



# A Study On How Engagement Levels Affect Customer Purchase Behaviour

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## ABSTRACT

Customer engagement has emerged as a central element in shaping how consumers perceive brands and make purchase-related decisions. It includes a wide spectrum of interactions—ranging from social media activity and advertisement exposure to product experience and customer service encounters. This study investigates the extent to which varying levels of engagement (low, medium, and high) influence purchase behaviour. The findings reveal that although engagement strengthens brand familiarity, emotional connection, and trust, its direct association with purchase likelihood is statistically insignificant. The study highlights that while highly engaged customers demonstrate stronger relationship-oriented behaviours, low-engagement users sometimes show comparable or even higher purchase tendencies based on situational factors. Additionally, challenges such as information overload, inconsistent communication, and message fatigue affect engagement outcomes.

## INDEX TERMS

Customer Engagement, Consumer Behaviour, Purchase Likelihood, Digital Interaction, Engagement Metrics

## 1. INTRODUCTION

The rapid growth of digital platforms has reshaped how customers connect with brands. Engagement is now considered a critical driver of customer attitudes, perceptions, and behavioural patterns. Each interaction—whether a comment, a like, a review, a product trial, or participation in a loyalty program—contributes to the development of customer–brand relationships.

Understanding how engagement levels influence consumer purchasing decisions is essential for organizations seeking to refine marketing strategies and improve conversion rates. This study examines how low, medium, and high engagement groups differ in their purchasing behaviour and whether engagement alone is a reliable predictor of consumer buying actions.

## 2. PROBLEM STATEMENT

Organizations continue to invest significantly in promotional campaigns, digital communication, and branding initiatives. However, many brands fail to translate engagement into actual purchases. While some customers interact frequently with content, others remain passive, making it challenging to understand the relationship between engagement and buying behaviour. This study addresses whether engagement intensity genuinely influences consumer purchase decisions or whether other behavioural and contextual factors overshadow the role of engagement.

## 3. OBJECTIVES OF THE STUDY

1. To examine various levels of customer engagement.
2. To determine how engagement levels influence consumer purchase behaviour.
3. To identify factors contributing to engagement and disengagement.
4. To propose strategies for strengthening engagement to support improved sales outcomes.

## 4. SCOPE OF THE STUDY

This study focuses on digital, behavioural, and psychological aspects of customer engagement, particularly interactions mediated through online platforms, advertisements, and content consumption environments. It explores how emotional, cognitive, and behavioural engagement influence purchasing patterns, brand loyalty, and repeated buying intentions.

## 5. RESEARCH METHODOLOGY

### 5.1 Research Design

The study adopts a quantitative, cross-sectional design involving 500 users categorized into distinct engagement levels. The research aims to assess whether significant behavioural differences exist across these groups, particularly in terms of purchase likelihood.

### 5.2 Variables

Independent Variable: Engagement Level (High, Medium, Low)

Dependent Variable: Purchase Likelihood (Likely = 1, Not Likely = 0)

### 5.3 Data Overview

Sample Size	500 users
High Engagement	176 users (35.2%)
Medium Engagement	164 users (32.8%)
Low Engagement	160 users (32%)
Metrics	Likes, Shares, Comments, Clicks, Ad Engagement, Time Spent
Purchase Indicators	Purchase History, Purchase Likelihood, Buy Rate

## 5.4 Hypotheses

H1: Engagement level significantly influences purchase likelihood.

H2: Higher engagement levels correlate with increased purchase activity.

H3: Engagement metrics vary substantially across engagement groups.

## 5.5 Analytical Method

A Chi-square test of independence was employed to determine whether any statistically meaningful relationship exists between engagement levels and purchase likelihood.

## 6. REVIEW OF LITERATURE

Previous research consistently shows that engagement enhances consumer trust, brand affinity, and long-term loyalty. Smith (2021) argues that engaged users are more likely to develop stronger brand relationships. Kumar and Sharma (2020) emphasize the importance of emotional and social engagement in shaping purchase motivations. Davis (2022) highlights the role of digital interactions in influencing buyer perceptions and decision-making. However, Thomas (2019) notes that excessive information and inconsistent messaging may weaken engagement and reduce purchasing interest.

## 7. DATA ANALYSIS AND INTERPRETATION

### 7.1 Purchase Behaviour by Engagement Level

Engagement Level	N	Purchase_History	Purchase_Likelihood	Buy_Rate
High	176	42.05%	50.00%	22.73%
Medium	164	48.78%	47.56%	21.34%
Low	160	43.75%	53.12%	22.50%

The results indicate minimal variation in purchase rates across engagement groups. Notably, low-engagement users demonstrate slightly higher purchase likelihood, suggesting that engagement alone may not be a reliable predictor of buying actions.

### 7.2 Engagement Metrics by Engagement Level

Metric	High	Medium	Low	Range
Likes (B)	10.81	11.14	9.68	1.46
Shares (B)	11.21	10.29	10.75	0.92
Comments (B)	2.06	1.13	0.37	1.69
Clicks (B)	0.46	0.46	0.41	0.05
Ad Engagement (B)	9.12	8.46	7.43	1.69
Time Spent (B)	11.75	12.62	11.43	1.19

The largest behavioural gap appears in comment activity, where high-engagement users outperform low-engagement users by a significant margin. Other metrics show moderate variation, indicating that engagement clusters capture meaningful behavioural differences.

### 7.3 Chi-Square Statistical Test

Chi-square value: 1.0073

p-value: 0.6043 (Not Significant)

The statistical analysis reveals no significant association between engagement level and purchase likelihood. Thus, engagement intensity does not directly predict purchasing behaviour.

## 8. DISCUSSION

The findings highlight that engagement, while beneficial for maintaining brand presence and fostering emotional connection, does not independently influence purchase likelihood. The nearly uniform purchasing proportions across engagement groups confirm that customers may buy based on needs, preferences, or situational triggers rather than engagement intensity.

## 9. LIMITATIONS

1. Cross-sectional data restricts causal inference.
2. Absence of demographic variables may influence interpretation.
3. Binary purchase likelihood oversimplifies buying behaviour.
4. Results may not generalize beyond the dataset's specific platform context.

## 10. RECOMMENDATIONS

1. Combine engagement metrics with purchase history and demographic insights to create robust customer profiles.
2. Focus on intent-based indicators rather than purely engagement-based signals.
3. Experiment with segmentation strategies through controlled A/B testing.
4. Improve messaging consistency to maintain meaningful engagement and prevent customer fatigue.

## 11. CONCLUSION

The study concludes that customer engagement, although valuable for building affinity and fostering brand connections, does not directly determine purchase likelihood. Purchase decisions are shaped by a combination of personal preferences, prior experiences, pricing, and intent-based factors. Companies must integrate diverse behavioural indicators to accurately predict and enhance purchasing outcomes.

## 12. REFERENCES

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