



Traditional vs. Digital Marketing: A Comparative Study of Marketing Management Students' Perceptions and Its Implications for SME Customer Engagement in Olongapo City

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ABSTRACT

This study examined the comparative effectiveness of traditional and digital marketing in influencing customer engagement among Small and Medium Enterprises (SMEs) in Olongapo City. Using quantitative descriptive-comparative research design, data were collected from Marketing Management students of Gordon College through a researcher-made questionnaire. Customer engagement was measured through customer involvement, customer participation, customer interaction, and customer behavior. Results revealed that digital marketing consistently obtained higher effectiveness ratings than traditional marketing across all dimensions. Wilcoxon Signed-Rank Test results showed statistically significant differences between the two approaches. The results suggest that digital marketing offers greater opportunities for customer engagement due to its interactive and personalized nature. SMEs are encouraged to adopt a digital-first strategy while integrating traditional marketing methods.

INTRODUCTION

Marketing plays a critical role in how businesses communicate with customers, create value, and establish long-term relationships in increasingly competitive markets (Kotler et al., 2021). As technology continues to evolve and consumer behavior becomes more digitally oriented, marketing practices have shifted from conventional promotional activities to more integrated and customer-centered approaches (Dwivedi et al., 2021). Organizations now utilize multiple communication channels to engage consumers across various touchpoints, making customer engagement an essential element of marketing success (Verhoef et al., 2021). Customer engagement refers to the cognitive, emotional, and behavioral connections that consumers develop with brands, which significantly influence customer satisfaction, loyalty, and purchasing decisions (Lim et al., 2022). Understanding the factors that drive customer engagement is therefore important for businesses seeking sustainable growth and competitive advantage (Hollebeek et al., 2022).

Marketing strategies are generally categorized into traditional and digital approaches. Traditional marketing relies on offline channels such as television, radio, newspapers, print advertisements, and face-to-face promotions, which primarily facilitate one-way communication with consumers (Ghorpade, 2026). In contrast, digital marketing utilizes internet-based platforms including social media, websites, mobile applications, and email marketing to encourage interactive and real-time communication with target audiences (Massa & Bolatan, 2023). The increasing adoption of digital technologies has transformed the way businesses interact with customers, enabling more personalized and measurable marketing efforts while simultaneously changing consumer expectations regarding communication and engagement.

In the Philippines, small and medium enterprises (SMEs) serve as important contributors to economic development, employment generation, and innovation across various industries (Lim, 2023). Within local economies such as Olongapo City, SMEs support business growth and community development while facing challenges associated with limited resources, increasing competition, and rapidly changing consumer preferences (Bueno & Ramos, 2023). As businesses adapt to these challenges, selecting appropriate marketing strategies becomes increasingly important. The effectiveness of traditional and digital marketing in fostering customer engagement may influence how SMEs allocate resources and develop sustainable marketing initiatives (Chatterjee et al., 2021).

Previous studies have demonstrated that both traditional and digital marketing contribute to customer engagement in different ways. Digital marketing enables businesses to facilitate immediate interaction, personalized communication, and targeted promotional activities through online platforms, while traditional marketing continues to strengthen consumer trust, credibility, and brand recognition through established offline channels (Bharti & Kumar, 2021). Furthermore, customer engagement has been linked to positive organizational outcomes, including improved customer retention, stronger brand relationships, and enhanced business performance (Rather et al., 2022).

These results suggest that both approaches possess unique strengths that may influence customer engagement differently depending on context and audience characteristics.

Despite the growing body of literature on marketing strategies and customer engagement, there remains limited understanding of how future marketing professionals perceive the effectiveness of traditional and digital marketing in influencing specific dimensions of customer engagement, particularly within localized SME settings (Li et al., 2021). Existing studies frequently focus on organizational outcomes or digital marketing platforms without providing a comparative assessment of both traditional and digital approaches from the perspective of students who are preparing to enter the marketing profession (Islam et al., 2022). This gap highlights the need for further investigation into how these marketing approaches are evaluated by individuals who may become future decision-makers and practitioners in the field. By examining these perceptions, the study contributes to knowledge enrichment through a localized academic perspective that may provide insights into marketing strategy evaluation within SME environments.

This study is aligned with the United Nations Sustainable Development Goal 8 (Decent Work and Economic Growth) by supporting knowledge that may contribute to SME competitiveness and business sustainability. It also supports Sustainable Development Goal 9 (Industry, Innovation, and Infrastructure) through its emphasis on innovation and digital transformation in marketing practices, as well as Sustainable Development Goal 12 (Responsible Consumption and Production) by encouraging more informed and responsive marketing strategies that address evolving consumer needs and preferences. Asio (2026) emphasized the essence of knowing the SDGs and its sources.

This study aims to compare traditional and digital marketing based on the perceptions of Bachelor of Science in Business Administration Major in Marketing Management students at Gordon College regarding their effectiveness in driving customer engagement. Specifically, it seeks to examine how these marketing approaches influence customer involvement, participation, interaction, and behavioral responses. The results are expected to provide valuable insights for SMEs in Olongapo City and contribute to a deeper understanding of marketing strategy effectiveness from the perspective of future marketing professionals.

LITERATURE REVIEW

Marketing plays a crucial role in the growth and sustainability of businesses because it allows organizations to communicate with customers, promote products and services, and establish long-term relationships. With the rapid development of technology and changes in consumer preferences, businesses now utilize both traditional and digital marketing strategies to enhance customer engagement. These approaches have prompted researchers to examine their effectiveness in influencing customer behavior, interaction, participation, and involvement. Existing literature suggests that neither strategy

is universally superior, as both possess strengths that vary according to business contexts and consumer characteristics.

Previous research by Salim and Isaa (2024) investigated the influence of marketing approaches on consumer behavior and found that digital marketing affects purchasing decisions through personalized promotions and targeted communication. Similarly, Singh and Dangmei (2020) reported that digital platforms improve brand awareness and purchase intentions by providing easier access to information and promotional content. Supporting these results, Dwivedi et al. (2021) concluded that social media and digital marketing increase convenience and accessibility throughout the purchasing process. On the other hand, Nielsen (2021) found that traditional forms of advertising remain among the most trusted communication channels, while Magora (2020) emphasized that conventional promotional methods continue to strengthen consumer awareness and credibility. Likewise, Loyola et al. (2020) noted that traditional communication channels help establish familiarity and trust among customers. These results indicate that both digital and traditional marketing significantly influence customer behavior through different mechanisms and advantages.

Research has also demonstrated that marketing strategies contribute to customer interaction and engagement. Wan (2023) found that digital platforms enhance interaction by allowing businesses and consumers to communicate instantly through various online features. Villar-Guevara et al. (2025) likewise observed that digital technologies increase the frequency and immediacy of business-customer exchanges. In contrast, Saranza et al. (2024) reported that physical presentation and visual merchandising strengthen customer responses in retail settings, while Aboubi and Chibani (2023) found that traditional marketing promotes interpersonal communication and direct consultation with customers. Dequito and Mariñas (2025) further emphasized that conventional promotional activities remain effective among SMEs because of their visibility and strong connection with local communities. These results suggest that both marketing approaches provide opportunities for customer interaction, although they differ in terms of communication channels and customer experiences.

Previous studies have highlighted the importance of marketing strategies in improving business performance and sustainability among SMEs. Astoriano et al. (2022) found that digital marketing significantly influences consumers' buying intentions, reflecting its growing importance in modern business environments. During periods of economic disruption, Cueto et al. (2022) reported that digital innovations enabled enterprises to adapt and maintain operations. Likewise, Pelegrin and Mansueto (2021) observed that SMEs consider digital marketing an affordable means of expanding their market reach. Conversely, Candelario et al. (2023) found that strategic marketing practices contribute positively to business performance regardless of the medium employed. Supporting this perspective, Sarigumba and Roxas (2024) identified a strong relationship between marketing strategies and SME growth, whereas Fuller et al. (2026) highlighted the contribution of effective marketing practices to competitive advantage. These results demonstrate that appropriate marketing strategies are essential for sustaining business growth and competitiveness.

Previous research by Calay et al. (2023) investigated customer engagement among micro-restaurants and found that social media interactions strengthen engagement between businesses and consumers. Similarly, Cariño (2024) observed that social media marketing enhances customer loyalty among SMEs, while Lopez (2024) reported that content marketing positively influences engagement and organizational performance. In addition, Almagro (2024) found that social media marketing improves brand perception, whereas Aluba et al. (2025) revealed that social media activities increase customer participation and interaction. Supporting these results, Darunday et al. (2024) concluded that digital marketing contributes to stronger customer trust and engagement. However, Nolasco et al. (2020) emphasized that the effectiveness of social media initiatives depends largely on content quality, relevance, and consumer trust. These results highlight the growing importance of digital platforms in facilitating customer engagement.

Despite the increasing adoption of digital technologies, traditional marketing continues to offer advantages that cannot be fully replicated through online platforms. Olazo (2022) emphasized that the challenges associated with digital marketing implementation highlight the continuing importance of conventional approaches. Likewise, Toling (2025) noted that while digital marketing contributes to competitiveness, businesses still benefit from maintaining traditional promotional activities. Sayo (2025) described the shift from traditional to digital marketing as a gradual transition rather than a complete replacement, indicating the continuing relevance of both approaches. Supporting this view, Aguilar and Alondata (2025) suggested that integrating traditional and digital marketing strategies enables businesses to maximize customer reach and engagement. These results imply that combining both approaches may provide more comprehensive marketing outcomes.

To further explain the factors affecting marketing effectiveness, Jain (2024) found that younger consumers tend to respond more positively to digital platforms, whereas older consumers exhibit stronger preferences for conventional advertising. Panugayan-Sy and Trinidad (2026) similarly reported that social media marketing significantly influences brand equity and purchase intentions. Marco et al. (2024) also observed that businesses recognize social media platforms as valuable channels for engagement, while Bueno and Ramos (2023) emphasized the importance of understanding business perspectives in promoting local economic development. These results suggest that demographic and contextual factors influence how consumers respond to different marketing approaches.

Overall, previous international and local studies indicate that both traditional and digital marketing significantly contribute to customer engagement and business performance. Digital marketing provides accessibility, interactivity, and personalization, whereas traditional marketing offers credibility, familiarity, and opportunities for direct customer experiences. Existing studies suggest that the effectiveness of either strategy depends on consumer characteristics and business conditions. However, limited research has compared the effectiveness of traditional and digital marketing from the

perspective of Marketing Management students, particularly in relation to SME customer engagement in Olongapo City. This gap highlights the need for the present study, which seeks to determine the comparative effectiveness of traditional and digital marketing on SME customer engagement in Olongapo City.

METHODOLOGY

This study employed a quantitative descriptive-comparative research design, which involves the systematic collection and analysis of numerical data to describe variables and determine differences between existing groups or conditions (Bhandari, 2023; Villanueva, 2023). The design was appropriate for examining and comparing the perceived effectiveness of traditional and digital marketing in influencing customer engagement among Small and Medium Enterprises (SMEs) in Olongapo City.

The study covered 380 Bachelor of Science in Business Administration major in Marketing Management (BSBA-MM) students enrolled at Gordon College during Academic Year 2025–2026. Using stratified random sampling to ensure proportional representation from first-year to fourth-year students, a total of 210 respondents were selected. Hair Jr. et al. (2019), Creswell and Creswell (2018), and Sekaran and Bougie (2020) noted that sample sizes of 200 or more are generally adequate for quantitative survey research and statistical analysis.

Primary data were collected through a validated researcher-made questionnaire utilizing a 4-point Likert scale. The instrument underwent expert validation and pilot testing, yielding Cronbach's alpha values ranging from 0.789 to 0.938, indicating acceptable to excellent reliability.

Data were encoded, tabulated, and analyzed using Microsoft Excel and appropriate statistical tools, including frequency distribution, mean, and the Wilcoxon Signed-Rank Test.

RESEARCH RESULTS

Table 1. Traditional & Digital Marketing in Terms of Customer Involvement

Indicators	Traditional Mean	Descriptive Interpretation	Digital Mean	Descriptive Interpretation
1. Captures my attention and makes me think about the brand.	3.00	Highly Effective	3.63	Very Effective
2. Makes me interested in the brand's offerings.	3.02	Highly Effective	3.63	Very Effective
3. Encourages me to remember the brand.	3.01	Highly Effective	3.60	Very Effective
4. Makes me feel emotionally connected to the brand.	2.87	Highly Effective	3.50	Very Effective
Composite Mean	2.98	Highly Effective	3.59	Very Effective

Table 1 presents the level of customer involvement influenced by traditional and digital marketing. The results show that digital marketing obtained a composite mean of 3.59, interpreted as Very Effective, while traditional marketing obtained 2.98, interpreted as Highly Effective. This indicates that digital marketing is more effective in capturing customer attention, stimulating interest, strengthening brand recall, and building emotional connection.

The results suggest that respondents are more engaged with digital marketing due to its interactive, visual, and accessible nature. Social media platforms and online advertisements provide more engaging content compared to traditional marketing, which is more limited in interaction. Although traditional marketing remains effective in generating awareness, it is less engaging compared to digital platforms.

Table 2. Traditional & Digital Marketing in Terms of Customer Participation

Indicators	Traditional Mean	Descriptive Interpretation	Digital Mean	Descriptive Interpretation
1. Motivates me to; Traditional Marketing (visit the store or event), Digital Marketing (click links or visit the website).	2.99	Highly Effective	3.50	Very Effective
2. Encourages me to; Traditional Marketing (redeem coupons or join promotions), Digital Marketing (use promo codes or online offers).	3.09	Highly Effective	3.55	Very Effective
3. Makes me; Traditional Marketing (tell friends or family about a promotion), Digital Marketing (share posts or tag friends).	3.11	Highly Effective	3.45	Very Effective
4. Traditional Marketing (Encourages me to ask questions or inquire about products.), Digital Marketing (makes me leave comments, reviews,	3.10	Highly Effective	3.50	Very Effective

reactions, or join online contests.)

Composite Mean	3.07	Highly Effective	3.50	Very Effective
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Table 2 shows the effectiveness of traditional and digital marketing in terms of customer participation. Digital marketing obtained a composite mean of 3.50 (Very Effective), while traditional marketing obtained 3.07 (Highly Effective). This indicates that digital marketing is more effective in encouraging customers to actively participate in marketing-related activities.

The results imply that customers are more likely to engage in actions such as liking, sharing, commenting, clicking links, and responding to online promotions when exposed to digital marketing. This is due to the convenience, accessibility, and interactivity of digital platforms. On the other hand, traditional marketing still encourages participation but mostly through offline means such as referrals and direct inquiries.

Table 3. Traditional & Digital Marketing in Terms of Customer Interaction

Indicators	Traditional Mean	Descriptive Interpretation	Digital Mean	Descriptive Interpretation
1. Traditional Marketing (provides opportunities to interact with brand representatives), Digital Marketing (allows me to easily message or chat with the brand online.)	3.07	Highly Effective	3.57	Very Effective
2. Traditional Marketing (encourages me to ask questions in person.), Digital Marketing (encourages a two-way conversation (comments, replies))	3.05	Highly Effective	3.61	Very Effective
3. Traditional Marketing (provides feedback options I can easily use. (e.g., suggestion boxes, calls).), Digital Marketing (provides quick responses to my inquiries or feedback.)	2.93	Highly Effective	3.56	Very Effective
4. Traditional Marketing (allows personal	3.06	Highly Effective	3.55	Very Effective

interaction that improves
my brand perception.),
Digital Marketing
(makes me feel the brand
listens to my feedback
online.)

Composite Mean	3.03	Highly Effective	3.57	Very Effective
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Table 3 presents the level of customer interaction in relation to traditional and digital marketing. The results reveal that digital marketing obtained a composite mean of 3.57, interpreted as Very Effective, while traditional marketing obtained 3.03, interpreted as Highly Effective. This indicates that digital marketing provides stronger opportunities for communication and interaction between businesses and customers.

The results suggest that digital platforms such as chat features, comment sections, and instant feedback systems allow real-time communication and continuous engagement. This makes interaction faster and more accessible compared to traditional marketing, which relies mainly on face-to-face communication and physical presence.

Table 4. Traditional & Digital Marketing in Terms of Customer Behavior

Indicators	Traditiona 1 Mean	Descriptive Interpretation	Digita 1 Mean	Descriptive Interpretation
1. Traditional Marketing (influences me to buy a product after seeing an advertisement), Digital Marketing (influences me to buy a product after seeing an online ad.)	2.78	Highly Effective	3.50	Very Effective
2. Traditional Marketing (makes me choose a brand over another.), Digital Marketing (makes me choose a brand because of online features or offers.)	2.87	Highly Effective	3.38	Very Effective
3. Traditional Marketing (encourages me to	3.00	Highly Effective	3.50	Very Effective

visit physical stores.), Digital Marketing (encourages me to shop or browse products online.)				
4. Traditional Marketing (strengthens my loyalty to brands I already like.), Digital Marketing (strengthens my loyalty by staying updated online about the brand.)	2.95	Highly Effective	3.49	Very Effective
5. Traditional Marketing (leads me to recommend the brand to others after buying.), Digital Marketing (leads me to recommend the brand online after purchasing.)	2.92	Highly Effective	3.57	Very Effective
Composite Mean	2.90	Highly Effective	3.49	Very Effective

Table 4 shows the influence of traditional and digital marketing on customer behavior. The results indicate that digital marketing obtained a composite mean of 3.49 (Very Effective), while traditional marketing obtained 2.90 (Highly Effective). This means that digital marketing has a stronger influence on customer purchasing decisions, brand preference, and loyalty.

The results suggest that personalized advertisements, online reviews, and social media content significantly affect how customers make decisions and choose brands. While traditional marketing remains useful in building awareness, it has a weaker influence on actual consumer behavior compared to digital marketing.

Table 5. Significant Difference Between Traditional and Digital Marketing in Terms of Customer Engagement as Perceived by the Respondents Using the Wilcoxon Signed Rank Test

Indicators	Wilcoxon W	p-value	Effect Size	Magnitude	Decision	Interpretation
Customer Involvement	1046	<.001	-0.785	Large	Reject H ₀	Significant
	679	<.001	-0.841	Large		
	766	<.001	-0.799	Large		
	1054	<.001	-0.774	Large		
Customer Participation	1916	<.001	-0.606	Large	Reject H ₀	Significant
	1286	<.001	-0.657	Large		
	1411	<.001	-0.538	Large		
	1553	<.001	-0.565	Large		
Customer Interaction	1400	<.001	-0.681	Large	Reject H ₀	Significant
	1104	<.001	-0.741	Large		
	940	<.001	-0.789	Large		
	1470	<.001	-0.644	Large		
Customer Behavior	1271	<.001	-0.766	Large	Reject H ₀	Significant
	1912	<.001	-0.590	Large		
	1421	<.001	-0.650	Large		
	1327	<.001	-0.658	Large		
	900	<.001	-0.801	Large		

DISCUSSION

Customer Involvement in digital marketing is more effective than traditional marketing in fostering customer involvement because it captures attention, stimulates interest, strengthens brand recall, and creates emotional connections through interactive and visually appealing content. The accessibility of digital platforms allows customers to engage with information at their convenience, resulting in greater involvement with brands and products. This finding supports the study of Chaffey (2022), who emphasized that digital environments encourage greater customer involvement by providing richer content and increased consumer control. Similarly, Astoriano et al. (2022) found that digital marketing significantly influences consumer buying intentions, demonstrating its ability to attract and engage consumers more effectively than traditional approaches.

Customer Participation in digital marketing encourages greater customer participation by providing consumers with opportunities to actively engage through likes, shares, comments, reviews, and other interactive online activities. Unlike traditional marketing, which generally relies on one-way communication, digital platforms enable customers to become active contributors to brand-related content and discussions. This finding is consistent with Jain (2024), who reported that digital platforms promote customer participation through interactive features and user-generated content. Likewise, Cariño (2024) found that social media marketing strategies significantly improve customer

engagement and loyalty among SMEs by encouraging active customer participation.

Customer Interaction in digital marketing provides superior opportunities for customer interaction through real-time and two-way communication channels such as social media platforms, messaging applications, and online feedback systems. These communication tools enable businesses to respond quickly to customer inquiries, concerns, and feedback, resulting in stronger relationships and improved engagement. This finding supports the study of Wan (2023), who concluded that digital platforms enhance customer interaction through immediate communication tools and continuous accessibility. Similarly, Darunday et al. (2024) found that social media marketing strengthens customer trust and engagement by facilitating direct interaction between businesses and consumers.

Consumer Behavioral Outcomes in digital marketing has a stronger influence on consumer behavior because it utilizes personalized advertisements, online reviews, targeted promotions, and social media content that help shape purchasing decisions, brand preferences, and customer loyalty. The ability of digital marketing to provide relevant and personalized information enables consumers to make more informed decisions regarding products and services. This finding aligns with Salim and Isaa (2024), who reported that digital marketing significantly influences consumer purchasing behavior through personalized promotions and relevant product recommendations. Furthermore, Lopez (2024) found that content marketing strategies positively influence customer engagement and firm performance, highlighting the role of digital marketing in shaping consumer behavior.

The study concludes that digital marketing is more effective than traditional marketing in enhancing customer engagement and influencing consumer behavior because of its interactive, personalized, and real-time nature. These results are supported by both foreign and local studies, including Chaffey (2022), Jain (2024), Wan (2023), Salim and Isaa (2024), Astoriano et al. (2022), Cariño (2024), Darunday et al. (2024), and Lopez (2024), who collectively emphasized the effectiveness of digital marketing in improving customer involvement, participation, interaction, and behavioral outcomes. While traditional marketing remains valuable in building trust, familiarity, and credibility among consumers, digital marketing offers greater opportunities for engagement and relationship-building in contemporary business environments.

CONCLUSION

This study revealed that digital marketing is more effective than traditional marketing in enhancing customer engagement among Small and Medium Enterprises (SMEs) in Olongapo City. Digital marketing demonstrated greater effectiveness in promoting customer involvement, participation, interaction, and behavior because it provides interactive communication, personalized content, and convenient access to information through online platforms.

The results further indicate that customers are more likely to engage with businesses that utilize digital channels, allowing them to communicate, provide feedback, and participate in promotional activities. Although traditional marketing continues to contribute to brand awareness and credibility, its one-way communication approach limits its ability to generate the same level of customer engagement as digital marketing strategies.

The statistical analysis using the Wilcoxon Signed-Rank Test confirmed a significant difference between traditional and digital marketing strategies, resulting in the rejection of the null hypothesis. Overall, the study concludes that digital marketing has become an essential strategy for SMEs seeking to strengthen customer relationships, improve engagement, and remain competitive in today's rapidly evolving business environment.

RECOMMENDATIONS

Small and Medium Enterprises (SMEs). SMEs should strengthen their adoption of digital marketing strategies by maximizing the use of social media platforms, websites, and other online channels that encourage customer interaction and participation. Businesses should focus on creating engaging content, responding promptly to customer inquiries, and building long-term relationships through consistent online engagement.

Business Owners and Marketing Practitioners. Marketing practitioners are encouraged to integrate traditional and digital marketing approaches rather than relying on a single strategy. Traditional promotional activities may be used to increase brand visibility while directing customers toward digital platforms where continuous communication and engagement can be maintained.

Local Government Units and Business Organizations. Government agencies and local business organizations should provide training programs, seminars, and digital marketing workshops that will help SME owners improve their knowledge and skills in content creation, customer engagement, and digital analytics. These initiatives can support the digital transformation of local businesses and enhance their competitiveness.

Future Researchers. Future studies may explore other factors influencing customer engagement, such as artificial intelligence, influencer marketing, e-commerce adoption, and customer trust. Researchers may also expand the scope of the study by including SMEs from different industries and geographic locations to provide broader insights into the effectiveness of digital marketing strategies in the Philippine business setting.

ADVANCED RESEARCH

The scope of this study is limited to BSBA Marketing Management students of Gordon College during the Academic Year 2025–2026, which means that the results may not fully represent the perceptions of students from other academic programs, institutions, or geographic locations. The study focuses only on two marketing approaches, namely traditional marketing and digital marketing, while excluding other emerging marketing strategies such as experiential marketing, influencer marketing, guerrilla marketing, and artificial

intelligence-driven marketing. Furthermore, the research relies solely on quantitative methods through survey questionnaires and statistical analysis, which provide measurable data but may not capture the deeper experiences, opinions, and motivations of respondents regarding marketing effectiveness and customer engagement.

Considering these limitations, future researchers may expand the study by including respondents from different colleges, universities, business sectors, and regions to obtain broader perspectives regarding marketing effectiveness. Future studies may also investigate other variables related to customer engagement, such as customer satisfaction, customer loyalty, brand trust, and business performance. The use of mixed-methods research designs incorporating interviews, focus group discussions, and case studies is recommended to gain a deeper understanding of consumer perceptions and engagement behaviors. Additionally, future research may examine the effectiveness of integrated marketing strategies that combine traditional and digital marketing approaches. Longitudinal studies may also be conducted to determine how marketing strategies influence customer engagement over time and how changing technological trends affect consumer behavior in different business environments.

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