

# Consumer Engagement with Social Media Marketing in Australia

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## ABSTRACT

This study examines factors that influence consumers to engage with social media marketing activities generated by firms in Australia. The Uses and Gratifications (U&G) theory and Social Cognitive Theory (SCT) formed the theoretical foundation to investigate consumer engagement factors. The factors were gathered from the literature and validated using 20 semi-structured interviews. An online survey instrument was then developed and pre-tested with five respondents who provided feedback and suggestions to improve the functionality of the survey. Thereafter, a pilot study was conducted with 35 participants using convenience sampling, to improve the questions, format, scaling and average time taken to complete the survey. SPSS statistical software was used to test the internal reliability. The study had a response rate of 66.03%, and most of the constructs tested were reliable with Cronbach Alpha above 0.6. The main survey has been disseminated to users of social media in Australia with an intention to collect data from a sample of 350 participants. There is an intention to analyse the data using exploratory factor analysis, multi-linear regression and structural equation modelling to statistically confirm the factors and/or sub-factors that influence consumers to engage with social media marketing activities in Australia.

**Keywords:** Social media, social media marketing, consumer engagement, consumer behaviour