Those branches are:

No	Branches	No	Branches	No	Branches	No	Branches
1	Brown AEON Mall Sen Sok	8	Brown Preah Norodom	15	Brown Roastery Pasteur	22	Brown Roastery Siem Reap
2	Brown AEON Sothearos	9	Brown Raintree	16	Brown Roastery Sothearos	23	Brown Kampot

3	Brown Bokor	10	Brown Riverside	17	Brown Roastery TK		
4	Brown DTT	11	Brown TK Avenue	18	Brown Roastery Khalandale		
5	Brown IFL	12	Brown TTP	19	Brown Roastery Takhmao		
6	Brown Midtown Mall	13	Brown Roastery 271	20	Brown Roastery Airport		
7	Brown Pencil	14	Brown Roastery BKK	21	Brown Roastery KMALL		

Table 3: Brown Branches

4.2. Digital Marketing at Brown

4.2.1. Social Media Strategies

Brown Official Social Media Channels:

Channel	Total Likes	Total Followers	Link
Facebook Page	405K	417K	https://web.facebook.com/browncoffee.kh
Instagram Profile	N/A	58.8K	https://www.instagram.com/browncoffeeandbakery
LinkedIn	N/A	5K	https://www.linkedin.com/company/brown-coffee-and-bakery/
Tiktok Profile	450K	56K	https://www.tiktok.com/@browncoffeeandbakery
Website	https://www.browncoffee.com.kh/		

Table 4: Brown Social Media Channels



Brown Coffee's digital platform selection is strategic. They utilize Facebook, Instagram, Tiktok, LinkedIn, Website, and Brown mobile app. First, Facebook boasts the largest user base in Cambodia, with 13.8 million users in 2024 (Facebook Users in Cambodia, 2024) which accounted for 77.9% of its entire population, The majority of them were men 54.4%, 45.6% were female. Importantly, it is offering a broad reach to promote brand awareness, attract new customers, and build trust.



Figure 2: Facebook users in Cambodia

Second, Instagram, with its focus on visuals, allows them to showcase their inviting cafe atmosphere, beautifully crafted beverages, and tempting pastries. This caters perfectly to a younger, image-conscious demographic. There were 1.7 million Instagram users in Cambodia in May 2024 (Social Media Users in Cambodia - 2024, 2024), which accounted for 10% of its entire population. The majority of them were women 55.1% and 44.9% were men.

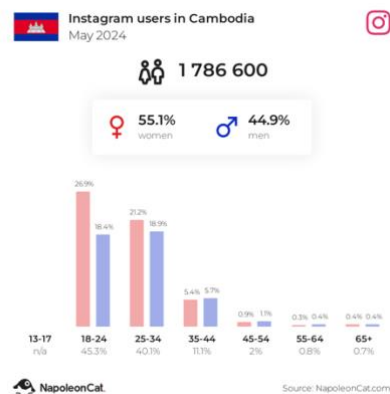


Figure 3: Instagram users in Cambodia

Third, TikTok, the rising social media star, offers a platform for short, engaging videos to connect with a younger, trend-driven audience. By utilizing this diverse combination, Brown Coffee ensures they reach a wide range of potential customers across different demographics and preferences. TikTok had 9.96 million users aged 18 and above in Cambodia in early 2024 (Kemp, 2024). In early 2024, 46.7% of TikTok’s ad audience in Cambodia was female, while 53.3% was male.

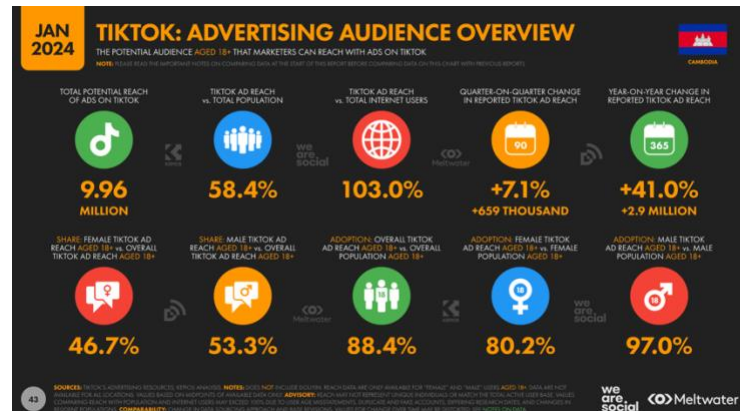


Figure 4: TikTok users in Cambodia

Moreover, adding LinkedIn requires a cohesive social media strategy. Content specific to LinkedIn's audience, such as job postings, company updates, or industry insights, would be necessary. Cross-promotion between platforms can also be beneficial. For example, Brown Coffee could share a link to their careers page on LinkedIn from their Instagram bio, attracting potential employees who follow them for their delicious coffee. There were 693K LinkedIn users in Cambodia in May 2024 (Social Media Users in Cambodia - 2024, 2024) which accounted for 3.9% of its entire population.

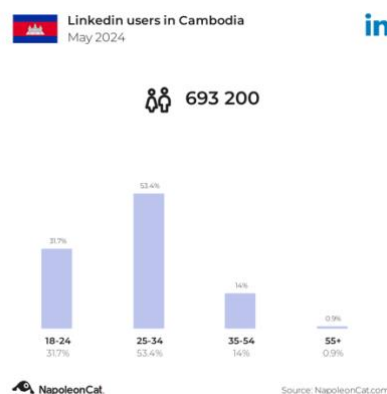


Figure 5: LinkedIn users in Cambodia

Brown Coffee understands the power of social media in Cambodia and leverages it strategically to connect with their customers. They maintain a presence on Facebook, Instagram, and TikTok, the most popular platforms in the country. This allows them to reach a wide audience, promote brand awareness, and increase customer engagement throughout the platforms.

Their posting strategy focuses on consistency, with daily updates across all three platforms. This keeps their followers engaged and ensures a steady stream of information about their products, services, and promotions. The content format includes a mix of videos, photo albums, and eye-catching posters, catering to different preferences and grabbing attention.

Furthermore, Brown Coffee recognizes the value of audience interaction. By boosting high-engagement posts on Facebook, they encourage comments, shares, discussions, and interactions from audiences. This two-way communication fosters a sense of community and loyalty among their followers.

The impressive follower counts across all platforms – 417K on Facebook, 58K on Instagram, and 56K on TikTok – demonstrate the effectiveness of Brown Coffee's social media strategy. With an average of 1,000 likes per post on each channel, they are successfully building a strong online presence and generating interest in their offerings. Brown Coffee's commitment to consistent, visually appealing content and audience engagement positions them well to continue thriving in the digital space.

4.2.2. Website

Besides, Brown is having a website allows Brown Coffee to target a broader audience. People searching online for "coffee shops in Phnom Penh" might find Brown Coffee's website listed in search results, driving new customers. Additionally, the website can be optimized for search engines, increasing its visibility and attracting potential customers who haven't yet encountered them on social media.



The website can serve as a detailed resource for customers. It can showcase the full menu with high-quality photos, highlight cafe locations with maps and opening hours, and provide information about their brand story and commitment to ethical sourcing or sustainability practices. This comprehensive information builds trust and transparency with potential customers.

The website allows for a more structured user experience compared to social media. Customers can easily navigate menus, find specific locations, or browse the FAQ section for answers to common questions. This promotes user-friendliness and streamlines the customer journey.

By combining a user-friendly website with engaging social media platforms and a convenient app, Brown Coffee creates a robust digital ecosystem. This caters to diverse customer needs and preferences, positions them for long-term success in the competitive Cambodian coffee market, and allows them to effectively connect with a wider audience.

4.2.3. Brown App

Brown Coffee goes beyond social media to offer a dedicated Brown App, further enhancing customer convenience and loyalty. The app streamlines the ordering process, allowing customers to easily use the app.

The app simplifies ordering for delivery or in-store pickup. Users can browse the menu, customize drinks, and place orders seamlessly. This caters to busy lifestyles and those who prefer contactless transactions.

The Brown App integrates a rewards program, incentivizing repeat business. Customers earn points with every purchase, redeemable for free drinks, food items, or merchandise. This gamifies the experience and motivates users to keep coming back.

The app keeps users informed about ongoing promotions and special offers. This allows customers to take advantage of exclusive deals and maximize their savings.

4.3. Success of Brown

Brown Coffee's success can be attributed to several factors:

- **Quality Products:** Brown Coffee is known for offering high-quality coffee made from carefully selected beans. Consistency in taste and quality has helped them build a loyal customer base.
- **Unique Branding:** Brown Coffee has developed a unique brand identity that resonates with Cambodian consumers. Their branding reflects a blend of modernity and tradition, appealing to a wide range of customers.
- **Customer Experience:** Brown Coffee prioritizes customer experience by providing excellent service and creating inviting cafe environments. Friendly staff, comfortable seating, and aesthetically pleasing decor contribute to a positive experience for customers.
- **Innovation:** Brown Coffee continually innovates to stay relevant in the competitive coffee market. They introduce new menu items, explore sustainable practices, and adopt technology to enhance customer convenience.

4.4. SWOT Analysis

Strengths

Local Brand: Brown Coffee leverages its Cambodian roots to understand and cater to local preferences in taste, atmosphere, and pricing.

High-Quality Coffee: They focus on freshly roasted beans sourced globally, ensuring a premium coffee experience.

Varied Menu: Brown Coffee offers a wide range of coffee drinks, teas, snacks, and even baked goods, appealing to diverse customer tastes.

Multiple Store Formats: Their classic cafes, roastery stores, and bakery stores cater to different customer preferences for ambiance and experience.

Strong Reputation: Brown Coffee enjoys positive customer reviews for its quality, innovation, and stylish cafes.

Weaknesses

Limited Reach: Compared to Starbucks, Brown Coffee has a smaller footprint, primarily operating in Phnom Penh.

Brand Awareness: While known in Cambodia, Brown Coffee might lack international brand recognition.

Marketing Budget: A smaller company might have a limited marketing budget compared to Starbucks' global campaigns.

Dependence on Suppliers: Their reliance on globally sourced coffee beans could expose them to price fluctuations or supply chain disruptions.

Opportunities

Expansion: Brown Coffee has the potential to expand to other Cambodian cities or even neighboring countries.

E-commerce: Developing online ordering and delivery services could attract a wider customer base.

Sustainability: Focusing on eco-friendly practices and sourcing could attract environmentally conscious customers.

Franchise Model: A franchise model could accelerate expansion and brand recognition.

Threats

Competition: Starbucks and other international coffee chains pose a significant competitive threat.

Economic Downturn: A decline in the Cambodian economy could impact customer spending on discretionary items like coffee.

Fluctuations in Coffee Bean Prices: Rising coffee bean prices could affect profit margins.

Changing Consumer Preferences: New trends in the coffee industry, like alternative brewing methods or plant-based milks, could require adaptation.

CHAPTER 5

FINDINGS & DISCUSSION

The main purpose of this chapter is to present the Role of Digital marketing in developing customer engagement at Brown. For this purpose, a field survey was conducted among 113 sample size. To meet the study objectives, the whole chapter is divided into three parts. The first part of the chapter analyzes the descriptive statistics of customers' personal profiles, such as ages, gender, education, etc. The findings of the effectiveness of digital marketing have been presented in part two of this chapter which contains the reliability test, automatic linear modelling, simple linear regression and hypothesis testing.

5.1. Findings

To ensure the accuracy of our analysis, this research employed Automatic Linear Modeling (ALM) for data cleaning. This iterative process involved running the ALM algorithm three times, resulting in the identification and removal of 21 respondents with inconsistencies. Consequently, the final dataset for this research comprises 94 valid responses.

5.1.1. Respondent's profiles

The survey was conducted in Phnom Penh, Cambodia, with an initial participation of 113 individuals. Following ALM, 94 participants were retained for analysis to ensure the accuracy and reliability of the findings.

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Female	48	51.15%
Male	46	48.9%

Table 5: Gender

Based on the data of 94 sample shows that 48 (51.15%) respondents were female and 46 (48.9%) were male.

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
18 - 26	48	54.3%
27 - 35	34	36.2%
36 - 44	8	8.5%
45 - 52	1	1.1%

Table 6: Age

Meanwhile, the respondents who aging from 18 - 26 is 48 (54.3%), 27 – 35 has 34 respondents or 36.2%, 36 – 44 has 8 respondents or 8.5% and 45 – 52 has only 1 respondent or 1.1%.

<i>Educational</i>	<i>Frequency</i>	<i>Percentage</i>
Bachelor Degree	54	57.4%
Master Degree	39	41.5%
PhD/DBA	1	1.1%

Table 7: Education

There are 54 respondents or 57.4% whose educational background are Bachelor Degree, 39 respondents have Master Degree or 41.5%, and 1 is PhD/DBA or 1.1%.

<i>Occupation</i>	<i>Frequency</i>	<i>Percentage</i>
Employee	47	50%
Student	34	36.2%
Self-employed	7	7.4%
Civil servant	6	6.4%

Table 8: Occupation

Base on this table, the answer of “Employee” has the highest respondents of 47 or 50%, Student are 34 or 36.2%, Self-employed are 7 or 7.4%, and Civil servant are 6 or 6.4%.

<i>Monthly income</i>	<i>Frequency</i>	<i>Percentage</i>
Less than 200	31	33%
200 - 500	21	22.3%
501 – 1,000	22	23.4%
More than 1,000	20	21.3%

Table 9: Monthly income

Following the table above, it shows that 31 respondents or 33% has monthly income for less than 200, 21 respondents or 22.3% has from 200 – 500, 22 respondents or 23.4% has 501 – 1,000, and lastly, 20 respondents or 21.3% has more than 1,000.

<i>How often</i>	<i>Frequency</i>	<i>Percentage</i>
1 - 2 times/month	70	74.5%
3 – 4 times/month	14	14.9%
5 – 6 times/month	3	3.2%
7 – 8 times/month	2	2.1%
More than 8 times	5	5.3%

Table 10: How often do they go to café shop?

The result shows most of customer go to the coffee shop from 1 – 2 times per month, 14 respondents go around 3- 4 times per month, 3 respondents go for 5 – 6 times per month, and other 5 respondents go more than 8 times per month.

<i>What makes you remember ads?</i>	<i>Frequency</i>	<i>Percentage</i>
Image	43	45.7%
Video	13	13.8%
Caption	4	4.3%
Meaning	4	4.3%
Promotion	30	31.9%

Table 11: What makes they remember ads?

The result shows most of customer go to the coffee shop from 1 – 2 times per month, 14 respondents go around 3- 4 times per month, 3 respondents go for 5 – 6 times per month, and other 5 respondents go more than 8 times per month.

<i>How often you see Brown content per week?</i>	<i>Frequency</i>	<i>Percentage</i>
Once per week	43	45.7%
Twice per week	13	13.8%
Triple per week	4	4.3%
Rarely	4	4.3%
Everyday	30	31.9%

Table 12: How often do they see Brown content per week?

The result shows most of customer go to the coffee shop from 1 – 2 times per month, 14 respondents go around 3- 4 times per month, 3 respondents go for 5 – 6 times per month, and other 5 respondents go more than 8 times per month.

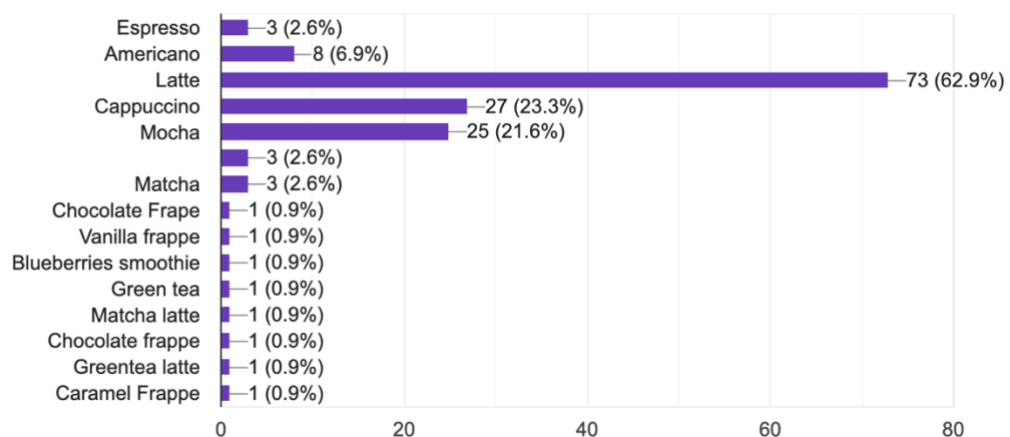


Figure 6: Which coffee menu do they like to consume the most?

Based on this result, most of respondents prefer to drink Latte 62.9%, Cappuccino 23.3%, and Mocha 21.6% as their preferred drinks.

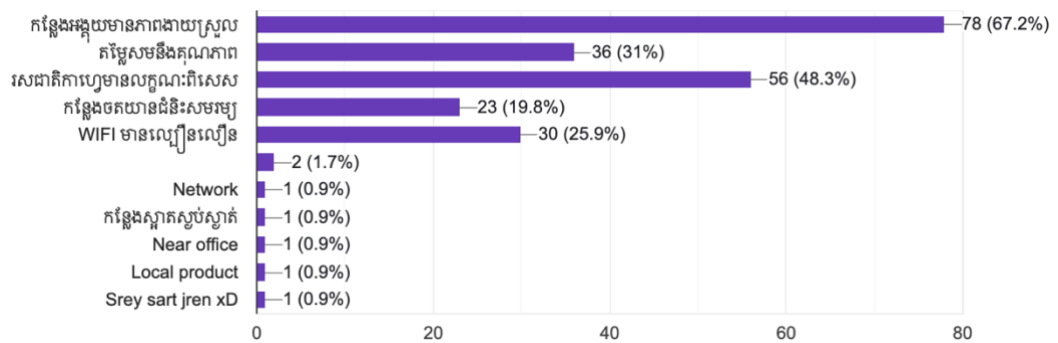


Figure 7: What is their primary reason to consume coffee?

The result shows respondents prefer to go to Brown because it is convenient 67.2%, premium coffee taste 48.3%, price quality 31%, speedy WIFI 25.9%, and parking space 19.8%.

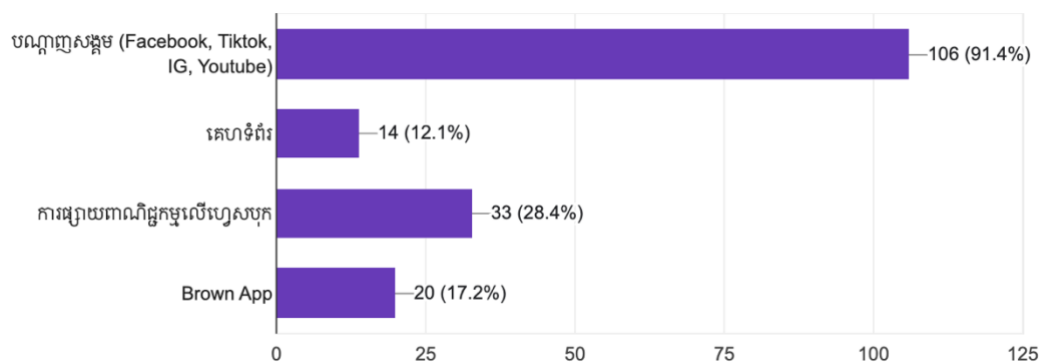


Figure 8: Where have they seen Brown content

The result shows 91.4% of respondents perceived Brown content from social media channel such as Facebook, Tiktok, IG, and Youtube. While from Facebook advertising is 28.4%, Brown App 17.2%, and from website 12.1%.

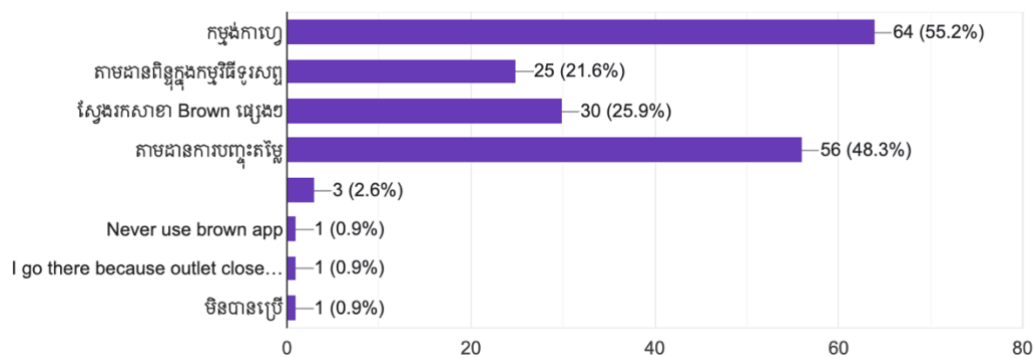


Figure 9: What features do they use the most with Brown app?

With this graph, 55.2% of respondents use Brown App to order drinks and 48.3% follow up on promotion announcement. 21.6% tracking rewards, and 25.9% finding Brown branches nationwide.

5.1.2. Descriptive Statistics

This section analyzes measurement items and validates the measurement scale that was rated by among respondents. Means and Standard Deviation are created to explain the meaning of the questionnaire design, as shown in Table 7. The highest rank is MM1 which has mean 3.5729, and has std deviation 0.64859. The lowest rank is SEO1 which has mean 3.3247 and has std deviation 0.89023. In short, most of respondents agree that all hypotheses lead to customer engagement.

Descriptive Statistics			
	N	Mean	Std. Deviation
SM	94	3.4707	.56956
CM	94	3.4766	.45352
FA	94	3.3688	.52980
SEO	93	3.3247	.50555
MM	94	3.5729	.64859
CE	94	3.4681	.46661

Table 13: Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Social Media Engagement (SM)			
Q5_A	94	3.67	.709
Q5_B	94	3.60	.766
Q5_C	94	3.55	.713
Q6_A	94	3.43	.711
Q6_B	94	3.46	.728
Q6_C	94	3.48	.786
Q6_D	94	3.17	.851
Q6_E	94	3.41	.754
Content Marketing (CM)			
Q8_A	94	3.57	.647
Q8_B	94	3.74	.638
Q8_C	94	3.35	.651
Q8_D	94	3.34	.727
Q10_A	94	3.65	.667
Q10_B	94	3.64	.670
Q10_C	94	3.57	.613
Q10_D	94	3.61	.691
Q10_E	94	3.44	.741
Facebook Advertising (FA)			
Q12_A	94	3.63	.586
Q12_B	94	3.65	.545
Q12_C	94	3.51	.583
Q12_D	94	3.49	.564
Q12_E	94	3.44	.616
Search Engine Optimization (SEO)			
Q13_A	94	3.18	.658
Q13_B	94	3.41	.630

Q13_C	94	3.37	.604
Q13_D	94	3.34	.617
Q13_E	94	3.32	.555
Mobile Marketing (MM)			
Q15_A	94	3.57	.711
Q15_B	94	3.53	.699
Q15_C	94	3.53	.786
Q15_D	94	3.66	.681
Q15_E	94	3.62	.720
Q15_F	94	3.64	.760
Q15_G	94	3.46	.743
Customer Engagement (CM)			
Q10_E	94	3.44	.741
Q12_A	94	3.63	.586
Q12_D	94	3.49	.564
Q12_E	94	3.44	.616
Q13_D	94	3.34	.617
Q13_E	94	3.32	.555
Q15_F	94	3.64	.760
Q15_G	94	3.46	.743

Table 14: Descriptive Statistic by Independent Variables

5.1.3. Reliability Test

Reliability checks were used before multiple reversal tests. Table 9 shows reliable statistics for all individual interest variables. The elements are grouped into Dimensions - Common elements for the 5 dimensions and customer engagement. These alpha values are high and the reliable values for all 5 dimensions are far above the 0.7 recommended by Hair et al (2010). Therefore, all elements (both independent and dependent variables) are reliable because their Cronbach's Alpha is much larger than the base value of 0.7.

As seen in Table 9, overall Cronbach's Alpha Estimates for Reliability scale is 0.930.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.950	47

Table 15: Cronbach's Alpha Reliability Test

While, each independent variables have Cronbach's alpha value above 0.7 as well. Social Media Engagement is 0.893, Content Marketing is 0.898, Facebook Advertising is 0.872, SEO is 0.882, Mobile Marketing is 0.956, and overall Customer Engagement is 0.863. Therefore, it is reliable enough (Hair et al., 2010). According to the estimation of reliability coefficients, it is clear that the scales of all dimensions are very reliable.

Dimensions	Case		Reliability Statistics	
	Obs.	%	Cronbach's Alpha	No. of Items
Social Media Engagement	94	100%	0.893	8
Content Marketing	94	100%	0.898	9
Facebook Advertising	94	100%	0.872	5
SEO	94	100%	0.882	5
Mobile Marketing	94	100%	0.956	7
Customer Engagement	94	100%	0.863	8

Table 16: Cronbach's Alpha Reliability Test by Independent Variables

5.1.4. Automatic Linear Modeling Analysis

In recent years, the complexity of datasets in marketing research has necessitated the use of advanced analytical techniques. This study employs automatic linear modeling to efficiently identify key predictors of customer engagement (CE) from a comprehensive set of digital marketing strategies.

The sample estimate below examines the dimensions of independent variables associated to customer engagement link to digital marketing strategies of Brown.

According to Table 9, 4 factors are valued for the positive correlated to customer engagement, followed by the dimensions of Mobile Marketing (MM), Search Engine Optimization (SEO), Content Marketing (CM), and Facebook Advertising (FA).

On the other hand, according to the automatic linear modeling estimating for this study, the level of reliability of this model as a whole is very high (94.5%) and is quite acceptable.

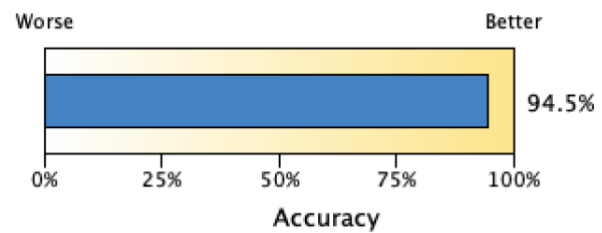


Figure 10: Accuracy of answers

Automatic Linear Modelling	
<i>Description</i>	<i>The Fitness Assessment</i>
R-square (R^2)	$\geq 0.10(10\%)$
Adjusted R^2	$\geq 0.10(10\%)$
F-value	≥ 4
Significant (p-value)	$\leq 0.05(5\%)$
t-value	≥ 1.96
Source: Hair, et al. (2019)	

Table 17: Automatic Linear Modeling Rule of Thumb

Variables	R-square	T-value	P-value	F-value	Importance
Mobile Marketing (MM)	0.332	13.158	0.000	399.021	0.454
Search Engine Optimization (SEO)	0.306	10.699	0.000	173.138	0.300
Content Marketing (CM)	0.276	7.771	0.000	60.392	0.158
Facebook Advertising (FA)	0.157	5.757	0.000	33.146	0.087

Table 18: Automatic Linear Modeling Test

A result showed that four hypotheses have significant impact on customer engagement. There is only social media engagement has no significant impact on customer engagement, this variable will employ simple linear regression to test the relationship. MM (Mobile Marketing) has significantly correlated with CE, ($r = 0.332$ or 33.2%), $t\text{-value} = 13.158$ ($t > 1.96$), $p\text{-value} = 0.000$ ($p < 0.05$). This relationship has a highest importance 0.454 (or 45.4%). SEO (Search Engine Optimization) has significantly correlated with CE, ($r = 0.306$ or 30.6%), $t\text{-value} = 10.699$ ($t > 1.96$), $p\text{-value} = 0.000$ ($p < 0.05$). This relationship has a highest importance 0.300 (or 30%). CM (Content Marketing) has significantly correlated with CE, ($r = 0.276$ or 27.6%), $t\text{-value} = 7.771$ ($t > 1.96$), $p\text{-value} = 0.000$ ($p < 0.05$). This relationship has a highest importance 0.158 (or 15.8%). FA (Facebook Advertising) has significantly correlated with CE, ($r = 0.157$ or 15.7%), $t\text{-value} = 5.757$ ($t > 1.96$), $p\text{-value} = 0.000$ ($p < 0.05$). This relationship has a highest importance 0.087 (or 8.7%).

5.1.6. Hypothesis Test Result

HYPOTHESIS	RESULTS
<i>Ho1: Social media engagement has positive and significant impact on customer engagement at Brown</i>	Reject
<i>Ho2: Content marketing has positive and significant results in enhanced customer engagement at Brown</i>	Accept
<i>Ho3: Search Engine Optimization (SEO) has positive and significant impact on customer engagement at Brown</i>	Accept
<i>Ho4: Facebook advertising has positive and significant influence on customer engagement at Brown</i>	Accept
<i>Ho5: Mobile marketing has positive and significant impact on customer engagement at Brown</i>	Accept

Table 19: Summary of Hypothesis Test Results from Multiple Regression Relationship Analysis

5.2. Discussion

This research has found content marketing has positive and significant results in enhanced customer engagement at Brown.

5.2.1. Social media engagement

The study presented that social media engagement has not positive and significant influence on customer engagement. The study is contrast to the previous studies of social media engagement and customer engagement for local coffee shop. Bowden (2009) has stated that a customer engagement gains commitment for new customers as it is considered as a fundamental cognitive activity on any purchasing way, and customer's confidence increases via repeated buying activities and how emotional bonds are developed on a service or a brand after being purchased, that ensure customer long-term loyalty. Along with the growth in the use of internet networks, especially on social media, the social interaction here likely refers to any interaction that happens without meeting each other physically (Park & Chung, 2011). Customer participation in developing a brand and consumer's initiative to

create its advertisement are the results of customer engagement in a social media platform. Social media users are likely to comment or click on a post that has so many likes. Chin et al, (2015) has mentioned that whenever a post has a high number of likes, it means each person's interest is fluently told by interpersonal commerce to change other's interest. These previous concentrated on important to note that running the right advertisement to determine audience's attention from their engagement on any social media channel (Hellberg, 2015). Social media engagement has become a foundation of digital marketing strategies, allowing businesses to interact directly with their guests in real- time. Research suggests that social media engagement appreciatively influences customer engagement by easing two-way communication, erecting connections, and fostering brand fidelity (Hollebeek et al., 2014). Also, through likes, commentary, shares, and direct dispatches, brands can laboriously engage with their followership, address enterprises, and solicit feedback, thereby creating a sense of community and trust (Malthouse et al., 2013). As a result, users have used to adopt into technology usage, digital marketing, social media engagement, the impact of it will get no interest. Hence, it lacks of positive and significant influence on customer engagement.

5.2.2. Content Marketing

Content Marketing, hypothesis 2, has resulted in positive and significant influence on customer engagement for Brown. According to Table 7 (Descriptive Statistics), the respondents agree that content marketing has influence on customer engagement. This outcome indicates that content is an essential part in digital marketing strategies in engaging customer or audience to follow products or services on Brown's Facebook page. This result has aligned with previous studies. The purpose of valuable content is to educate and help customers. (Jefferson and Tanton 2015, 25.) Kingsnorth (2019, 225) states that content such as blogs, videos, podcasts, and infographics can help a company engage consumers with its products and services. Content marketing is defined as a strategic marketing way to produce and deliver useful and appropriate content to draw and maintain a particular audience and eventually drive profitability. (Carter 2019) Content such as blogs, infographics, and employee photos will make social media profiles more interesting and trustworthy. When the company posts quality content, followers of the social media

community will “like” and “share” the company content. This allows the company to enter industry influencers who will review the company’s products and services. Scholars argue that content marketing fosters customer engagement by providing consumers with informative, entertaining, and emotionally resonant content that meets their needs and interests (Hennig-Thurau et al., 2015). High-quality content serves as a catalyst for engagement by capturing attention, eliciting emotional responses, and encouraging interaction and sharing (Laroche et al., 2013).

5.2.3. Search Engine Optimization (SEO)

The finding shows local SEO has positive and significant influence on customer engagement. SEO also plays a pivotal role in fostering customer engagement. Research indicates that a robust SEO strategy can significantly impact customer engagement by ensuring that relevant content is discoverable to users actively seeking information or products related to a brand (Kaplan & Haenlein, 2010). One of the key ways SEO contributes to customer engagement is by improving the user experience (UX) of a website. User-friendly websites that load quickly, are mobile-responsive, and offer intuitive navigation contribute to a positive user experience, encouraging visitors to explore further and engage with the content (Chaffey & Ellis-Chadwick, 2019). Moreover, optimized content that aligns with user search intent enhances relevance and encourages prolonged interaction with the website. Local SEO tactics such as optimizing Google My Business profiles, obtaining positive reviews, and ensuring consistent business information across online directories can enhance visibility among local customers and drive offline engagement, such as store visits and inquiries (Griffin & Hauser, 2013).

5.2.4. Facebook advertising

Hypothesis 4, Facebook advertising has positive and significant influence on customer engagement. The result aligns with previous studies in the literature review. Research suggests that Facebook advertising can significantly impact customer engagement by capturing users' attention, evoking emotional responses, and prompting interaction with brands (Li & Bernoff, 2011). Facebook's retargeting capabilities enable businesses to re-engage users who have previously interacted

with their website or shown interest in their products, increasing the likelihood of conversion (Hanna et al., 2011).

5.2.5. Mobile Marketing

The result indicates that mobile marketing has positive and significant influence on customer engagement. This is proven by several studies within the literature review. mobile app marketing enhances customer engagement is through personalized experiences tailored to individual preferences and behaviors. Mobile apps enable businesses to collect and analyze user data, allowing for targeted messaging, product recommendations, and exclusive offers customized to each user's interests (Flavián et al., 2019). Furthermore, mobile apps facilitate seamless communication and interaction between brands and customers through features such as push notifications, in-app messaging, and real-time updates. Push notifications, in particular, serve as powerful tools for driving engagement by alerting users to new content, promotions, or events, even when the app is not actively in use (Singh & Sonnenburg, 2012). mobile apps offer opportunities for gamification and rewards programs, which can incentivize user engagement and encourage repeat interactions (Bauer et al., 2018). Hence, the finding is consistent to previous studies that focus on mobile marketing and customer engagement.

CHAPTER 6

CONCLUSION

6.1. Conclusion

This research aimed to explore the role of digital marketing in developing customer engagement, focusing specifically on a local coffee shop, Brown Coffee. The objectives were to identify the digital marketing platforms utilized by Brown, investigate the digital marketing strategies employed, and assess the most impactful strategies on customer engagement.

The findings of the study revealed that several digital marketing strategies significantly contribute to enhancing customer engagement at Brown. Key strategies identified include content marketing, search engine optimization (SEO), Facebook advertising, and mobile marketing. Each of these strategies was found to have a positive and significant impact on customer engagement, confirming the initial hypotheses. While Social Media Engagement has not positive and significant impact on customer engagement.

The study employed several statistical tools to ensure the reliability and validity of the data collected from 94 respondents. A Cronbach's alpha reliability test was conducted, yielding a score of 0.930, which indicates a high level of reliability according to the rule of thumb. Additionally, descriptive statistics (mean and standard deviation) provided an overview of the data distribution, while automatic linear modeling were used to analyze the relationships between digital marketing strategies and customer engagement.

6.2. Recommendation

6.2.1. Content Marketing

Content marketing offers local coffee shops a powerful strategy to engage with their audience, build brand authority, and attract new customers. By creating and sharing valuable, relevant, and consistent content, coffee shops can establish

themselves as thought leaders in the local community and differentiate themselves from competitors.

One effective approach to content marketing for coffee shops is creating informative and entertaining blog posts. Blogging allows coffee shops to share their expertise, such as coffee brewing tips, coffee origin stories, recipes using their products, and updates on seasonal offerings. This not only engages current customers but also attracts new ones searching for coffee-related information online.

Additionally, visual content plays a crucial role in content marketing for coffee shops. High-quality photos and videos showcasing the coffee shop's ambiance, specialty drinks, food offerings, and barista skills can captivate the audience and entice them to visit in person. Platforms like Instagram and TikTok are particularly effective for sharing visually appealing content and engaging with a younger demographic.

Furthermore, leveraging user-generated content (UGC) can amplify the coffee shop's marketing efforts. Encouraging customers to share their experiences on social media and reposting their content on the coffee shop's official channels not only enhances authenticity but also builds a sense of community around the brand. UGC serves as social proof, showing potential customers the positive experiences others have had at the coffee shop.

Another aspect of content marketing is email newsletters. Sending regular updates, promotions, and exclusive offers to subscribers can keep customers informed and engaged. Personalizing content based on customer preferences and behaviors can further enhance the effectiveness of email marketing campaigns.

Lastly, content marketing for local coffee shops should align with their brand voice and values. Consistency in messaging across all platforms, whether on the website, social media, or in-store promotions, reinforces the coffee shop's identity and strengthens customer loyalty. Content marketing serves as a valuable tool for local coffee shops to connect with their audience, drive engagement, and ultimately

increase foot traffic and sales. By creating compelling and relevant content that resonates with their target audience, coffee shops can establish a strong online presence, build customer trust, and differentiate themselves in a competitive market.

6.2.2. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is crucial for local coffee shops looking to enhance their online visibility and attract more customers through organic search engine results. By optimizing their website and content, coffee shops can improve their rankings on search engines like Google, making it easier for potential customers to find them when searching for relevant keywords such as "coffee shop near me" or "best coffee in [city]."

One of the primary strategies in local SEO involves optimizing the coffee shop's website for local search queries. This includes ensuring that the website contains relevant keywords that potential customers are likely to use when searching for coffee shops in their area. Keywords should be strategically placed in page titles, meta descriptions, headers, and throughout the content to signal to search engines what the website is about and its relevance to local searches.

In addition to keyword optimization, local coffee shops can benefit from optimizing their Google My Business (GMB) profile. A fully optimized GMB profile includes accurate business information such as address, phone number, business hours, and a link to the coffee shop's website. Encouraging customers to leave positive reviews on GMB can also improve the shop's visibility and credibility in local search results.

Another important aspect of local SEO is building local citations and backlinks. Local citations refer to mentions of the coffee shop's name, address, and phone number (NAP) on other websites and directories. Consistent NAP information across these platforms helps establish trust and authority with search engines. Similarly, earning backlinks from local websites, blogs, and publications can improve the coffee shop's authority and visibility in local search results.

Moreover, optimizing the coffee shop's website for mobile devices is essential for local SEO success. With more consumers using smartphones to search for local businesses, having a mobile-friendly website ensures a seamless user experience and improves the shop's chances of appearing in mobile search results.

By implementing these SEO strategies, local coffee shops can increase their online visibility, attract more local customers, and ultimately drive foot traffic to their physical locations. SEO not only helps coffee shops compete effectively in the digital landscape but also enhances their overall marketing efforts by ensuring they are easily discoverable by potential customers searching for coffee-related services in their area.

6.2.3. Facebook Advertising

To maximize its effectiveness, the local coffee shop should delve deeper into specific Facebook advertising strategies from now on. One key area is audience targeting. By leveraging Facebook's advanced targeting options, coffee shops can reach highly specific demographics like young professionals or students, or target users based on their interests in coffee or cafes. This ensures the ad reaches people in the local area who are more likely to become regular customers.

Secondly, crafting compelling ad creatives is crucial. High-quality photos showcasing the shop's inviting atmosphere, delicious beverages, and tempting pastries can grab attention on a crowded newsfeed. The ad copy should be concise and engaging, highlighting unique selling points like specialty roasts or loyalty programs. Consider incorporating customer testimonials or using a call to action that encourages users to visit the shop or like the Facebook page.

Finally, Facebook Ads offers valuable data and analytics. Tracking metrics like click-through rates, website traffic generated from ads, and even foot traffic to the shop (using Facebook Pixel) allows for campaign optimization. By analyzing which ad variations resonate best with the target audience, coffee shops can refine their campaigns to maximize their return on investment. Future research could

explore A/B testing different ad formats, messaging, and targeting parameters to create a data-driven approach for optimizing Facebook advertising for local coffee shops.

6.2.4. Mobile Marketing

The findings also validated the importance of mobile marketing in the digital age. A robust mobile marketing strategy can significantly enhance customer convenience and foster deeper engagement. Brown could consider implementing SMS marketing to send time-sensitive promotions or loyalty program updates directly to customers' mobile devices. Developing a user-friendly mobile app would allow customers to order and pay for their coffee beverages online, streamlining the purchasing process and offering a level of convenience that today's mobile-savvy consumers increasingly expect. A loyalty program integrated within the mobile app (Brown App) could further incentivize repeat visits and provide valuable customer data for future marketing efforts.

Mobile marketing caters to the on-the-go customer. Modern consumers crave convenience, and their smartphones are their constant companions. Through targeted SMS campaigns or a user-friendly mobile app, coffee shops can connect directly with customers. Special offers, new menu announcements, or loyalty program updates can be delivered directly to their pockets. This immediate and personalized communication fosters stronger engagement and encourages repeat visits. Imagine a busy professional receiving a text message about a happy hour discount on their favorite latte – it's a convenient nudge that can easily convert into a sale.

Mobile marketing allows coffee shops to leverage the power of location-based services. User can be potential customer is searching for "coffee shops near me" on their phone. With a well-optimized Google My Business listing and an engaging social media presence, coffee shop can appear at the top of their search results. This can be a game-changer, driving foot traffic from people who are already in the area and looking for a caffeine boost. Mobile marketing allows the

shop to target customers at the precise moment they are looking for any product, making it a highly effective tool for local businesses.

By embracing mobile marketing strategies, local coffee shops can not only reach their target audience but also build strong customer relationships. In the next section, we'll explore how mobile apps and social media can be leveraged to create a more engaging and loyalty-driven customer experience.

6.3. Limitations

Despite the valuable insights gained from this study, several limitations need to be acknowledged. First, the sample size of 94 respondents, while providing some useful data, may not be large enough to capture the full diversity of customer engagement experiences. The age range of the participants, limited to 18 to 40 years old, also excludes potential insights from older or younger customers who might engage with digital marketing strategies differently. Furthermore, the study was conducted exclusively in Phnom Penh, limiting the applicability of the findings to other cities with different demographic and cultural contexts. The research was conducted over a specific period, meaning that the rapidly changing nature of digital marketing trends might not be fully captured, and what is effective today might not be as effective in the future.

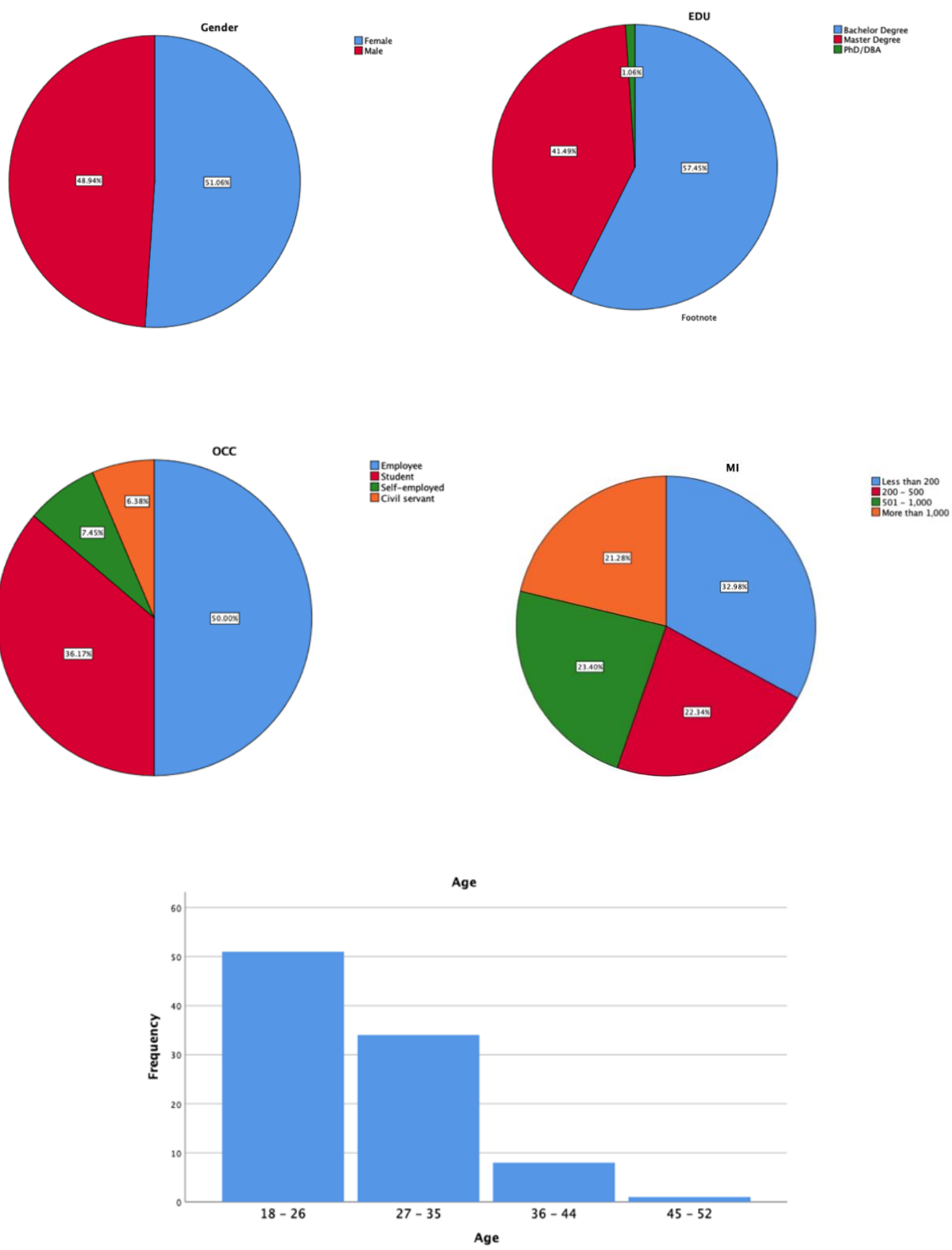
Additionally, while the research identified key digital marketing strategies, it did not delve deeply into the unique characteristics and nuances of each platform, nor did it explore other potentially impactful strategies like email marketing, influencer marketing, or video marketing. The study also did not account for external factors such as economic conditions, competition, or seasonal variations that could influence customer engagement. By acknowledging these limitations, future research can address these gaps, providing a more comprehensive understanding of the role of digital marketing in developing customer engagement for local businesses like Brown.

6.4. Future Research

The study identified room for improvement in how Brown leverages these platforms to cultivate a truly engaged following. Investigating the influence of demographics on social media engagement for local businesses could yield valuable insights. Understanding the preferred social media platforms of Brown's core demographic (e.g., young professionals vs. families with young children) would allow the coffee shop to tailor its social media presence accordingly. Additionally, focusing on user-generated content strategies could unlock a powerful tool for customer engagement. Brown could encourage customers to share their experiences at the coffee shop through social media contests or user-generated content campaigns, offering prizes or incentives for participation.

It should explore the unique characteristics and nuances of different digital marketing platforms in greater detail, investigating how specific platforms like Instagram, Tiktok, YouTube, and emerging social media channels contribute to customer engagement. Expanding the scope of research to include additional digital marketing strategies, such as email marketing, influencer partnerships, and video marketing, will provide a more holistic understanding of digital marketing's potential. Incorporating objective measures of customer engagement alongside self-reported data and accounting for external factors such as economic conditions and competition will further refine the analysis, offering practical recommendations for local businesses aiming to enhance customer engagement through digital marketing.

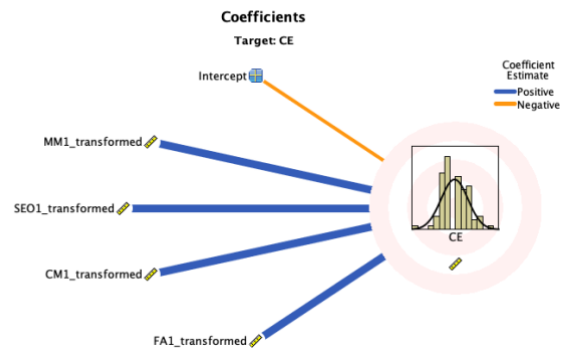
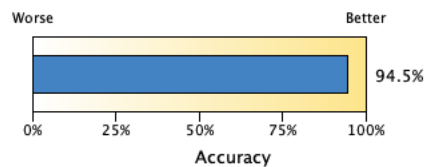
APPENDIX



Model Summary

Target	CE
Automatic Data Preparation	On
Model Selection Method	Forward Step
Information Criterion	-410

The information criterion is used to compare models. Models with smaller information criterion values fit better.



Coefficients

Target: CE

Model Term	Coefficient ▼	Std.Error	t	Sig.	95% Confidence Interval		Importance
					Lower	Upper	
Intercept	-0.222	0.104	-2.145	.035	-0.428	-0.016	
MM1_transformed	0.332	0.025	13.158	.000	0.282	0.382	0.454
SEO1_transformed	0.306	0.029	10.699	.000	0.249	0.363	0.300
CM1_transformed	0.276	0.035	7.771	.000	0.205	0.346	0.158
FA1_transformed	0.157	0.027	5.757	.000	0.103	0.211	0.087

Effects

Target: CE

Source	Sum of Squares	df	Mean Square	F	Sig.	Importance
Corrected Model ▼	19.179	4	4.795	399.021	.000	
MM1_transformed	2.080	1	2.080	173.138	.000	0.454
SEO1_transformed	1.375	1	1.375	114.460	.000	0.300
CM1_transformed	0.726	1	0.726	60.392	.000	0.158
FA1_transformed	0.398	1	0.398	33.146	.000	0.087
Residual	1.069	89	0.012			
Corrected Total	20.248	93				

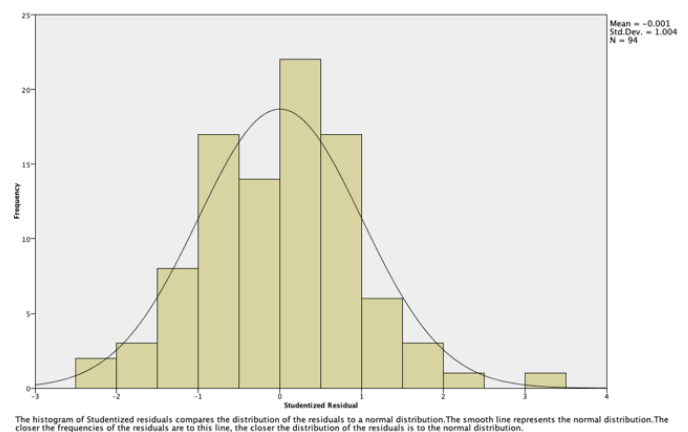
FA1_transformed MM1_transformed

Least Important Display effects with sig. values less than... Most Important

.0001 .0005 .001 .005 .01 .05 .10 .20 1.00

Residuals

Target: CE



A FORM OF QUESTIONNAIRE

ផ្នែកទី១៖ អំពី Brown

1. តើអ្នកធ្លាប់បានទទួលទានកាហ្វេនៅហាង Brown ដែរឬទេ?
 - 1) ធ្លាប់
 - 2) មិនធ្លាប់ (សូមកុំបន្តឆ្លើយកម្រងសំណួរនេះ)
2. តើអ្នកទទួលបានកាហ្វេនៅទីនោះញឹកញាប់ប៉ុណ្ណា?
 - 1) ១ ដងក្នុងមួយអាទិត្យ
 - 2) ២ ដងក្នុងមួយអាទិត្យ
 - 3) ៣ ដងក្នុងមួយអាទិត្យ
 - 4) ៣ ដងក្នុងមួយអាទិត្យ
 - 5) ៤ ដងក្នុងមួយអាទិត្យ
3. តើមិនុយកាហ្វេមួយណាដែលអ្នកចូលចិត្តទទួលបានបំផុត?
 - 1) Espresso
 - 2) Americano
 - 3) Latte
 - 4) Cappuccino
 - 5) Mocha
 - 6) Other
4. តើមូលហេតុចំបងអ្វីដែលអ្នកជ្រើសរើសទទួលបានកាហ្វេនៅហាង Brown?
(អាចរើសលើសពី ២)
 - 1) កន្លែងអង្គុយមានភាពងាយស្រួល
 - 2) តម្លៃសមនឹងគុណភាព
 - 3) រសជាតិកាហ្វេមានលក្ខណៈពិសេស
 - 4) កន្លែងចតយានជំនិះសមរម្យ
 - 5) WIFI មានល្បឿនលឿន
 - 6) Other
5. តើអ្នកតាមដាន Brown តាមណាខ្លះ? (អាចរើសលើសពី ២)
 - 1) Facebook
 - 2) Instagram
 - 3) Youtube
 - 4) Tiktok
 - 5) Brown App

6) Brown Website

ផ្នែកទី២.១៖ Social Media Engagement

6. តើទម្រង់មាតិការបស់ Brown ប្រភេទណាដែលអ្នកចូលចិត្តតាមដាន?

- 1) ទម្រង់រូបភាព
- 2) ទម្រង់វីដេអូ
- 3) ទម្រង់អក្សរ (Status)

សូមធ្វើការវាយតម្លៃការយល់ឃើញរបស់អ្នក (1=មិនយល់ព្រមខ្លាំង, 2= មិនយល់ព្រម, 3=ធម្មតា, 4= យល់ព្រម, 5=យល់ព្រមខ្លាំង)

	1	2	3	4	5
7. តាមដានផ្សាររបស់ Brown ដើម្បីទទួលបានព័ត៌មានថ្មីទាក់ទងនឹងមិនុយថ្មី ឬប្រែម៉ូស៊ីនថ្មី					
8. តាមដានមាតិកា Brown ជាទម្រង់រូបភាពជាងវីដេអូ					
9. ទទួលបានព័ត៌មានពេញលេញពី Brown លាយនឹងការកម្សាន្តដែលត្រូវនឹងចំណូលចិត្ត					
10. ចុចស៊ែរផ្សាររបស់ Brown ទៅមិត្តភក្តិ ឬអ្នកដទៃ					
11. តាមដានមាតិកាលើបណ្តាញសង្គម Brown ជាវីដេអូក្នុងការទទួលបាន ព័ត៌មានថ្មី					

ផ្នែកទី២.២៖ Content Marketing

12. តើអ្នកតែងឃើញមាតិការបស់ Brown ក្នុងវេទិកាឌីជីថល (digital platform) ញឹកញាប់ប៉ុណ្ណា?
- 1) ១ ដងក្នុងមួយអាទិត្យ
 - 2) ២ ដងក្នុងមួយអាទិត្យ
 - 3) ៣ ដងក្នុងមួយអាទិត្យ
 - 4) កម្រ
 - 5) រៀងរាល់ថ្ងៃ
13. តើទម្រង់មាតិកាអ្វីដែលអ្នកចូលចិត្តតាមដាន?
- 1) ទម្រង់វីដេអូ
 - 2) ទម្រង់រូបភាព
 - 3) ទម្រង់អក្សរ (Status)
 - 4) ទម្រង់ជា Stories
14. តើអ្នកឃើញមាតិកា Brown នៅកន្លែងណា? (អាចរើសលើសពី ២)
- 1) បណ្តាញសង្គម (Facebook, Tiktok, IG, Youtube)
 - 2) គេហទំព័រ
 - 3) ការផ្សាយពាណិជ្ជកម្មលើហ្វេសប៊ុក
 - 4) Brown App

សូមធ្វើការវាយតម្លៃការយល់ឃើញរបស់អ្នក (1=មិនយល់ព្រមខ្លាំង, 2= មិនយល់ព្រម, 3=ធម្មតា, 4=យល់ព្រម, 5=យល់ព្រមខ្លាំង)					
	1	2	3	4	5
15) រូបភាពឌីជីថលមានព័ត៌មានច្បាស់លាស់					
16) វីដេអូមានការទាក់ទាញ និងគួរឱ្យចាប់អារម្មណ៍ក្នុងការទស្សនា					
17) មាតិកាគេហទំព័រត្រូវបានរៀបចំយ៉ាងល្អ					
18) ចំណងជើង (caption) មានភាពទាក់ទាញ					
19) ចែករំលែកមាតិការបស់ Brown ដល់អ្នកដទៃ					

20. ប្រសិនបើអ្នកបានឃើញការផ្សាយពាណិជ្ជកម្មរបស់ Brown នៅលើហ្វេសប៊ុក តើអ្វីដែលធ្វើឱ្យអ្នកចងចាំ?

- 1) រូបភាព
- 2) វីដេអូ
- 3) ចំណងជើង
- 4) អត្ថន័យ
- 5) ប្រូម៉ូសិន

សូមធ្វើការវាយតម្លៃការយល់ឃើញរបស់អ្នក (1=មិនយល់ព្រមខ្លាំង, 2= មិនយល់ព្រម, 3=ធម្មតា, 4=យល់ព្រម, 5=យល់ព្រមខ្លាំង)					
	1	2	3	4	5
21) ការផ្សាយពាណិជ្ជកម្មលើកាហ្វេធ្វើឱ្យចង់សាកល្បង					
22) ការផ្សាយពាណិជ្ជកម្មទាក់ទាញចំណាប់អារម្មណ៍					
23) ការផ្សាយពាណិជ្ជកម្មផ្តល់នូវព័ត៌មានដែលមានតម្លៃ					
24) ការផ្សាយពាណិជ្ជកម្មមានគន្លឹះពលលើការសម្រេចចិត្តទទួលទានកាហ្វេ					
25) ទទួលទាននៅហាងផ្ទាល់ បន្ទាប់ពីបានឃើញពាណិជ្ជកម្ម					

ផ្នែកទី២.៤៖ Search Engine Optimization

សូមធ្វើការវាយតម្លៃការយល់ឃើញរបស់អ្នក (1=មិនយល់ព្រមខ្លាំង, 2= មិនយល់ព្រម, 3=ធម្មតា, 4=យល់ព្រម, 5=យល់ព្រមខ្លាំង)					
	1	2	3	4	5

26) គេហទំព័របានបង្ហាញលទ្ធផលលើគេនៅក្នុងម៉ាស៊ីនស្វែងរក Google					
27) គេហទំព័រផ្តល់ព័ត៌មានច្បាស់លាស់អំពីផលិតផលកាហ្វេ					
28) គេហទំព័រមានភាពឆ្លើយតបទៅនឹងឧបករណ៍ទាំងអស់					
29) ទទួលបាននៅហាងផ្ទាល់បន្ទាប់ពីបាន ឃើញវានៅលើអ៊ីនធឺណិត					
30) យុទ្ធសាស្ត្រ SEO មានឥទ្ធិពលលើការសម្រេចចិត្តទទួលបានកាហ្វេ					

ផ្នែកទី២.៥៖ Mobile Marketing

31. តើអ្នកប្រើមុខងារអ្វីអ្នកប្រើញឹកញាប់ជាងគេ? (អាចរើសលើសពី ២)

- 1) កម្មវិធីកាហ្វេ
- 2) តាមដានពិន្ទុក្នុងកម្មវិធីទូរសព្ទ
- 3) ស្វែងរកសាខា Brown ផ្សេងៗ
- 4) តាមដានការបញ្ចុះតម្លៃ

សូមធ្វើការវាយតម្លៃការយល់ឃើញរបស់អ្នក (1=មិនយល់ព្រមខ្លាំង, 2= មិនយល់ព្រម, 3=ធម្មតា, 4=យល់ព្រម, 5=យល់ព្រមខ្លាំង)

	1	2	3	4	5
32) ងាយស្រួលក្នុងការបញ្ជាទិញកាហ្វេតាម App					
33) សេវាដឹកជញ្ជូន					
34) ចំណាយពេលតិចក្នុងការរង់ចាំ					
35) ស្វែងរកសាខាផ្សេងៗយ៉ាងងាយស្រួល					

36) App មានសុវត្ថិភាព និងទូទាត់ងាយស្រួល					
37) បទពិសោធន៍ក្នុងការប្រើប្រាស់ App ជារួម					
38) ទទួលបានព័ត៌មានថ្មីៗ អំពីប្រមូលសិនពី Brown app ជាមធ្យោបាយងាយស្រួលក្នុងការបន្តទំនាក់ទំនងជាមួយអភិជន					

ផ្នែកទី២.៦៖ យុទ្ធសាស្ត្រទីផ្សារឌីជីថល (Digital Marketing Strategies)

សូមធ្វើការវាយតម្លៃការយល់ឃើញរបស់អ្នក (1=មិនយល់ព្រមខ្លាំង, 2= មិនយល់ព្រម, 3=ធម្មតា, 4=យល់ព្រម, 5=យល់ព្រមខ្លាំង)

	1	2	3	4	5
39) យុទ្ធសាស្ត្របណ្តាញសង្គម (Social Media Engagement)					
40) យុទ្ធសាស្ត្រសរសេរមាតិកា (Content Marketing)					
41) យុទ្ធសាស្ត្រផ្សាយពាណិជ្ជកម្មលើហ្វេសប៊ុក (Facebook Advertising)					
42) យុទ្ធសាស្ត្រ Search Engine Optimization (SEO)					
43) យុទ្ធសាស្ត្រទីផ្សារលើកម្មវិធីទូរសព្ទ (Mobile App Marketing)					

ផ្នែកទី៣៖ ព័ត៌មានផ្ទាល់ខ្លួន

44) អាយុ

1. 18 -26
2. 27 – 35
3. 36 – 44
4. 45 – 52

45) កម្រិតអប់រំ

1. High school
2. Bachelor Degree
3. Master Degree

46) មុខរបរ

1. Employee
2. Student
3. Self-employed

47) ចំណូលប្រចាំខែ

1. No income
2. Less than 200
3. Less than 500
4. Less than 1000
5. More than 1000

REFERENCES

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